



Vol. 46 No. 2 Spring-Summer 2024

# Book Dealers World

[National Association of Book Entrepreneurs](#)

**Winter 2024  
Pinnacle Book  
Achievement  
Award  
Winners**

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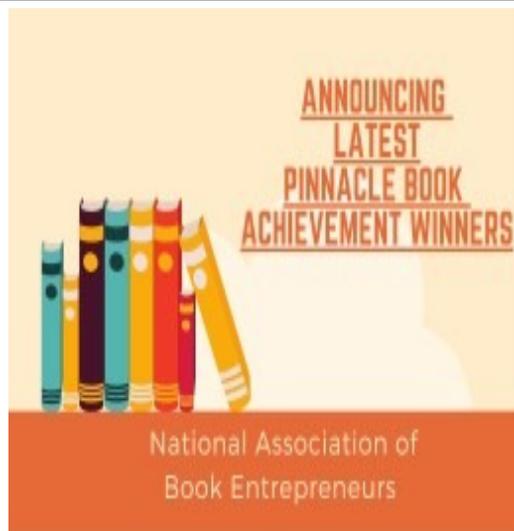
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Dr. Gloria Lee, author of the Pinnacle Book Achievement Award Winning book, “The Kickass Couple: 7 Secrets To Transform Your Relationship” Read her story on page 3.

# From The Editor's Desk



Dear Friends,

In the Northwest, spring is taking a very long time to get here. Temperatures have been in the 50's and rain storms are a daily occurrence causing problems over Oregon and California as well as many other states across the nation. Cottage Grove had a serious ice storm in mid January and we lost power for a whole week. Hopefully, the weather will get better soon and we can enjoy a delightful summer.

This issue of **BDW** spotlights our Winter 2024 Pinnacle Book Achievement Award Winners., We spotlight 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. Let your imagination take you away from current problems and whisk you to a new place full of joy and happiness.

In this issue our articles include "The Business of Being an Author" by Sharyn Abbott, "Use Local Media To Market Your Book" by Harriet Hodgson, "The Reviewer's Toolbox: Proven Tactics To Secure Genuine 5-Star Reviews on Amazon," "Self Publishing Means Self Marketing" by Phil Andrews, "How To Promote Your Author Brand with a Press Release" by Penny Sansevieri and "The Book Signing Playbook: Foolproof Tactics For Success."

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 an enjoyable fun-filled spring and summer and all the best in your bookselling efforts.

Al Galasso, NABE

## BOOK DEALERS WORLD

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Our 44rd Year

**NABE**

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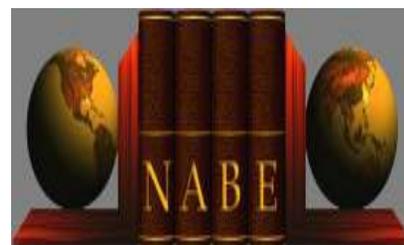
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**National Association Of  
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**BOOK DEALERS WORLD**

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**Dr. Gloria Lee**  
Author of  
“The Kickass Couple”

Dr. Gloria Lee is an authority on relationships and attachment. For over 25 years, she has helped thousands of people transform their lives and relationships for good. Her unique approach blends Eastern collectivistic philosophy with Western psychology.

She is a sought out speaker and educator for her relationship method. Dr. Lee is the Clinical Director at Brentwood Counselling Centre in Vancouver, Canada and trainer and supervisor to therapists. She has also served as Professor of Clinical Psychology at the University of British Columbia to graduate students.

Most recently, she authored an award-winning and Amazon best-selling book on relationships, “The Kickass Couple: 7 Secrets to Transforming Your Relationship” which recently won a Pinnacle Book Achievement Award as well.

She grew up in a poor immigrant family and her parents fought incessantly.

They'd criticize, give each other the silent treatment, and then sweep things under the rug...until the next blow up.



**Dr. Gloria Lee**

They took out their marital stress on the kids and didn't have the tools to parent in a healthy way.

“I decided to become a Couples and Family therapist and learn everything I could on why relationships fall apart and how to improve them. I wanted to save my own marriage. I ended up creating my own system and approach (because I knew what worked for me) to heal and completely transform the relationships of thousands of people. And I want you to experience this transformation too!”

Dr. Lee's amazing new book, “The Kickass Couple,” is for all couples who want to break free from the painful and repetitive patterns in relationships and develop key principles and practices to achieve a lifetime of love with your partners.

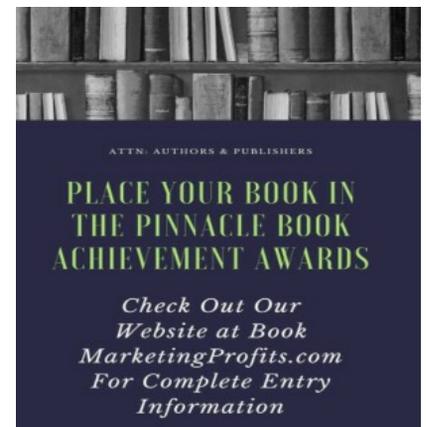
You will learn how to gain a deeper understanding of your own attachment needs, and discover how to use this personal insight and awareness to create an unbreakable bond with your partner.

Learn the 7 secret ingredients that happy and successful couples have; a deep understanding of how your attachment style impacts your relationship; why you get triggered and what you can do about it; and step-by-step principles and practices to de-escalate and resolve problems in a deep and meaningful way and much more.

As Clinical Director at Brentwood Counseling Centre in Vancouver, Canada, she provides highly professional, knowledgeable and personable service to her clients. She takes a compassionate, genuine and respectful approach, building trust that results in effective and long lasting change. Dr. Lee helps people recognize and shift unhealthy patterns and make choices that are aligned with their values.

Dr. Lee has just recently launched a new online couples membership as a companion to her popular book. It is comprised of live coaching with her that goes further and deeper into the teachings of her book.

To find out how to get a copy of her book along with dealer information and learn about all her wonderful services for individuals and couples please visit her informative and friendly website at <https://drglorialee.com>



## **The Reviewers Toolbox: Proven Tactics to Secure Genuine 5-Star Reviews on Amazon**

### Understanding the Importance of Genuine 5-Star Reviews

In the digital age of self-publishing, Amazon has become a significant platform for aspiring authors to reach a wide audience. However, simply publishing your book on the site is not enough to guarantee success. The key to standing out among the sea of titles is securing genuine 5-star reviews.

Why are these reviews so crucial? First and foremost, they serve as a powerful marketing tool. Potential readers often rely heavily on reviews to make their purchasing decisions. Positive feedback not only boosts your book's visibility but also instills confidence in potential buyers. Imagine browsing through Amazon, coming across a book with an impressive average rating and a plethora of enthusiastic reviews. The chance of clicking that "Add to Cart" button just increased exponentially.

