



Vol. 47 No.3 Fall 2025

Book Dealers World

National Association of Book Entrepreneurs

**Summer 2025
Pinnacle Book
Achievement
Award Winners**

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Giulio Veglio, author of a wide series of award winning books about life, love, faith and joy. Read his fascinating story in our Publishers Profile on page 3.

From The Editor's Desk



Dear Friends,

It is that time of year when the weather gets warm, sometimes too warm and we can enjoy the outdoors. Here in Oregon, fires are happening all over the state, while other parts of the country are suffering from too much rain and terrible storms. Growing up I remember enjoying the freedom of summer and doing all the things I enjoyed doing, and being free from school for at least two months.

This issue of **BDW** spotlights our Summer 2025 Pinnacle Book Achievement Award Winners featuring many of our wonderful members and their fine books. Take a look through the many titles and discover some new finds that you will enjoy. Check out some of our wonderful entries and new authors today. And add them to your list for Summer and Fall reading.

In this issue our articles include "The Essence of Book Marketing: Making Real Friends," "3 Steps To Doing the Work You Love and Loving The Work You Do," "Unleashing the Power of Successful Book Signings," "Book Marketing Resources for Book Authors" and much more. Plus, there is a Book Dealers Diary and a Publisher Profile on Giulio Veglio.

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 Thanksgiving and a safe and happy holiday season wherever you go.

Al Galasso, NABE

BOOK DEALERS WORLD

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Our 45th Year

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P.O. Box 606
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541-942-7455

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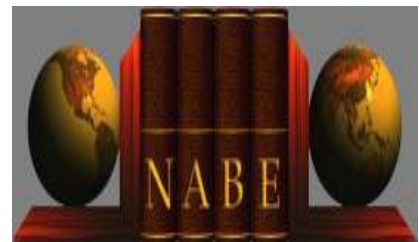
[BookDealersWorld@
bookmarketingprofits.com](mailto:BookDealersWorld@bookmarketingprofits.com)

Web Site

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Executive Director
Al Galasso

Associate Director
Ingrid Crawford



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Giulio Veglio Author of Award Winning Self Help Books

Giulio immigrated from Italy with his family as a child and lived in an area of upstate New York where Italians from all over Italy had lived. He learned how to properly speak broken English and Italian. Growing up, he struggled in school, believing he was dumb, as many people told him, and although he couldn't read or write very well when he got out of high school, he could listen and do things with his hands.

After attempting a semester at community college, he followed his mother Bianca's advice and went to beauty school to become a hairdresser. When he saw all that beauty around him, he realized he had a special gift. At one of the first hair shows he ever went to, he saw Paul Mitchell and John Paul DeJoria, and thought, "I can do that and I have to be a part of that!"

Giulio began his career as a salon owner, then advanced to a Master Associate with John Paul Mitchell Systems, as well as a consultant, working with large franchises. He eventually graduated to owning multiple schools across the country.



When he began learning the keys to success and confidence from various mentors, all of that knowledge felt like one big secret. He vowed that whatever he learned would never remain a secret again, and he would give these lessons away to help as many as he could.

He first did this with a series of powerful and entertaining books that won praise and awards from all over the country.

An ordained minister and a staunch advocate against human trafficking, Veglio's life work resonates with profound empathy and a relentless drive for societal betterment. His literary contributions further this legacy and award winning books, with titles such as "A Slap on the Back of the Head" and "Unwrapping Your Gifts" reflecting his passion for guiding others to uncover their potential.

As a Harvard Business School Executive MBA graduate and a certified Maxwell Leadership Executive, Trainer, Speaker, and Coach, Veglio embodies a lifetime commitment to personal development and empowerment. His accolades, including the 2023 Outstanding Leadership Award and the 2024 Visionary Award, underscore his significant impact on global education and business.

Veglio's influence extends beyond the boardroom into the heart of communities through his philanthropic efforts, raising over \$25M annually for varied causes. His bilingual fluency and rich cultural experiences, spanning from Italy to the US, have enriched his engagements with diverse audiences around the world.

Continuing in his quest to bring out all the good things of life, Giulio has just started "The Giulio Show" on YouTube. His goal is to share knowledge through honest and entertaining conversation.

"I've learned that there is so much more to life than politics and agenda, and there are a million other things that can bring us all together... like food. I thought, 'It's time to get back to that.'"

On "The Giulio Show" he invites successful leaders from all walks of life and business to just sit down and talk, sharing their most interesting stories and valuable lessons. The amount of education one can absorb from a simple conversation is immeasurable, and who better to learn from than those who have not only succeeded, but have failed; one can learn a great deal from failure, and in my experience, every failure was just another discovery.

To learn more about Giulio's books, videos and great outlook on life, be sure to visit his fantastic website <https://www.giuliovegio.com/> and also pick up some of his great titles to read and sell.



The Essence of Book Marketing: Making Real Friends

by John Kremer

All of marketing ultimately comes down to one thing: creating relationships. If you don't understand this basic principle, you will ultimately fail as a book marketer.

Think of it: What is publicity? It is simply creating relationships with people in the media who, if they like your product, idea, or service, will pass on that information to their audience in the form of reviews, interviews, stories, or notices.

Think of it: What is distribution? It is simply creating relationships with bookstores, wholesalers, and sales representatives who will make your books available to retail customers.

Think of it: What are rights sales? They, too, are based on creating relationships with key companies and people who can exploit those rights better than you can.

Think of it: What is editorial? It is simply creating relationships with authors, literary agents, and other people who can bring you good material to polish, design, and promote.

All of book publishing ultimately comes down to creating relationships. Indeed, all of business operates the same way.

Wherever you look in business, relationships are what make things happen: networking, the old boy network, the new girl network, customer lists, luncheon meetings, conventions, trade

shows, chat groups, newsletters, blogs, social networks, and more. They all have one thing in common: Their primary purpose is to enhance communication and further relationships.

Wherever you look in business, relationships are what make things happen: networking, the old boy network, the new girl network, customer lists, luncheon meetings, conventions, trade shows, chat groups, blogs, social networks, more.

To help you create better relationships and market your books more effectively, here are a few basic principles you should follow.

1. Create your Kremer 100 list. Don't try to be friends with thousands or millions of people. You can't do it. Focus on 100 key media and marketing contacts (if you don't have time to focus on 100, make the database 25 or 50 people).

Develop this Kremer 100 database or list yourself. Find out what their addresses are. Also their phone numbers, fax numbers, email addresses, and URLs. Plus their cell phone numbers, perhaps even their home phone numbers.

Your goal is to get to know their likes and dislikes, what moves them, and what they look for in a good story (if they are media) or a good product (if they are a buyer). You also want to get to know how they like to get info. Do they prefer email, fax, phone, or mail?

2. Be persistent. Once you've developed a database of key contacts, you must be in touch with them on a regular basis — at

least once a month. Tell them something new with each contact.

If you ever get an opportunity to meet them in person, jump at the chance. But the key is continual follow-up. It makes all the difference in whether or not you establish a real relationship.