Moreover, genuine 5-star reviews serve as a validation of your work's quality. As a self-publisher, establishing credibility is vital, and positive reviews from real readers help solidify your reputation. When potential readers see an abundance of glowing reviews, they perceive your book as a valuable literary gem worth their time and money.

Not only do these reviews impact marketing and credibility, but they also influence the algorithms and ranking systems of Amazon's search results. The more positive reviews your book receives, the more likely it is to show up in relevant search queries and recommendations. This increased visibility can lead to more organic sales and exposure to a wider audience.

As self-publishers, we understand the significance of genuine 5-star reviews on Amazon. They are the lifeblood of our success, driving sales and establishing our credibility in a competitive market. In the second half of this chapter, we will delve deeper into strategies and tactics to secure these valuable reviews. But for now, let us continue on this journey to explore the realm of reviews and their impact on self-publishing success. Stay tuned for more insights and practical tips coming your way.

We will explore effective strategies and tactics that self-publishers can employ to obtain genuine 5-star reviews on Amazon. These methods have been proven to generate positive feedback and increase the likelihood of success in the competitive world of self-publishing.

First and foremost, reaching out to your existing reader base is a valuable approach. If you have a loyal following or an email list of fans, make a personal request for them to leave an honest review on Amazon. Emphasize the importance of their feedback and explain how it can make a significant impact on the success of your book.

Additionally, leveraging social media platforms can greatly enhance your chances of securing genuine 5-star reviews. Actively engage with your target audience, create a sense of community, and encourage them to share their thoughts and experiences with your book. Word-of-mouth recommendations on social media can hold immense power and influence potential readers to leave positive reviews.

Another effective strategy is to seek reviews from book bloggers and reputable reviewers in your genre. Research bloggers and reviewers who specialize in your niche and approach them with a polite and personalized email requesting a review. Offer them a free copy of your book in exchange for an honest assessment. Positive reviews from trusted sources can significantly boost your credibility and drive more sales.

Furthermore, consider participating in virtual book clubs or online reading groups where readers share their reviews and recommendations. Engaging with these communities can expose your book to a wider audience and increase the likelihood of receiving genuine 5-star reviews.

Remember to always respond graciously to feedback, whether positive or negative. Engaging with your readers and addressing their concerns demonstrates your commitment to delivering a quality reading experience. This can also encourage them to leave positive reviews and recommend your book to others.

In conclusion, securing genuine 5-star reviews is vital for self-publishing success on Amazon. By implementing these strategies and tactics, self-publishers can significantly increase their chances of obtaining positive reviews that boost credibility, visibility, and ultimately, sales.

Stay tuned for more insights and practical tips as we continue our journey through the reviewers' toolbox

## Building a Solid Foundation for Positive Reviews

In the world of self-publishing, the quality and quantity of reviews can make or break a book's success on platforms like Amazon. As a self-publisher, your ultimate goal is to secure genuine 5-star reviews that not only boost your sales but also establish your credibility as an author. To achieve that, you need to lay a solid foundation that encourages readers to leave positive feedback. In this chapter, we will explore practical tips and tactics that will help you build this foundation.

First and foremost, it's crucial to start with a captivating and well-written book. Quality content is the cornerstone of positive reviews. Ensure your manuscript is professionally edited and proofread, eliminating errors and improving readability. Craft an engaging storyline and well-developed characters that resonate with your target audience. By delivering a book that exceeds readers' expectations, you increase the likelihood of receiving glowing reviews.

Secondly, make sure your book cover is visually appealing and aligns with your genre. A professional-looking cover can significantly impact readers' perception of the book's quality. Invest in a talented graphic designer who can create an eye-catching design that accurately represents your story. Remember, a compelling cover can pique readers' curiosity and convince them to explore your book further.

Additionally, take advantage of pre-launch marketing strategies to generate buzz and anticipation for your book. Utilize social media platforms, author websites, and email newsletters to build a dedicated fan base.

Engage with your audience by sharing sneak peeks, behind-the-scenes insights, and exclusive content. By creating excitement before your book's release, you foster a sense of anticipation and encourage readers to leave their thoughts and reviews once they've experienced the final product.

To further solidify your foundation for positive reviews, actively seek out early readers or advance reviewers. This helps generate initial feedback and allows you to improve any areas that might need attention. Consider reaching out to beta readers, fellow authors, or online communities focused on your genre. Provide them with free copies of your book in exchange for their honest opinions. Their feedback will not only help you refine your work but also potentially lead to those initial valuable reviews upon publication.

Creating a strong foundation that encourages genuine 5-star reviews requires careful planning and execution. By focusing on delivering quality content, investing in a visually appealing cover, utilizing pre-launch marketing strategies, and soliciting early feedback, you're setting yourself up for success.

Now, with these initial steps established, let's delve deeper into the tactics that will amplify your chances of securing an abundance of positive reviews. Now that you have established a strong foundation for positive reviews, it's time to dive deeper into the tactics that will amplify your chances of securing an abundance of 5-star feedback. In this second half of the chapter, we will explore additional strategies that self-publishers can employ to further boost their book's success.

One key tactic is to actively engage with your readers after the book's release. Take the time to respond to reviews, whether they are positive or even critical. By showing that you value your readers' opinions and are open to feedback, you not only build a loyal reader base but also foster a positive reputation as an author who cares about their audience. This level of interaction can prompt readers to leave their own reviews as they feel heard and appreciated.

Another effective technique is to encourage readers to leave reviews by incorporating a specific call-to-action at the end of your book. Consider adding an author's note that politely asks readers to share their thoughts on platforms like Amazon. Make it easy for them by providing direct links to your book's review page or by including instructions on how to do so. This simple step can significantly increase the number of reviews you receive.

Additionally, consider seeking out well-respected book bloggers, influencers, or reputable book review sites within your genre. Provide them with complimentary copies of your book and kindly request their honest feedback and potential review. Their reviews can carry weight and help attract a wider audience, especially if they have a large following.

Furthermore, don't overlook the power of word-of-mouth marketing. Encourage your satisfied readers to recommend your book to others. This can be done through social media shares, recommending your book in online book clubs or forums, or even organizing book giveaways where readers have the chance to win signed copies. The more people talk about your book, the more exposure and potential reviews you'll receive.

By implementing these tactics, you are maximizing your chances of generating a continuous stream of genuine 5-star reviews. Keep in mind that building a solid foundation is just the beginning. In the ever-changing world of self-publishing, staying proactive and adapting your strategies will ultimately lead to long-term success.

Remember, as a self-publisher, you have the power to control your momentum. By utilizing the tips mentioned in this chapter and continuously striving to provide high-quality content, you are well on your way to securing the genuine 5-star reviews that will pave the way for your book's prosperity. Stay committed and watch as your book gains traction, recognition, and a loyal fan base.

#### Implementing Effective Strategies for Securing Genuine 5-Star Reviews

Self-publishing a book can be an exhilarating journey. As a self-publisher, you pour your heart and soul into creating a literary masterpiece that resonates with readers. However, the true test of a book's success lies in the reviews it receives on platforms like Amazon. Positive reviews not only validate your hard work but also serve as crucial social proof to potential readers.

We now delve into proven strategies and techniques that self-publishers can utilize to increase the likelihood of receiving genuine 5-star reviews on their Amazon listings. As a self-publisher, you have the power to shape the narrative around your book, and generating authentic positive reviews is an essential part of that process.

One effective strategy is to reach out to your existing network of friends, family, and colleagues who have read your book. Personal connections can

provide genuine feedback and are likely to be supportive of your endeavors. Encourage them to leave an honest review on your Amazon listing, emphasizing the importance of their opinion in helping your book gain traction.

Another powerful approach is to leverage social media platforms to engage with your target audience. Building an online community of book enthusiasts who are genuinely interested in your work can be instrumental in securing 5-star reviews. Share snippets, offer giveaways, and create meaningful discussions surrounding your book to generate buzz and encourage these individuals to leave their feedback.

Utilizing advanced reader copies (ARCs) can also be a game-changer. Send free copies of your book to avid readers, book bloggers, and influencers in your genre to garner early reviews. Their opinions carry significant weight in the literary world and can help attract genuine reviewers to your Amazon listing.

By employing these strategies, self-publishers can lay the foundation for securing genuine 5-star reviews on their Amazon listings. The journey to success may be challenging, but with the right tactics, patience, and dedication, you can create a buzz around your book that captivates readers and leaves a lasting impression. Stay tuned for the second half of this chapter, where we will unveil more powerful techniques to secure those coveted 5-star reviews. In addition to the strategies mentioned earlier, there are several other tactics that self-publishers can employ to secure genuine 5-star reviews for their Amazon listings.

One effective method is to identify and connect with book clubs or reading

groups that align with the genre or themes of your book. These communities provide a valuable platform for engaging with passionate readers who may be interested in reviewing your work. By reaching out to these groups and offering to provide copies of your book for their discussions, you not only increase the chances of receiving genuine reviews but also gain valuable insights and feedback from avid readers.

Another highly effective strategy is to collaborate with influencers or bloggers in your niche. These individuals have a significant following and possess the power to influence the opinions of their audience. By offering them free copies of your book and genuinely engaging with them, you can cultivate relationships that may result in authentic 5-star reviews. There are numerous bloggers and social media influencers who specialize in book reviews, and by targeting those relevant to your genre, you increase the chances of receiving genuine and valuable feedback.

Lastly, incorporating a call-to-action in the back matter of your book can also help in securing genuine reviews. Encourage readers to share their thoughts on Amazon, emphasizing the impact their reviews can have on the success and visibility of your book. By making this request at the end of a satisfying reading experience, you are more likely to receive positive feedback from engaged readers.

Implementing these additional strategies, will significantly increase your chances of securing genuine 5-star reviews on your Amazon listing. Remember, building a reputation as a self-published author takes time and effort, but with dedication and the right tactics, you can establish a loyal reader base and achieve the success you envision for your book.

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**Final Deadline: August 20, 2024**  
 See Next Page For Publishers Preview

## Get Your Book Seen and Sold:

### The Essential Book Marketing and Publishing Guide

Claudine Wolk and Julie Murkette  
Lost Valley Press PO Box 122 Hardwick, MA 01037  
Email: [lostvalleypress@gmail.com](mailto:lostvalleypress@gmail.com)  
Web: <https://lostvalleypress.com>

*It is easier than ever to publish a book, but many authors find out too late about the actual work (marketing) that needs to be done to achieve sizable book sales. Instead of embracing the opportunities to promote their books, authors can become intimidated. Those days are over. This easy-to-understand guide is the book that authors MUST HAVE to give their books the best chance to be seen and sold.*

Retail: \$14.99, Sample: \$14.99 ppd.  
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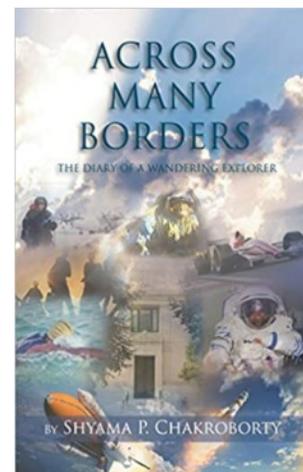
## Across Many Borders

### The Diary of a Wandering Explorer

Shyama Chakroborty Page Publishing  
100 Hinkle Street Folsom, CA 95630  
Tel: 916-765-3440 E-Mail: [vpflyingace@gmail.com](mailto:vpflyingace@gmail.com)  
Web: <http://pagepublishing.com>

The book recounts the incredible life story of the author who came to America with just \$9.57 in his pocket and went on to become an internationally recognized rocket scientist, flew supersonic fighter planes, swam the English Channel, trekked to the North Pole, and served on the venerable National Academy of Science.

Retail: \$16.95 Sample: \$16.95 ppd  
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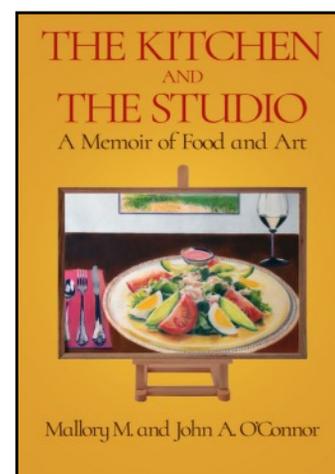
## The Kitchen and the Studio

### A Memoir of Food and Art

Mallory O'Connor  
9908 SW 51 Road Gainesville, FL 32608  
Phone: 352-466-3711 E-Mail: [oconnormallm@gmail.com](mailto:oconnormallm@gmail.com)  
Web: [www.oconnorartllc.com](http://www.oconnorartllc.com)

The Kitchen and the Studio: A Memoir of Food and Art is a cookbook, an art book, a memoir, and a love story. Artist John A. O'Connor and Art Historian Mallory M. O'Connor met at the University of California, Davis, in 1962. They were married in January 1963. From the beginning, they shared a passion for good food and wine that has continued for the past sixty years.