3. Create a word-of-mouth army. Since 80% of all books are sold by word-of-mouth, your primary goal in marketing your books is to create a core group of people who will spark that word-of-mouth.

I like to think of these people as the officers for your word-of-mouth army, because what you ultimately want to create is an army of people talking about your book. In that army, you'll have privates, corporals, sergeants, lieutenants, majors, colonels, and generals. The moment someone meets you, they've self-promoted themselves to at least a corporal. If they get an autograph, count them a sergeant. If they buy ten books for other people, promote them to lieutenant. You get the idea.

In my 1001 Ways to Market Your Books army, I have at least three five-star generals: Jack Canfield, Mark Victor Hansen, and Robert Allen. They've earned every star. I have many, many colonels.

Note: If you don't like the analogy of an army, then think of it as a parade, or fan club, or party. The reason I like the analogy of an army is because you can promote people in an army.



4. Become a people person. At home in Taos, New Mexico, I'm a quiet shy fellow. Here, few people know who I am or what I do. But when I go out to speak or to attend trade shows, I become a new person, a people person. Fortunately I enjoy that interaction with the public.

If you are going to become a successful book promoter, you, too, will have to cultivate that fun feeling when you go out into the public. If you genuinely care about people, you will have no problem facing the public. Just open your heart and let it out.

When speaking to the Women Writers of the West conference several years ago, I realized that when I talked about creating relationships, I was really talking about making friends. Because that is what every good marketer really does: They make friends real friends.

When you begin to think of marketing in this way, everything about marketing books becomes more fun. Suddenly there is no foreignness, no fear, no feelings of inadequacy.

We can all make friends. It's a talent we've had since we were little children. Use it.

Take time out today to make some new friends not just acquaintances, but real friends. You can start with your social networks and eventually branch out to creating professional relationships that are made up of real friends.

**PLACE YOUR BOOK in the
BEST E-BOOKS DIRECTORY**

**See Page 21 in this issue
For complete details**

3 Steps to Doing the Work You Love and Loving the Work You Do

by Leo Babauta

I have discovered that many book authors hate marketing books. That's too bad, because it can be the most fulfilling part of the job that interacting with potential customers, with people whose lives you can change, with readers who will respond in the most interesting ways. I have discovered that many book authors hate marketing books. That's too bad, because it can be the most fulfilling part of the job that interacting with potential customers, with people whose lives you can change, ... #readers #books

When I get up in the morning, I can't wait to start writing. It's not that I'm productivity-driven or a workaholic. It's that I love what I do. And I'll tell you a secret to loving what I do: If I think my work will help someone, there's no better motivator.

I see lots of people, every day, who don't like the work they're doing. If I could help a few of them find work they love, it would make my year.

So this is a mini-guide to finding the work you love. Because it's waiting for you, you just need to find it and go get it. Believe in yourself. The main reason people don't try to do work they love, don't even look for it, is because they don't think they're good enough. That's hogwash.

Step 1: Believe in yourself. The main reason people don't try to do work they love, don't even look for it, is because they don't think they're good enough. That's hogwash. We've been bamboozled and hornsoggled

into believing we are insufficient, that it's scary to fail, when neither is remotely true.

You are not only sufficient, you are perfect. And failure is inevitable, but it's how you succeed. Failure is how we learn to get better. It's a step towards success.

I highly recommend you watch a TEDx talk from Scott Dinsmore for some inspiration. It's the best 18 minutes you could invest in your life right now.

Find the work you love. This is probably the most difficult step for many people, because they don't know what they want to do.

Step 2: Find the work you love. This is probably the most difficult step for many people, because they don't know what they want to do.

Actually, this step is the fun part. You get to try different things. Fail often. Explore yourself. Learn about what you're good at. Help people. Take the leap. It's the scariest, most exciting thing ever to take the leap and do work you love. I call it JoyFear. It's totally worth it.

Making a living doing what you want isn't exactly easy, but it's not as hard as you might think. Create something that will help people. Do it the best you can, and keep getting better. Make it uniquely you, and tell your story. Don't be a marketer or push yourself on people, but really help them and they'll come to you.

What are you waiting for? I've given you three steps, so you should be taking the first step already. If not, get moving! The work you love is out there. Waiting for you. But it won't find you. You have to go looking for it.

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.

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.

4. Feature Samples of Teleseminars. Do you want more signups for your free and/or paid teleseminars? Then start recording them. Pull out the highlights and post free clips of them at your website.

5. Pump Up Your Testimonials. You probably already have customer testimonials on your site. Now amplify their impact with audio. Have your customers record their testimonials in their own voices, and post them on your site along with their names and photos.

6. Make Your Emails and Ezines Talk. Liven up your emails by making them talk to your prospects, subscribers, and customers. The members on your lists will feel like you are right there with them. And,

remember, it will be that personal connection that encourages people to hire you or buy your products. Be the first in your industry to do this, and watch your numbers rise!

7. Send Audio Postcards. Reach out to your best customers and prospects for holidays, birthdays, or other special occasions by sending them an email postcard accompanied with a personally recorded message.

Alexandria Brown: 7 Ways to Use Audio to Increase Your Web and Email Sales

Online entrepreneur Alexandria K. Brown publishes the award-winning Highlights on Marketing & Success weekly ezine with 30,000+ subscribers. If you're ready to jump-start your marketing, make more money, and have more fun in your small business, get your free tips now at her popular website: <https://www.AlexandriaBrown.com>



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Ride the Wind

Jennifer Dodd

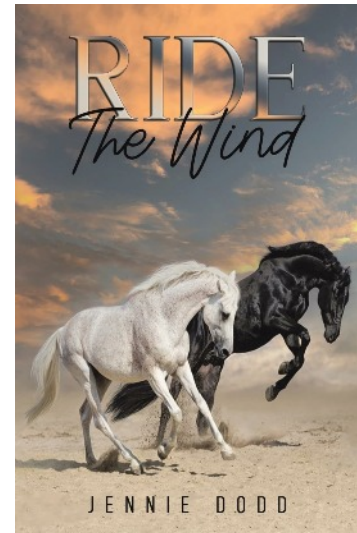
Phone: +44 (7932) 785854

Email: jennie.dodd@talktalk.net

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This novel and its sequel, Ride the Waves, describes the adventures of two strong, resourceful sisters, Dakota and Chaney, providing a positive role model for young readers, especially girls, reinforcing the message that they can be the heroes of their own stories. Set in Western Australia and embedded in Aboriginal mythology, storylines foster a connection between readers and the natural world, emphasizing the importance of conservation and respect for nature.

Retail: \$10.95, Sample: \$10.95 ppd
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Growing Costs of U.S. Health Care Corporate Power vs Human Rights Is Reform Finally Within Reach?