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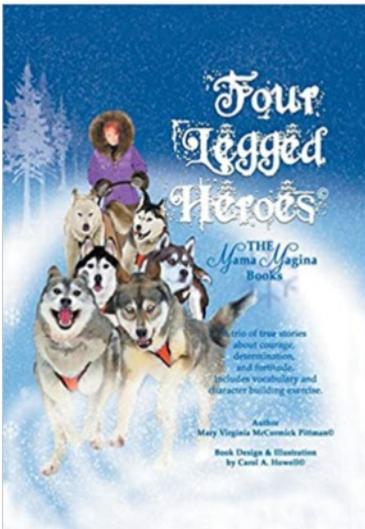


## Sweet Potato

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)

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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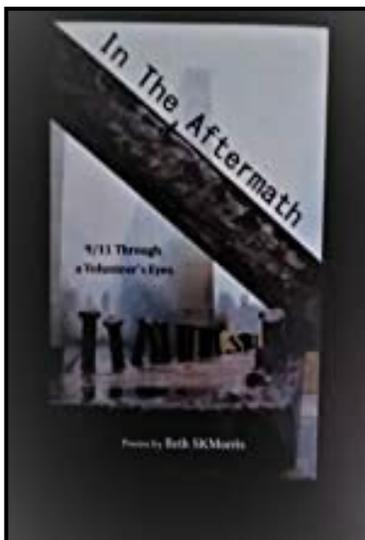


## Four Legged Heroes: The Mama Magina Books

Mary Virginia McCormick Pittman Xlibris  
222 E. Houston St. Suite 1204 San Antonio, TX 78205  
Phone 210-212-4500  
E-Mail [mvp.texas@yahoo.com](mailto:mvp.texas@yahoo.com)

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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## In The Aftermath

9/11 Through a Volunteer's Eyes  
Beth SK Morris

5900 Arlington Avenue, 5A Bronx, NY 10471  
Phone: 561-504-0378 E-Mail: [bethsabard@aol.com](mailto:bethsabard@aol.com)  
Web: [www.bethsabard.info](http://www.bethsabard.info)

Commemorating the 20th anniversary of 9/11, the author leads us on a poetic journey through her volunteer experience at the Ground Zero Relief Project, where she stockpiled and delivered supplies to first responders and recovery crews at Ground Zero. A Pinnacle, Firebird, Book Excellence Award winner, Eric Hoffer Finalist, included in The Library of Congress Archive, "Poetry of 9/11," IN THE AFTERMATH pays homage to lives forever changed by 9/11/2001.

Retail: \$18.00 Sample: \$18.00 ppd.  
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## Aaron The Different

Etty Burk, 255 West 84th Street, New York, NY 10024

Phone: 646-295-6885

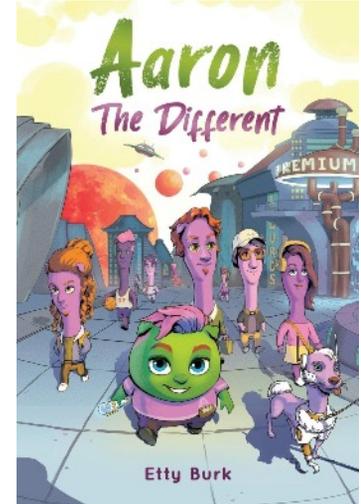
E-Mail: [ettyburk@gmail.com](mailto:ettyburk@gmail.com)

Web: <https://www.ettyburk.com>

Eight-year-old Aaron lives in a country called Premium on the planet Astron, but unlike his tall, perfectly purple family and friends, Aaron is round, small, and green. His classmates tease him and won't play with him because he's different from all the other Premiums. Why won't they accept him for who he is? This uplifting and beautifully illustrated story is a catalyst for meaningful discussions with children and adults about respect, kindness, and acceptance. Author Etty Burk, an organizational psychologist who works with teams and organizations, delivers a powerful lesson about diversity and inclusion in Aaron's story for people of all ages. We can all help people feel safe, welcome, and truly belong.

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## Chasing Dreams

An Entrepreneur's Guide to Finance

Tom Hampton, Something or Other Publishing LLC

945 Hauser Blvd. Los Angeles, CA 90036

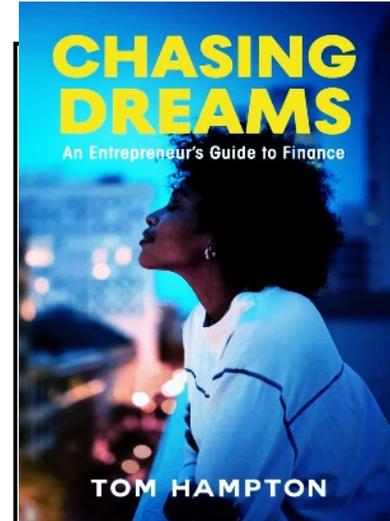
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Web Site: <https://soopllc.com/product/chasing-dreams-an-entrepreneurs-guide-to-finance>

If you want to embark on an entrepreneurial journey to pursue your dreams, this is the right book for you! Chasing Dreams is a step-by-step guide that will enable anyone to understand the essential financial tools without being a professional financial person. Overall, the aim is to improve the lives of upcoming entrepreneurs and boost their chances of success by providing the financial tools and business perspective needed to make their dreams come true.

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## We Became Mexican-American

How Our Immigrant Family Survived to Pursue the American Dream

Carlos B. Gil The Gildeane Group

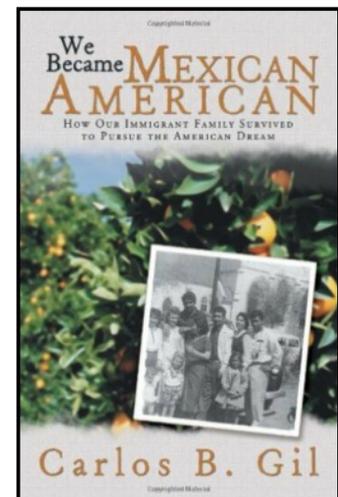
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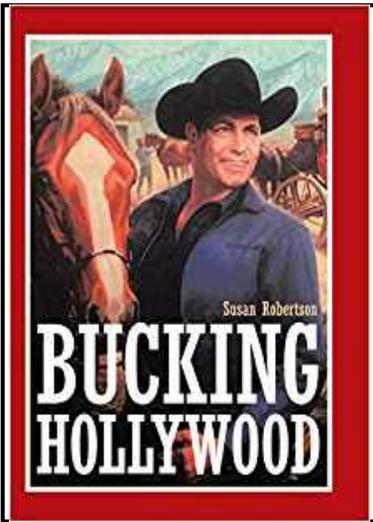
E-Mail: [sinsalcbg@gmail.com](mailto:sinsalcbg@gmail.com) Web: <https://carlosbgil.wordpress.com>

Discover what it's like to emigrate from Mexico to the United States based on one family's account. This highly readable award-winning book tells the story about the shock of arriving in the U.S. for the first time in the 1920s including the cultural conflicts and other difficulties connected with raising children in a new society. Read how the "Mexican" Gil children became Mexican American as told by one of them who recounts memorable experiences dating from the 1920s to the 1970s.

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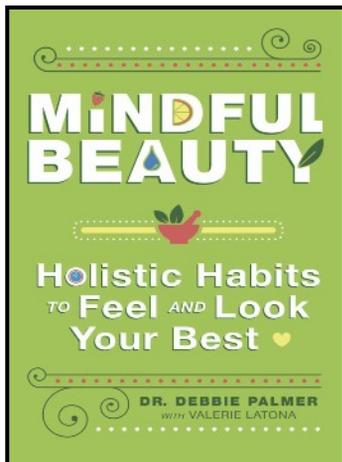


## Bucking Hollywood

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](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. One of the most popular was Tales of Wells Fargo that Dale starred in every episode. Starred in The Iron Horse, Death Valley Days. etc.