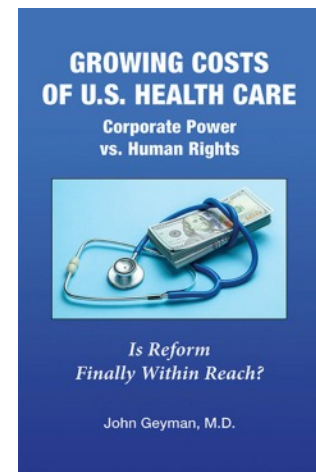
John Geyman 34 Oak Hill Drive Friday Harbor, WA 98250

Phone Number 360-378-8558 E-Mail: jgeyman@uw.edu

Web: www.johngeymanmd.org

The high costs of affordable health care have been a driver of rhetoric for many elections in the U. S. The fix—not-for-profit national health insurance, as demonstrated by all other high-income countries, continues to be the best solution. This book tracks 60 years of health care in the U. S., and describes the ways whereby costs and other problems of health care can be resolved.

Retail: \$21.95, Sample: \$21.95 ppd.
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Miracles Master The Art

Nancy Harris

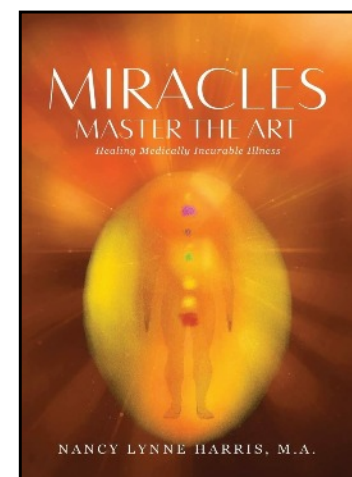
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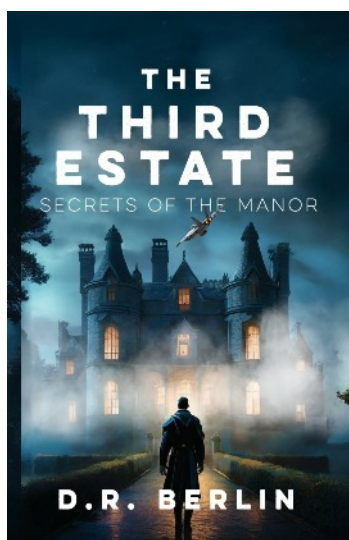
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The Third Estate: Secrets of the Manor

Debbie Berlin

2728 Holly Point Road W Orange Park, FL, 32073 Phone (904) 707-8022

Email: Debbie.BerlinMD@gmail.com

Web: <https://drberlinauthor.com>

In a busy outdoor market, an apparently ordinary woman is gunned down by a professional assassin. Twelve years later, the killer is back with a new target—and a mysteriously sinister employer. What secrets could a father leave behind? A gripping, high-stakes thriller that seamlessly blends espionage, mystery and intense suspense. The Third Estate: Secrets of the Manor will keep you at the edge of your seat.

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Four Legged Heroes: The Mama Magina Books

Mary Virginia McCormick Pittman Xlibris

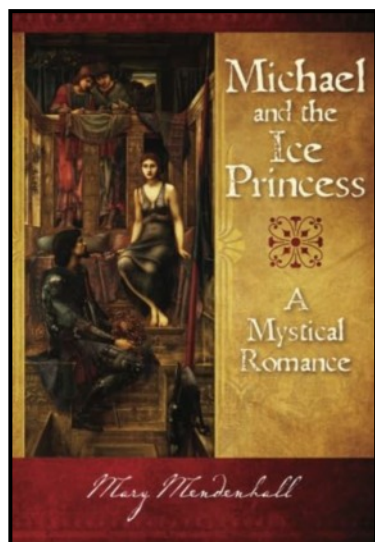
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Is it animal magic? Or the unique DNA of the wolf? This book presents three incredible stories that will transport you into a world of canine courage, endurance, bravery, and fortitude, which can be called nothing less than miraculous. Beautifully illustrated.

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Michael and the Ice Princess: A Mystical Romance

Mary Mendenhall

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www.authormarymendenhall.com

An unpaid debt. A cursed king. Come journey with a lost princess as she meets saints and a sorceress, seeking to unravel the puzzle of who she is. Her prayers for protection are met by Michael, a wounded craftsman intrigued by her coldness. The Western mystics are given a voice through this spiritual romance – because it turns out that God is the suitor in this quest story.

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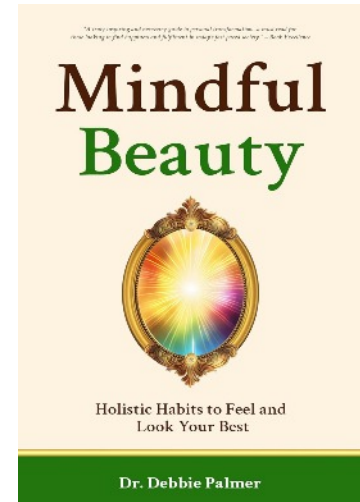
Mindful Beauty

Holistic Habits To Feel and Look Your Best

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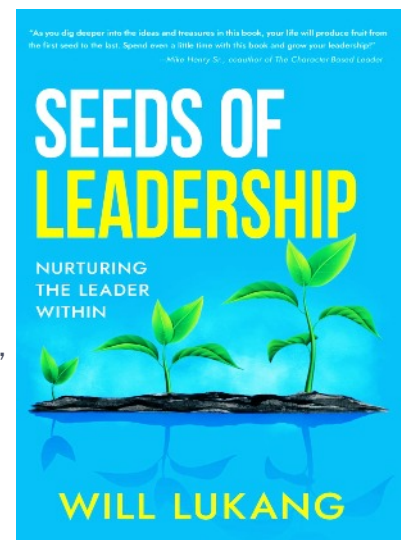
Seeds of Leadership:

Nurturing the Leader Within

Will Lukang
84 Katherine Street Wyckoff, NJ 07481
Phone: 201-274-4634
E-mail: will.lukang@gmail.com Web: www.iwillaim.com

Are you ready to become a visionary leader who inspires others and drives meaningful change? If your answer is “yes,” Will Lukang offers the roadmap you need to develop the skills and mindset necessary for effective leadership. Drawing from years of experience and filled with practical examples and actionable insights, this book goes beyond theory to provide you with real-world applications. Complete with reflective exercises that help you dig deeper, Seeds of Leadership is your essential guide to growing into the leader you were meant to be while making a tangible impact on the organization you serve.

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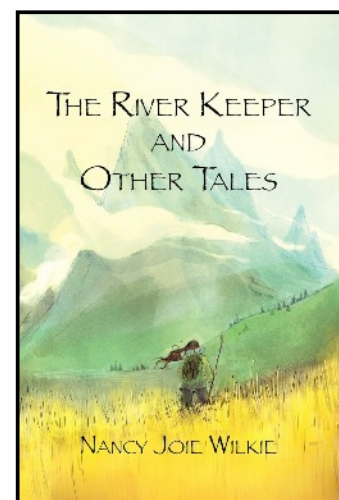


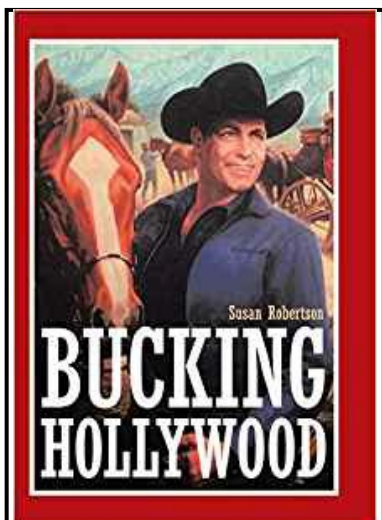
The River Keeper and Other Tales

Nancy Joie Wilkie
3356 Tanterra Circle Brookeville, MD 20833
Phone: 301-570-2437
E-Mail: mindsights@mindspring.com
Web: <https://mindsights.net>

This collection of seven short stories takes the reader to the Kingdom of Imlay, a coastal realm still filled with magic and mythical creatures great and small. Characters such as the inquisitive Ya, the precocious Aurora, and an ambitious future-seeking King face monumental decisions that will affect those they hold dear. The River Keeper and Other Tales is Nancy Joie Wilkie's third collection of stories.

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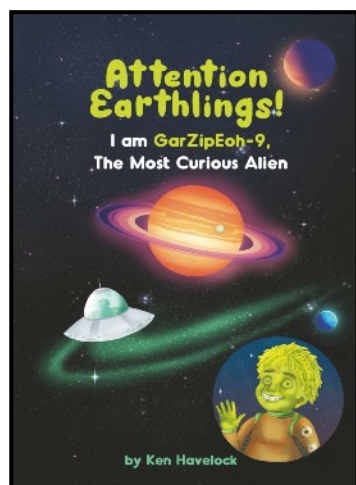


Bucking Hollywood

Susan Robertson Page Publishing
PO Box 470, Via De Santa Fe Rancho Santa Fe, CA 92067
Telephone: 405-706-3704
E-Mail: 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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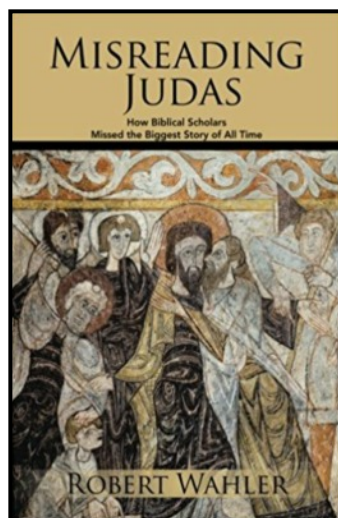
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I Am GarZipEoh-9 The Most Curious Alien

Ken Havelock
4 Parkside Drive Kincheloe, MI 49788
Phone: 906-495-7216
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This first book in a proposed trilogy follows the exciting adventures of Faringa native GarZipEoh-9. Alien Scout First Class GarZipEoh-9 is on a mission to honor his planet's Highest Prime Minister. This budding sci-fi series nicely engages readers as they join our little hero making his way below and above Earth. At the conclusion of each chapter, an interesting "fun fact" is shared to enjoy.

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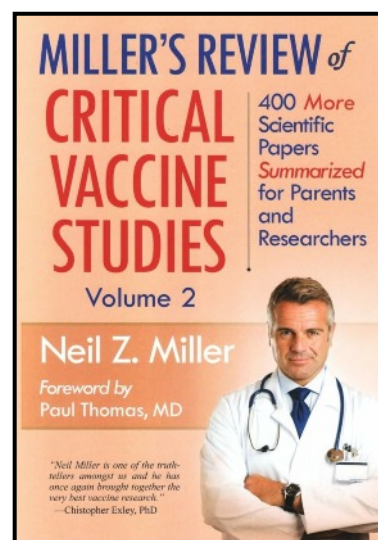
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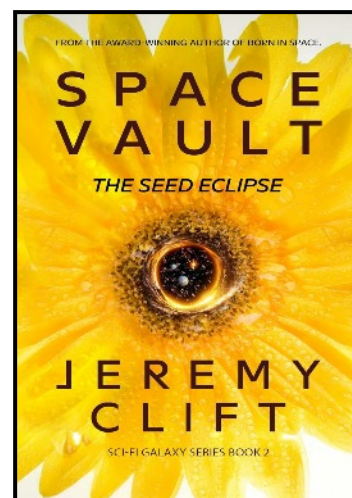
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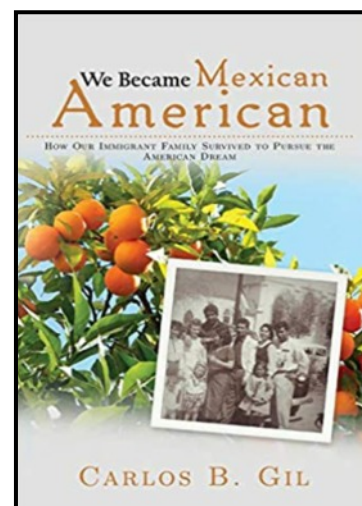
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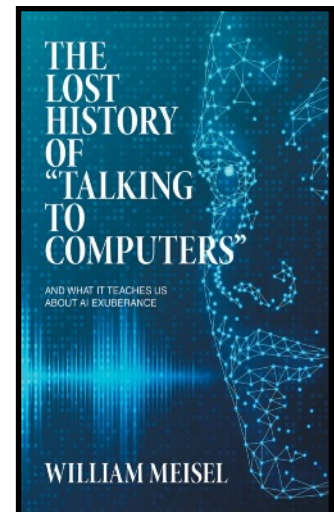
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Web: www.speechrecognitionhistory.com

This book delves deeply into the history of an aspect of Artificial Intelligence that has long captured the imagination of movie makers and technologists – speech recognition, connecting with computers using human language. It traces 27 years of companies trying to commercialize this technology, over 300 companies in some years, facing the hurdle of computers being much slower and more expensive. The book also addresses today's excitement over AI in general.

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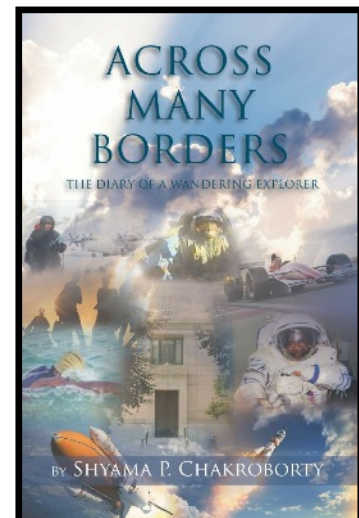
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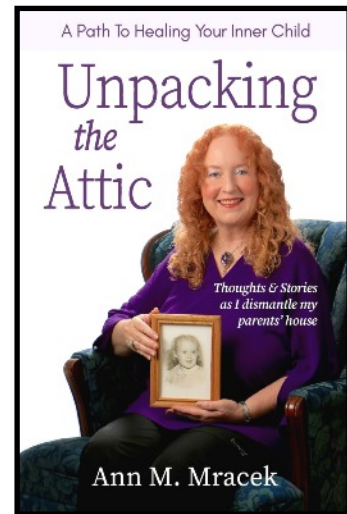
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Website www.annmracek.com

A unique blend of memoir and healing practices written in real time as Ann emptied her parents' house when they transitioned to assisted living. Seeing items from her childhood triggered suppressed memories of trauma and profound loneliness. It is possible to re-frame old negative narratives with adult perspective. The vivid stories of her childhood are told with humor, insight and the intent to heal and forgive.