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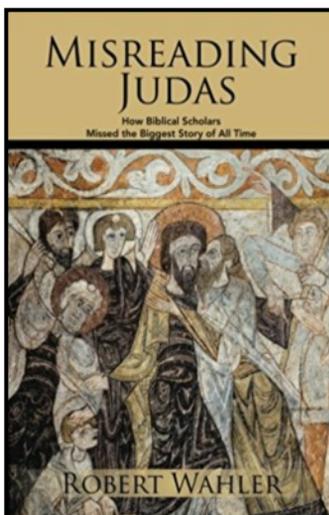


## Mindful Beauty, Holistic Habits To Feel and Look Your Best

Debbie Palmer  
34 Concord Street, Greenwich, CT 06831  
Phone: 914-672-6102 E-Mail: [drdbbie@drdebbiepalmer.com](mailto:drdbbie@drdebbiepalmer.com)  
Web Site: [www.drdebbiepalmer.com](http://www.drdebbiepalmer.com)

Mindfulness is a simple change we can all make for better health—emotionally, physically, and spiritually. In Mindful Beauty, New York-based dermatologist Dr. Debbie Palmer unveils her secrets to helping her patients develop more mindfulness and, in the process, cultivate inner peace and outer radiance. This book is a practical, hands-on guide to looking and feeling more beautiful and whole in the modern-day world. It provides simple self-care tips and shows how to work with essential oils, crystals, chakras, nutrition and more as you make positive changes in body, mind, and spirit. Mindful Beauty is the next, most important step on your journey to a more vibrant life.

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## Misreading Judas

How Biblical Scholars Missed The Biggest Story of All Time  
Robert Wahler, Authorhouse  
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Web: [www.judaswasjames.com](http://www.judaswasjames.com)

Newly discovered Egyptian gnostic texts prove that Christianity is based on a plagiarized and inverted narrative. The original story is a gnostic mastership succession narrative. It became the Betrayal of Christ story we all know so well. Jesus Christ didn't save anyone by dying. Salvation is of the living and for the living, only. Masters come to the world at all times and in many places, currently India.

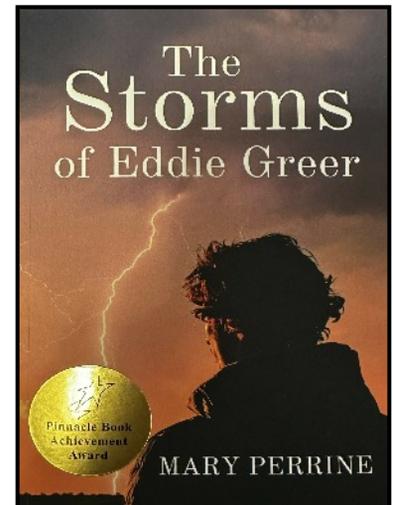
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For generations, the Greer men have perfected the fine art of assholery. And Eddie Greer does not disappoint. When his life implodes after seamlessly stepping into the role his father vacated after his questionable death, Eddie can't shake the feeling his family's story is more twisted than he knows. When lightning strikes, he fights to save the one thing he has destroyed—his family. A Pinnacle Book Achievement Award Winner.

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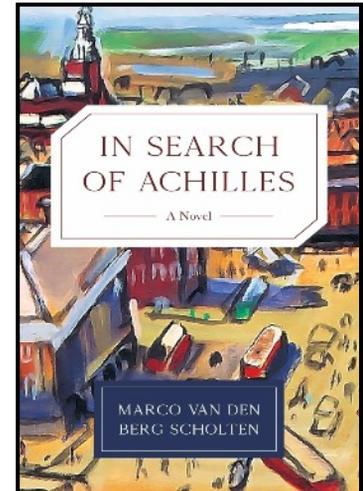


## In Search of Achilles

Marco van den Berg Scholten  
Giek 29, Almere, Netherlands 1319BL  
Phone +49 (151) 728-95598 E-Mail: [marco@vandenbergscholten.com](mailto:marco@vandenbergscholten.com)  
Web Site: [www.vandenbergscholten.com](http://www.vandenbergscholten.com)

A novel about a young Aristocrat searching for values set in the summer of 1990 in Western Europe, when everyone around him seems full of hedonic arrogance and beaming self-confidence following the victory of capitalism over communism. But underneath the euphoria, the soul of the Occident is quickly becoming hollow, and meaningless, as "God is dead" and the dogmas of postmodernism render all moral hold useless. Is there a hold left? Our protagonist walks the streets of the Old World. Read it to find out his answers.

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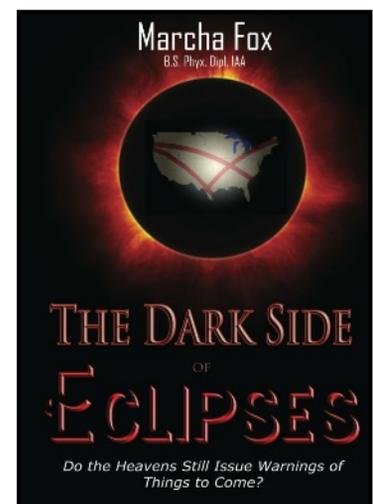
## The Dark Side of Eclipses

### Do The Heavens Still Issue Warnings of Things To Come?

Marcha Fox Kalliope Rising Press  
7774 Hickory Bottom Rd Naples, NY 14512  
Phone: 612-419-7095  
E-Mail: [marcha@kallioperisingpress.com](mailto:marcha@kallioperisingpress.com)  
Web: <https://kallioperisingpress.com>

Solar eclipses are fun to watch, but their meaning is far less entertaining. The August 2017 eclipse path of visibility divided the United States literally and figuratively. Things have not improved. The October 2023 and April 2024 solar eclipse paths added fuel to the fire and two ominous Xs. Find out what these astrological signs in the heavens, visible or not, reveal about the ultimate fate of the United States.