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A Yellowed Notebook

Beth SK Morris

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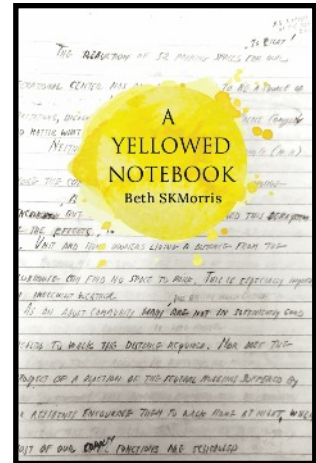
Phone: 561-504-0378 E-Mail: bethsabard@aol.com

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When my father died, I found a spiral notebook written in the last months of his battle with chronic heart disease. "A Yellowed Notebook" is a collaborative/hybrid integrating his notebook entries with my poems via three sections: Family, Work, Retirement/Diminishment'. One of my readers noted that the manuscript reminded her of Natalie Cole's "duet-mix," "Unforgettable," alongside Nat King Cole's songs.

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Sandra Foster, Page Publishing

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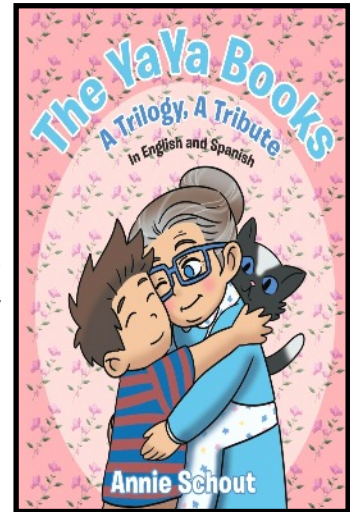
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YaYa is the name used for a beloved grandmother in the Catalan language in Spain. The YaYa Books is a trilogy of delightful stories about a little boy and his grandmother, who is from Spain, and the culture and Christmas holiday traditions he learns from her. Written in English and Spanish.

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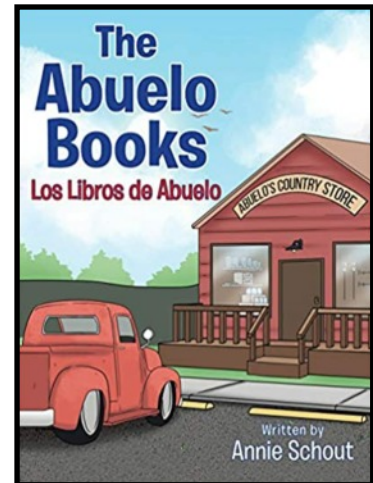
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The Abuelo Books was written as a companion book to The YaYa Books. Each of the two stories in the book describes the love and respect a little boy has for his grandfather, whom he calls Abuelo, as helps his grandfather in Abuelo's Country Store and then falls fast asleep as his grandfather retells the little boy's favorite story of The Big Fish. Written in both English and Spanish.

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You Don't Belong Here

Volume Two

Sean O'Toole

102 Fallwood Parkway Farmingdale, NY 11725

Phone: 516-567-0071

E-Mail: twizzy1234@gmail.com

2 Carpenter ants are sick of eating the same old food every day and decide to go on a quest with their insect friends to try and get to a pie cooling off on a house window sill. Turns out that might not have been a great idea.

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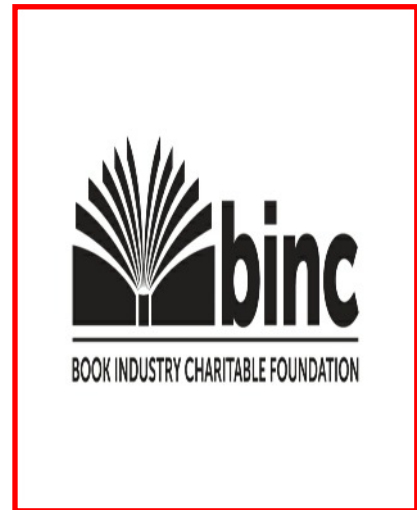
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One Do Book Awards Matter?

A Are book awards something you can pursue, or are they only for bestselling books written by famous authors?

I used to think book awards were random and not something you could add to a marketing plan.

I was dead wrong.

Jordan Ring here, Marketing Manager at Book Award Pro. I'll share major reasons book awards are great for marketing and ultimately, selling more books!

There are a slew of marketing approaches you could take for your book. But authors don't have time to pursue every new shiny object. Book Award Pro is here to help.

No longer are you stuck sharing "buy my book" posts to crickets on social media. Now you can share your relatable and exciting award-winning progress!

Let's break it down into three reasons why you should pursue and submit regular award entries:

Awards Grant Promotional Moments for Authors

The reason we are so pumped for book awards (and why we literally cheer "Hooray!" every time a new author joins our fast-growing community) is because awards give authors promotional moments to share about their book.

Every stage of the award process is worth sharing, whether you're an award-nominee, a finalist, or end up winning. It's an exciting opportunity to tell the world about your book, the project you worked tirelessly to complete.

You Can Hustle for Awards

Don't believe the myth that book awards are out of your control. As mentioned, I used to believe this as an author. I also believed that my books would sell without marketing...

Book awards give you an exciting way to impact your cause, keep your author image fresh, entice readers, and create buzz for your book. Find out about this amazing book award opportunity at <https://bookawardpro.com/?ssa=22>

BOOK DEALERS DIARY

A Century of Honor: Tomb of the Unknown Soldier by Philip Bigler chronicles the Tomb's history from its early inception after World War I through its formalization and beautification. The shrine's symbolism and continuing cultural importance are explained, while the subsequent interments of the World War II, Korean, and Vietnam Unknowns are covered in detail and framed within the context and scope of the nation's history. Bigler spent over two years conducting extensive primary source research at the National Archives, the Eisenhower Library, the Library of Congress, the Commission of Fine Arts, as well as at other important historical repositories. For more information visit www.appleridgepublishers.com

In **My Perfect Birthday Wish** by Sharon Thayer, a young boy in his backyard stretches his toes toward the sky as he contemplates his perfect birthday wish. Turning ten and feeling quite grown up, he takes extraordinary measures to make a wise wish—and, in the process, discovers that the wisest wishes spread joy to others. Topics include celebrating family traditions that strengthen relationships, and fostering a deep and essential connection with nature. For more info, visit www.carousel-publishing.com

Growing Up Green and Gold by Judy Ducharme knows firsthand what it feels like because she's a part of the Packer Nation herself. So grab your football gear, put on your favorite colors, and enjoy a fun time of reminiscing about all the things that make being a Packer fan so great! For more information and dealer details visit <https://judithducharme.com>.

The Cosmic Caretaker by Ange Anderson is a genre-defying novel that weaves together elements of science fiction, historical narrative, and spiritual exploration. Perfect for fans of Matt Haig and Audrey Niffenegger, this story invites readers to ponder the mysteries of existence and the enduring power of connection. For more info, visit www.angeandersontherapeutic.co.uk

The Biohunter by Ingrid Moon tells of the collapse of the biosphere. The few remaining cities, once bastions of human survival, have become fortresses of power ruled by ruthless corporations. Axel Mercer, a former soldier, explores the hostile plains to recover organisms for scientific research. But the corporations who run civilization want more. An action-packed dystopian novel with a simple premise, crazy twists, cruel desires, a pinch of humor, and all the blood and violence of an edge-of-your-seat action movie. For more information and dealer details, visit <https://www.ingridmoon.com>

Not Everyone Walks The Stage by Nicholas Seidler is about a child who has a mobility impairment that makes her think that she might not succeed in school. We follow her journey through her first year in school, where we discover that her experiences are identical to all other students. Sophia's wheelchair is hidden in the book until the very end to emphasize her common experiences with other students. This wonderful book is perfect for all students to learn important broad lessons about how we are all the same, yet all different at the same time. For more info, visit www.zepopublishing.com

Dear Orchid by Carol Van Den Henden is for those who like heart-warming stories of resilience and wounded heroes. You'll love this award-winning tale that's inspired by combat-injured veterans. For fans of "Me Before You Goodbye", Orchid asks "What choice does a wounded hero have when loving his woman means breaking his own heart?" For more information and dealer details, visit www.carolvandenhende.com

Protecting Mama: Surviving the Legal Guardianship Swamp by Leonie Rosenstiel is about a mother who suffers from Alzheimer's disease, and struggles with an implacable, court-appointed guardian against the backdrop of centuries-old family myths and miscommunication. Mama wants their story told, but the courts demand that secrecy enshroud all guardianship records forever. After years of struggle and Kafkaesque frustration, and with the help of a brilliant, unconventional attorney, Léonie goes to war with the establishment in an attempt to help others find their way. For more information, and dealer details visit <https://dayspringresources.com>

Wrecked by You by Kate Sweden is a sexy, enemies-to-lovers romantic comedy with snappy banter, forced proximity, and enough slow-burn tension to melt your passport. Perfect for readers who crave serious heat, sharp wit, and emotionally intelligent characters who know exactly how high the stakes are—especially when it comes to falling in love. For more information and dealer details visit www.kateswedenromance.com

In **The Starlords** by Gary Caplan we follow the thrilling journey of navigator Darius, who unexpectedly inherits a spacecraft from his mysterious father. With a bit of diligent searching and some credits from his home planet, Darius recruits a ragtag team of four diverse individuals and sets off to explore the uncharted territories of nearby star systems. For more information, send e-mail to Gary.caplan1@gmail.com

The Blank Journal: Biking in All 50 States and So Much More by Tammy Cranston is the story of two grieving individuals who met through divine intervention, married, and joined in a quest to live a purposeful life. An account of adventures, obstacles, lessons learned, and so much more are recorded in a previous blank journal while Bob and Tammy fulfilled their goal to ride their tandem bicycle in all fifty states. For more information, and dealer details, visit <https://tammycranston.com/>

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Ingrid Moon

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the Recently Undead
HJ Ramsey

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www.angeandersontherapeutic.co.uk



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Jeremy Clift

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RAN: A Civilization in Hiding
Robert Williscroft
<https://robertwilliscroft.com>

Richard:
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Michael W. Hickman
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Gary Caplan
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Ingrid Moon
<https://www.ingridmoon.com>

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<https://www.stefanifryzel.com/>

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Children of Echoes
A.J. Stopani
geekywriting@gmail.com

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A Case Twins
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Dorian Rockwood
<https://dorianrockwood.com/>

The Ultimate Guide to Crafting an Author Website that Wows Readers

Learn the essential elements needed to create a captivating author website that will engage readers and leave a lasting impression. Your website serves as a digital storefront, a place where potential readers can discover your work and get a glimpse into your writing style. Begin by focusing on a clean and professionally designed layout that reflects your brand.

Optimize your website for easy navigation, ensuring visitors can effortlessly explore your pages and find what they're looking for. Incorporate visually appealing images and include a captivating bio that highlights your writing journey. Moreover, consider integrating a blog to share your writing process and connect with readers on a deeper level. By strategically crafting your author website, you'll enhance your chances of catching the attention and interest of potential customers.

In addition to a well-designed layout, captivating imagery, and an engaging bio, there are a few other key elements that will make your author website truly shine. One crucial aspect is to include a clear and concise portfolio section that showcases your best work. This will allow readers to easily find and access samples of your writing, giving them a better understanding of your style and expertise.

Furthermore, it's important to create an easily accessible contact page where potential publishers can reach out to you directly. Include a professional email address and consider adding a contact form for added convenience. This way, readers can easily connect with you to discuss potential opportunities or collaborations.

Lastly, don't forget to incorporate links to your social media profiles throughout your website. This will enable publishers to follow you on platforms like Twitter, Instagram, or LinkedIn, where they can gain further insight into your

writing journey and connect with you on a more personal level.

By implementing these essential elements into your author website, you'll create a strong foundation that will captivate independent publishers and leave a lasting impression.

Discover the key elements of user-friendly design and how to create an interface that will captivate independent publishers, making it easy for them to navigate and explore. As independent publishers, it's crucial to understand the importance of a well-designed website that not only showcases your work but also provides an exceptional reading experience for your audience.

The first step in creating an engaging interface is to prioritize simplicity. A clutter-free layout with intuitive navigation ensures that readers can find exactly what they're looking for without any confusion. Utilizing visually appealing elements, such as high-quality images and carefully chosen fonts, can significantly enhance the overall user experience. By incorporating these essential design principles, independent publishers can create a website interface that not only wows readers but also keeps them coming back for more.

In addition to simplicity and visually appealing elements, another crucial aspect of designing an engaging interface for readers is the incorporation of interactive features. These features not only captivate the attention of your audience but also encourage them to actively engage with your website. Consider implementing features such as an author blog, where you can share your writing journey and interact with your readers through comments and discussions. Including a newsletter sign-up form can help you build a loyal reader base and keep them updated on new releases and events.

Furthermore, integrating social media sharing buttons allows readers to easily share your content, spreading the word about your work. By incorporating these interactive elements, inde-

pendent publishers can create a website that not only impresses readers but also fosters a sense of community and connection.

Uncover the secrets of search engine optimization (SEO) and digital marketing to boost your author website's visibility and attract independent publishers around the globe. In today's digital age, it's crucial for authors to have a strong online presence, and that starts with an optimized website. SEO techniques, such as using relevant keywords, creating engaging content, and building quality backlinks, can significantly improve your site's ranking on search engine result pages.

This increases your chances of being discovered by independent publishers who are always on the lookout for talented writers. Digital marketing strategies, such as social media promotion and email campaigns, can also help you reach a wider audience and make a lasting impression.

In today's digital landscape, where every click counts, it's essential for authors to optimize their websites to maximize exposure. Along with SEO techniques, there are other strategies that can help your author website stand out. Engaging and relevant content remains the core of attracting readers, and it's important to regularly update your website with fresh material. Additionally, leveraging social media platforms can build a loyal following and keep readers engaged.