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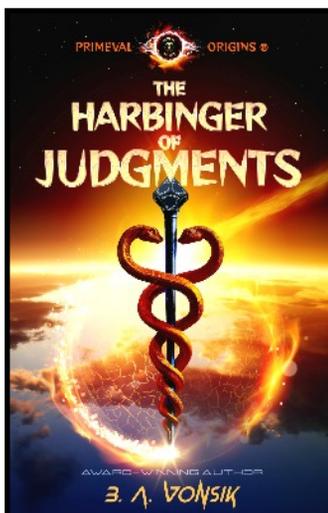


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Phone 407-252-0341

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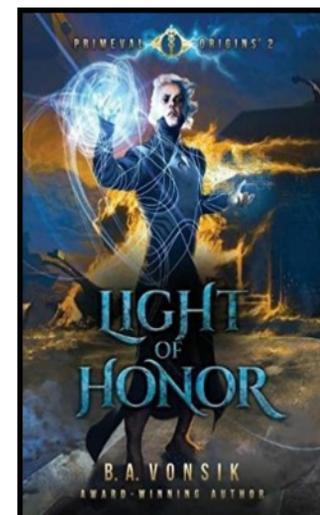
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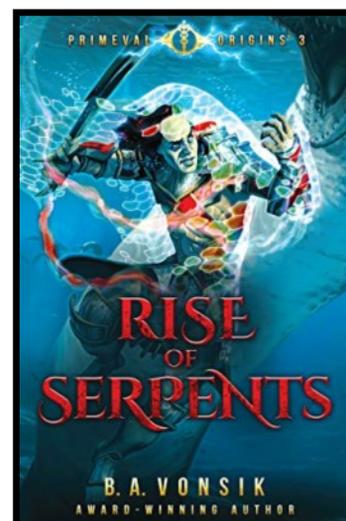
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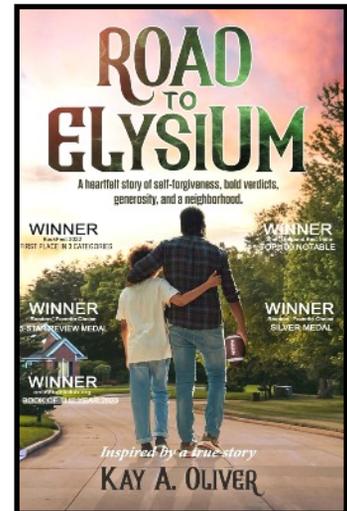
She learns the legends of long-ago civilizations are entwined with our future. They grew up battling deadly dinosaurs, monsters of making, and ancient evils. When their lifelines intersect, the battle between the primeval forces of good and evil transforms maliciously! Can Nikki, Rogaan, Aren, and Ezerus 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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# Road to Elysium

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E-Mail [info@kayaoliver.com](mailto:info@kayaoliver.com)  
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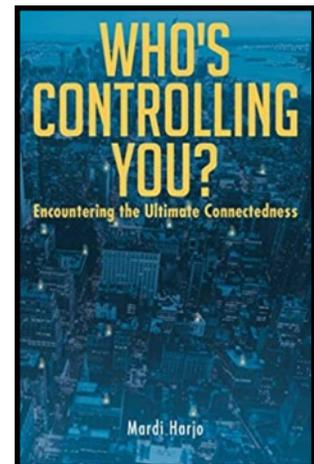
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This book was a form of my expressions on getting arrested for stealing free public education. Second edition is about my artistic/cultural skills.

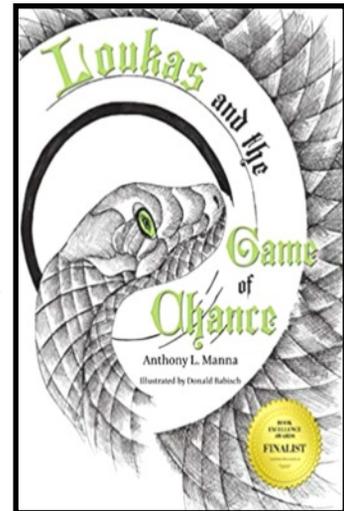
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# Loukas and the Game of Chance

Anthony Manna  
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Loukas befriends a mysterious talking, dancing snake that bestows fortune on him. Years later, after Loukas loses all his riches and even his family, he embarks on a treacherous journey to find Destiny, Sun, and Moon. They will surely allow him to reverse his misfortune and win back all that he loves and treasures, won't they? Illuminated with mystical pen and ink illustrations.

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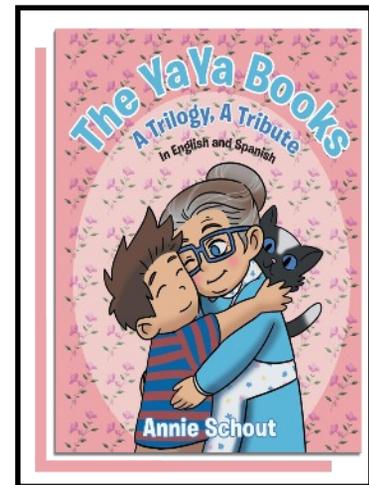


# The Ya Ya Books

Anne Schouest  
PO Box 338 Marrero, LA 70073  
Phone: 504-388-1991  
E-Mail: [anneschouest09@gmail.com](mailto:anneschouest09@gmail.com)  
[www.annieschoutbooks.com](http://www.annieschoutbooks.com)

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

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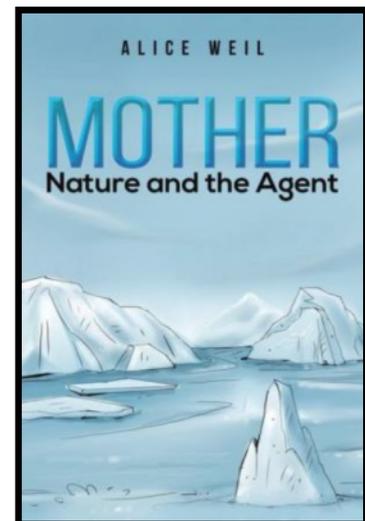


# Mother Nature and the Agent

Alice Weil Austin Macauley  
The Garden House  
Monte Carlo Monaco 98000  
E-Mail: [aliceweil@aol.com](mailto:aliceweil@aol.com)  
[www.Aliceweilnovels.com](http://www.Aliceweilnovels.com)

Mother Nature has issued human beings various warnings over the years, some subtle, some not so subtle; messages she intended to wake us up with, ones that would stop us from directing the planet onto a path that, some say, might already be irreversible. Mother Nature and the Agent is about paying close attention to the greatest signs she has ever given us, so we can ultimately bring about change and welcome in a new era.

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# Market Your Books and Products To Buyers All Over the U.S. And the World

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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 43 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?

**A:** You can display your books at our **NABE Book Showcase Exhibits**, held at major trade shows throughout the country. Mail order firms will see your book in our **Publishers Preview** section. Our responsive **Hot Books To Promote** section brings you internet buyers for your book. Members receive a **Free Book Review** in our Book Dealers Diary section, a **Free Classified Ad**, and are eligible for our annual **NABE Pinnacle Book Achievement Awards**. Plus, through our association with Book Award Pro, **you can create ongoing buzz** to make the most of your award journey. Each entrant receives 3 free months of Essentials service (a \$45 value). Redeem your benefit and discover other awards tailored to your book.

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

**A:** It costs just \$90.00 to join and you get a Two-Year Membership for the price of one. Other associations charge hundreds of dollars for annual memberships and extra charges to enter your books in their award programs. You get real value with **NABE** and you won't have to renew every year. During your membership, you can send in entries for additional books that you publish for just \$50.00 per title.

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"WOW!" Ever since I joined NABE, that is the best way to summarize my feelings. You have been helpful, responsive and have given my book, "Suite Talk" such terrific exposure and publicity that words cannot express my appreciation. Other independent publishers initially recommended that I contact you to ensure that "Suite Talk" received full marketing support. They sure were right!"  
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"A distributor saw my book at a NABE Showcase Exhibit and placed a large order for the entire country of New Zealand. It really pays to become a member of NABE."  
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"It is my belief that most good books are still unwritten. They are still in the minds of you, me and countless others. When I wrote my first book, "When You Can Walk on Water, Take the Boat," I was lost in a sea of red tape and horrible misinformation about publishing. Thanks to you, NABE and your helpful magazine, "Book Dealers World," I started off on the right foot. You are a great help to many an aspiring author."  
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*Hi, I'm Al Galasso, here with Ingrid Crawford. For over 43 years I have been Director of NABE. I can help you market your books and show you how to get your share of the bookselling profits. If you have any questions about NABE Membership and the Pinnacle Awards, please call me at 541-942-7455. Let's work together and sell more books. Also check out our web site: [BookMarketingProfits.com](http://BookMarketingProfits.com)*

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## The Book Signing Playbook: Foolproof Tactics for Success

### Preparing for Success

Authors and publishers, listen up! To ensure a successful book signing event, meticulous planning is crucial. Start by establishing a clear objective, determining your target audience, and selecting an appropriate venue. Develop a strategic marketing strategy, create compelling promotional materials, and engage with potential attendees. Stay tuned for the second half of this chapter, where we dive deeper into essential strategies for a foolproof book signing playbook. In addition to strategic planning, authors and publishers must also focus on creating a captivating atmosphere during book signing events. Pay attention to the layout of the space, ensuring it is welcoming and accessible. Display your books prominently and organize engaging activities to keep attendees entertained. Don't forget to rehearse your speech and perfect your pitch to win over potential readers. Stay tuned for more foolproof strategies in the upcoming sections of this chapter!

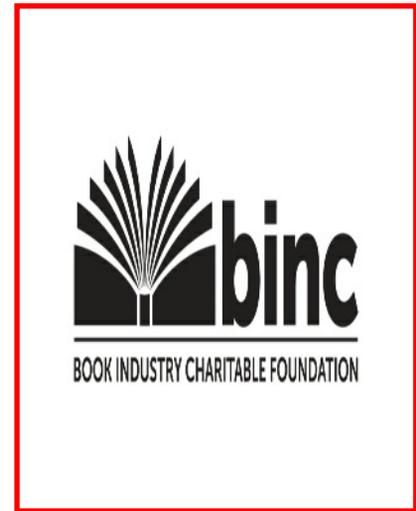
### Creating a Memorable Book Signing Experience

From setting up an inviting space to promoting the event effectively, we offer practical tactics to engage readers and leave a lasting impression. The importance of establishing a personal connection and involving your audience will be emphasized.

Now let's dive deeper into the key engagement strategies that can transform a book signing event into an unforgettable experience. From interactive Q&A sessions to live readings and storytelling, these activities foster a sense of connection between authors and readers. Incorporating technology such as live-streaming or social media contests can extend the reach of your event beyond the physical location. Expert insights from successful authors and industry professionals will further inspire you to create a remarkable book signing experience.

### Maximizing Sales and Exposure

Strategies such as targeted social media campaigns, collaboration with local influencers, and optimizing online presence are explored. These tactics will help authors and publishers reach a wider audience and drive book sales. But it doesn't end here. Another crucial aspect to maximize sales and exposure is to analyze and capitalize on the data obtained from book signings. By tracking sales and engagement levels during and after events, authors and publishers can gain valuable insights into their target audience and tailor future marketing strategies accordingly. Additionally, utilizing email marketing campaigns, building relationships with local bookstores, and exploring book review websites can further boost visibility and reach. Ultimately, implementing these strategies will lead to long-term success in the competitive world of publishing.



### Author's Secrets Revealed!



Packed with amazing tips and tricks, to get you unstuck from writer's block and to improve your writing in dozens of little ways, there are tips about all aspects of writing, for both fiction and non-fiction authors. For details, visit [www.dreamstonepublishing.com](http://www.dreamstonepublishing.com) or send Kim Lambert an e-mail at [kim.lambert@dreamstonepublishing.com](mailto:kim.lambert@dreamstonepublishing.com)

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## The Business of Being an Author

By Sharyn Abbott

Although most think writing a book is a daunting task, and it truly is, the business of being an author is by far more arduous. Writing a book has a beginning and an end. The business of being an author never ends as long as an author wants to sell their books.

That is why it is so difficult for most authors who truly just want to write. Yet without developing a business plan and working on the business strategy of being an author, your book will not sell and the best book in the world could fall on non-existent eyes.

One of the challenges is there are too many choices for getting your book out into the world. It's like developing ADD (Attention Deficit Disorder) overnight. Depending on who you ask, and it is strictly a personal choice of comfort. There are so many tasks related to marketing your book, it could paralyze you before you ever got started.

I like to recommend starting with the marketing programs each person is the most comfortable. If you enjoy speaking to groups, large or small, you might want to start at your local library, bookstores for a book signing or even service organizations such as Rotary, Lions, Kiwani, chamber of commerce and an often overlooked organization, the Soroptimist International.

The latter is more difficult to find a contact, but you can look to your chamber directory for a listing. This group is often fondly referred to "the animal circuit" by seasoned speakers. It's a great way to develop a comfort level of being in front of groups and testing your material.

Without out a doubt, speaking is the number one method of gaining an audience and developing a professional image. It is not common for authors to be comfortable speaking to groups, but from my own personal experience, anyone can learn to enjoy it. You can enroll in speaker training programs, join with other groups of speakers and gain from their knowledge or the way I did it, just get out there and speak at least once a week.

It is important to be able to develop your database through the people you meet while speaking. I learned from a well known author to give away a book, CD or something related to what I was speaking about to be able to ask for business cards and then draw from the cards to award one of the attendees with a free gift.

Some of the people I first met speaking more than 20 years ago are still following my progress through my newsletter and will even show up when I speak locally.

My second most effective marketing concept is developing relationships through social media. My top two sites are Facebook and LinkedIn. I have been able to create hundreds of interviews, webinars and joint ventures through just those two sites.

Those connections lead to developing a broader cross section in my database, more exposure and a resource to continue my education beyond any other activity.

Webinars and Teleseminars are an effective means of promoting your book and your intellectual knowledge. When you use social media sites to promote your events, just by the nature of the large and diverse audience, you will gain more followers and loyal fans.