By regularly promoting your website on these platforms, you can expand your reach and connect with potential independent publishers. Another effective digital marketing strategy is utilizing email campaigns to establish a direct line of communication with your audience, keeping them informed about your latest projects and upcoming releases. With a well-rounded approach to website optimization and digital marketing, you can captivate and expand your readership worldwide.

Building the Foundations of Your Author Website

Learn the essential elements needed to create a captivating author website that will engage readers and leave a lasting impression. Your website serves as a digital storefront, a place where potential readers can discover your work and get a glimpse into your writing style. Begin by focusing on a clean and professionally designed layout that reflects your brand.

Optimize your website for easy navigation, ensuring visitors can effortlessly explore your pages and find what they're looking for. Incorporate visually appealing images and include a captivating bio that highlights your writing journey. Moreover, consider integrating a blog to share your writing process and connect with readers on a deeper level. By strategically crafting your author website, you'll enhance your chances of catching the attention and interest of potential customers.

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This increases your chances of being discovered by independent publishers who are always on the lookout for talented writers. Digital marketing strategies, such as social media promotion and email campaigns, can also help you reach a wider audience and make a lasting impression. Stay tuned for the second half of this chapter, where we'll delve deeper into these techniques and reveal even more valuable insights that will propel your author website to new heights. In today's digital landscape, where every click counts, it's essential for authors to optimize their websites to maximize exposure. Along with SEO techniques, there are other strategies that can help your author website stand out. Engaging and relevant content remains the core of attracting readers, and it's important to regularly update your website with fresh material. Additionally, leveraging social media platforms can build a loyal following and keep readers engaged. By regularly promoting your website on these platforms, you can expand your reach and connect with potential independent publishers. Another effective digital marketing strategy is utilizing email campaigns to establish a direct line of communication with your audience, keeping them informed about your latest projects and upcoming releases. With a well-rounded approach to website optimization and digital marketing, you can captivate and expand your readership worldwide.

How to Presell Your Book With Targeted Content Marketing

By Amy Harrop

If you've ever heard of 'preselling', you likely think it's the process of selling several units of a product or service before the official launch date. And you'd be correct.

However, there's another definition of the word that centers on the things you do before even getting to the point where you would ask a prospective reader to buy your book.

You can think of preselling as a form of relationship-building. It's any activity that facilitates the movement of a person who stumbles upon your work from total stranger, to prospect, to loyal reader.

Done correctly, preselling removes much of the resistance that typically comes along with getting someone who was completely unaware of you and your books to take a closer look and actually give them a try.

If you take the steps to make preselling a part of your overall marketing strategy, you'll soon find that many more of your prospects are ready and willing to buy when you present them with an opportunity to do so.

How to Use Targeted Content Marketing to Presell Your Books

Have you ever received a free sample?

It could have been a small bite of food at a wholesale shopping club, a tiny pouch of conditioner slipped into your shopping bag during a trip to the beauty supply store or a short free trial period of a new software you've been thinking about buying.

Why do you think any of these instances happened?

You got the free samples because the companies behind each of the products being offered wanted to presell you on their offer and build a relationship with you before asking for the sale.

And what is the typical outcome of this preselling step?

What happens more often than not, is that if you enjoy the product you actually end up buying it and you'll likely continue to patronize its creators as long as their product keeps meeting and satisfying your needs.

It's human nature to be a bit aloof and apprehensive about things and people we know nothing about. This is why using a tool like preselling works so well for breaking the ice and getting onto a prospects radar.

Which brings us to the first of two major benefits of preselling:

Preselling Increases the Awareness of Your Brand

Of course, this factor only applies to anyone who is completely unaware of your brand.

The fact is that no one can buy your book if they don't even know who you are and what you have to offer.

Even if you've been on the literary scene for years, chances are that there are still many potential readers out there who have never heard of you or any of your books.

Human beings tend to be creatures of habit, which means we are tremendously stuck in our ways.

Left to our own devices we will continue to eat the same breakfast, watch the same TV shows and read books from the same authors until something or someone comes along to snap us out of our trance.

Preselling and offering up something of value in exchange for a moment of your prospects' time helps to break down this first barrier to getting your prospects full attention.



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Preselling is a Stepping Stone to Cross-selling	You should think about preselling and promoting your books to potential buyers in the exact same way.	reach and write in a way that would most appeal to them and their interests.
If your goal is to sell more books, one of the simplest ways to do this is by selling each new release of your book to the same people who bought your previous release, along with the new prospects who have found their way into your circle of influence.	How to Use Targeted Content to Presell	What Makes for Effective Presell Material?
Selling to an existing customer is known as cross-selling and is one of the biggest secrets of success for major brands around the world.	Now that you're aware of what preselling is and can appreciate the potential it has for putting you and your books in the forefront of prospective readers minds, let's look at how you can achieve this through the power of targeted content marketing.	To get and stay on your prospects radar it's best to use a mix of several content marketing methods.
Consider your preference of food items, small appliances and even the movies you like to watch.	As an example, imagine that you've written a book about nutrition and healthy eating.	Guest posts Email marketing Blogging Articles Social Media
If you've ever bought an item for your pantry and enjoyed it, you would be much more likely to buy another product made by the same brand manufacturer, even if you'd never tried it before.	One of your prospects may be interested in eating better in order to lose weight, while another may be concerned about lowering their blood pressure and yet another may want to improve their chances of living a longer life.	You can even give away snippets of your books.
The same goes for your favorite household gadgets and producers of blockbuster movies.	It's the same book, with three different reader perspectives and several ways you could approach preselling with direct targeting.	Remember the idea of relationship-building through offering samples? It works for self-published authors as well.
Over time, you come to expect and associate quality and satisfaction with your favorite brands and don't have to think twice about trying anything new that they release.	Your goal is to give each of your main prospect personas a tantalizing taste of what to expect when the time comes for them to buy your book. To make things easier, think of each piece of marketing content as a sample of food, a sip of wine or a movie preview.	When you're getting close to asking for the sale, you can offer up a free sample of the first few chapters of your book.
This proven track record also keeps the particular brand at the forefront of your mind to the point that you look forward to hearing about the new products and services you can buy from your favorite producers.	As you create your content pieces, gear each one to the specific type of reader you're trying to	If you've laid the right foundation and your book is in line with your prospects desires they will practically beg you to let them buy it so they can finish reading.
		As you create your presell material keep the following factors in mind for best results.
		Keep your content and message as consistent and relevant as possible.
		Keep the focus on the big idea behind your books and brand at all times.

The Top Five Mistakes Self-Published Authors Make

By William Edwards

Overlooking the Importance of Editing

Poorly edited books not only negatively impact the individual author, but they affect the efforts of the self-publishing community as a whole. In fiction, when readers stumble over misspellings and awkward grammar, it interrupts the experience and jolts them out of their suspended disbelief. For non-fiction, a poorly edited book with numerous typos can cause the reader to question your credibility. It's almost impossible to edit your own work because of your familiarity with the subject matter. You need a qualified person who can find issues with story line, factual discrepancies, typos, grammar problems and other inconsistencies.

There are several levels of editing:

Copyediting: Deals with typos and grammar errors

Content editing: Identifies plot and character issues and other major problems.

Proofreading: A final read-through to polish the book and eliminate minor errors that have slipped through the process

Having an Amateurish Book Cover

A book cover provides the sizzle that motivates readers to consider buying your book. While you may find a great image and want to fire up Photoshop, resist the temptation. Professional graphic designers have years of schooling and experience, and they understand how to blend the elements of color, font and image together to create a compelling cover. Authors typically like to have control over every aspect of their

book's development, but this often leads to placing too many distracting objects all over the cover. You may like your work, but your readers may think its crude and cringe worthy. Always budget at least \$500 for a professional cover design.

Don't Oversell or Undersell Your Book

For some reason, self published authors seem to slide to either extreme when it comes to book sales and marketing. Either they have an absolute phobia for promoting their book, or they self-promote to the point of annoyance. Spamming with endless Twitter feeds, Facebook Posts, emails and other social media outlets with an endless barrage of "Buy My Book!" messages will not help you develop a loyal fan base. In fact, the exact opposite is most likely to happen. It's important to always consider how you would feel if you were exposed to your own marketing tactics.

Conversely, publishing your book and then hiding in the den won't work either. Unfortunately, many authors don't exhibit confidence in their work and appear to be almost apologetic. Readers want you to believe in yourself. After all, if you don't think your work is worthy of their time, why should they?

Failing to Develop a Book Marketing Campaign

The success of your book will be directly proportional to the degree it has been appropriately marketed to its target audience. Read the last statement as many times as it takes to settle in. Marketing efforts must be well-planned and proactive. No matter how well written your book may be, it won't sell if no one is aware of it. The book publishing process is similar to starting a new business. It requires a significant amount of time and effort. In some

cases it may require a financial investment. Marketing efforts should be focused on a targeted audience that was established prior to the release of your book.

Failing to Write a Second Book

In a 2012 blog post, author Kristine Kathryn Rusch wrote, "[I]ndie writers who promote their book instead of writing the next book are wasting their time. The more books you've written, the more books you'll sell. That's how it works. That's how it's always worked."

While the tangible benefits of book promotion and marketing can be debated, no one can argue with the fundamental precept that multiple titles will help raise the sales of all your books. In essence, readers who finish a good book almost always look at the author's page to see what other offerings are available.

The absolute best time to make a new sale is when a reader has just finished one of your books. Authors often spend a great deal of time futilely promoting a single release while neglecting their next book. Your new book should be started as soon as "The End" is written on the last page of your current book. Ultimately, it's a game of numbers, which is why so many authors focus on writing a series. However, it is important to recognize the viability of your concept within a series. There are countless ideas that worked well in a single edition but failed to capture the same intensity in future releases. In those cases, the strategy backfired, and the audience and sales actually declined.



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Advertise in 3 Issues of BDW and get
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only \$54.00 for a 20-word ad. Plus
the same ad Free on our website at
Marketsmart Online for a full year.

BOOKS

An Air of Deceit: A mountain town with a heredi-
tary elemental witch, magical families, cat fami-
liar, and coven sisters to help solve a suspicious
family death. Vibes of Sherlock Holmes meets
Hallmark's Good Witch. More info Send email to
kristin@kristinwrites.com or find book on the
web at <https://amzn.to/45VaWoh>

A meth crazed stalker, a pregnancy, an elder
with dementia, and revenge from the past
descend on this loving family- We Won't For-
get You Mr. McGillicuddy by Ira White. E-Mail
irawhite@hotmail.com

3 Women, 4 Towns, 5 Bodies by Townsend
Walker "If you like your plots hard-boiled, your
romances illicit, and your beautiful dames
worldly, look no farther than this fast-paced
collection, a modern take on noir." Visit
www.townsendwalker.com

**Family Changes: Explaining Divorce to
Children** helps adults explore feelings and
questions about divorce with children in a
safe and connected way. For more info, visit
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DOGMATIC: Featuring Dusty Rhodes, the K9
Kid, and the Doberman Who Didn't Like
Doughnuts. 2023 Pinnacle winner in the cate-
gory Short Stories. <http://gerryburke.net>

Ra-me, singer of songs, travels to dangerous
Dragon Village where he's invited to play a
birthday gig for a 12-year-old dragon. Will he
make it home safely? For more info, visit
www.conniearnold.com

Ten driven short stories followed by their idea
explanations for each of them and a step-by-
step guide on how to explore ideas into short
stories. <http://www.abbottsbooks.com/>

The Healing of the Masculine and Feminine-
How to Truly Change the World From the
Inside, Out. We begin the journey to regain
the "other half" of ourselves and our world by
discovering that it lies inside each and every
one of us. For more info, send e-mail to
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Feeling "lost at sea" and making your way
"back" can be a hero/heroine's journey for
anyone. Shanghaied is an award-winning,
fast-paced adventure/historical fiction. E-
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Award winning, inspirational children's fish
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in exchange for online review. Please email:
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meditation; use and trust your intuition; be
'true to yourself'; and create a life filled with
Joy, Success and Love. Visit on the web at
www.magicalkeystoselfmastery.com/booksellers.htm

"William's Wondering Week" is a funny story
about a boy who imagines his mom having all
sorts of fun while he is hard at work at school.
For more information, send an e-mail to
williamsponderingweek@gmail.com

The Madigan Chronicles is new magical, mys-
tical series about three generations of head-
strong witches. A story about family,
self-discovery, empowerment, growth, magic,
and relationships. For more info, visit:
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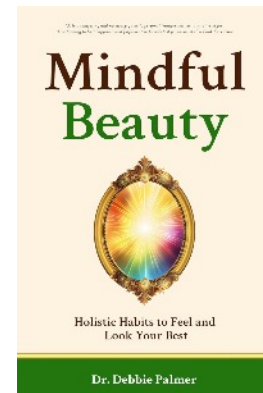
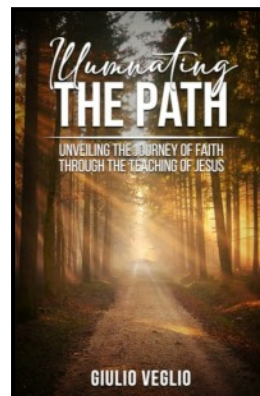
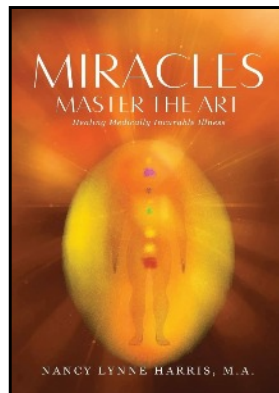
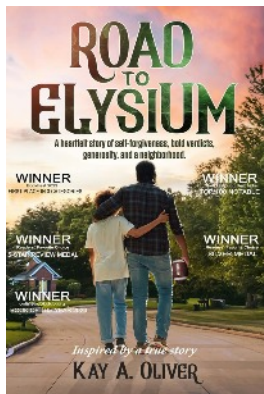
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