My favorite activity in social media however is joint ventures. Everyone in business is looking to expand their database and gain more exposure. Working in a collaborative relationship with someone you meet through social media will help you gain a more targeted and rapidly growing following. It is very possible to build your database from scratch to ten thousand in six months by using this method. Imagine creating a six figure income from this one avenue of promoting your book. It is very possible and will take less effort than nearly any other task you might attempt.

One of my other successful marketing concepts is AM radio station interviews. I mention AM because of the difference in how many books I sell on AM station interviews compared to Internet based programs. Although both lead to wonderful exposure, if the name of the game is selling your books, AM is the way to go. There are many programs you can purchase to establish the "how to" of radio interviews including how to find the right match of program for your topic. You can even find a generous list by Internet searching for "Talk Shows."

You should be spending about 20 hours a week marketing your book, five hours a week with social media activity, conducting a teleseminar or webinar as well as speaking at least once a week to gain the visibility you'll want to achieve. There are more than 30 marketing activities you can perform as an author and more than enough for anyone's comfort zone. The main thing to remember is to be consistent in your marketing and hire out what you don't enjoy doing!

Get your free book on how to write your book in 1 hour a day in 4 to 6 weeks. Visit my web site at <http://www.authortrainingprograms.com>

# BOOK DEALERS DIARY

**From the Back of a Donkey, Journey of a Lifetime, 2nd Edition** by Elaine Hartman Minor is a joyous adventure. The author doesn't merely retell the age-old Bible verses. She invites you on an immersive pilgrimage that unfolds beyond the manger, and into the very heart of the Christmas story. A multi award winner, the familiar tale transforms itself. The straw-strewn stable becomes a cosmic stage, and the lowly donkey carries more than Mary—it bears the weight of destiny and divinity. Minor's prose breathes life into the ancient narrative, revealing the hidden miracles that echo through time. For more info, visit <https://books2read.com/b/4jEgpl>

**All Battles End at Sunset** by Jared Acuna tells the story of a twelve-year-old orphan boy Marcel who finds himself caught up in the action when he joins legendary sea captain Jean Ribault and his crew of French Freedom fighters known as the Huguenots, searching for a haven for the persecuted of Europe. The Inquisition strikes through the heart of Spain. In France, it's Catholic against Protestant, in a time that will forever be known as the French Wars of Religion. For more info, send e-mail to [jpaulacuna@gmail.com](mailto:jpaulacuna@gmail.com)

**Absolute Empowerment** by Frank Fracasso proposes a different success strategy. It is a place in which clarity of truth is seen and qualified through energy. It is, in essence, a spiritual temple meant to assist aspirants who wish to achieve life's many rewards. The insights you gain into powers that rule your personal life are extraordinary when you learn what they are and how to use them. For more info, visit [www.fracassopublishing.com](http://www.fracassopublishing.com)

**Why Hearts Keep Secrets** by Mara Purl is the third book in the critically acclaimed, multiple-award-winning, Amazon best-selling series, a multi-generational Milford-Haven saga. Based on Purl's hit BBC Radio drama Milford-Haven U.S.A. Without revealing her plans, artist Miranda Jones fled her life of privilege to start over in Milford-Haven. Her heart knew what she wanted to do, and where she wanted to be. But now she must figure out why she had to keep it all to herself. For more info visit [www.MaraPurl.com](http://www.MaraPurl.com)

**Nurse Florence, Why Do I Need to Eat Vitamin B-1 or Thiamine?** by Michael Dow is one in a series of books that provides medical information that any child can grasp. By introducing young kids to correct terminology and science concepts at an early age, we can help increase our children's health literacy level as well as help to prepare them for courses and jobs in Science, Technology, Engineering, and Math. Many children will enjoy this book series and consider a job involving science. For info, visit [www.nurseflorence.org](http://www.nurseflorence.org)

**Plausible Liars** by Lin Wilder is the fifth novel of Wilder's award-winning Lindsey McCall medical mystery series. Her readers will find the innovative medical research loved by her fans, combined with a dramatic courtroom scenario guaranteed to provoke and challenge. In a remarkable convergence of events, Lindsey McCall is also drawn into the explosive world of transgender politics. For more details, visit [www.linwilder.com](http://www.linwilder.com)

**The Grandma with the Old Sole** by Raye Ann Saunoris is the true heart-warming story about a little boy named Bladen Lee who experiences a life-changing soulful moment with his grandma in the garden. Join Bladen as he learns a valuable lesson about finding comfort and embracing imperfections. Award winning Illustrations, photos, engaging rhyming story, suitable read-along and makes a perfect packaged family keepsake gift. For more info, visit [www.Arayerofcolormurals.com](http://www.Arayerofcolormurals.com)

**Whispers in the Vineyard** By Justin Kojok is a romantic story of heritage, rivalry, love, and reconciliation. Loom, a young and independent woman who inherited a vineyard in Domeabra, Ghana, only to find herself entangled in an ancestral rivalry with the neighboring vineyard owner, the charismatic Feika. Despite their intermittent clashes, Loom and Feika's mutual passion for winemaking and respect for tradition kindled a romance that blossomed amidst the challenges they faced. For more info send e-mail to [justin@bopaak.com](mailto:justin@bopaak.com)

**Anna's Shadow** by Ingrid McCarthy is a dramatic, yet uplifting story: a search for a missing woman that will take the reader from present day Verona to Verona in 1945 under German occupation, to post-war Switzerland, Germany and Canada, and explores the question of coincidence, destiny and fate. It is an unusual historical romance set in two time periods, filled with vivid imagery and a compelling setting. For more info visit [www.ingridmccarthy.com](http://www.ingridmccarthy.com)

**Status Quo Thinking Is Harming Our Health** by Dr. Sarah Hallberg is a crucial, inspiring account of how we can all eat better to live better and longer. This book is a searing indictment of what happens when we leave status quo thinking unchallenged, and how it impacts quality of life for us and those we love. Dr. Hallberg and her team embarked on a journey to study the health effects of the low-carb diet; their pioneering research discovered that diabetes need not simply be managed but can be reversed by diet. For more info e-mail [lori@expoundpublicity.com](mailto:lori@expoundpublicity.com)

**The Road to Elysium** by Kay Oliver is a poignant novel that weaves a tapestry of friendship, redemption, and the transformative power of second chances. It's a tale that explores the profound depths of grief, forgiveness, personal growth, and the enduring strength of family bonds. For more information, visit [www.kayaoliver.com](http://www.kayaoliver.com)

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<b>50 Word Book Description</b>

# Winter 2024 Pinnacle Book Achievement Awards

## Best Book in the Category of ADVENTURE

A New Day Dawns

Terry Lister

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

## Best Books in the Category of ANIMALS AND PETS

Which Forest Animal Are You?

Karen Nicksich

[emeraldhalo@earthlink.net](mailto:emeraldhalo@earthlink.net)

Teamwork! Betty  
The Iditarod Sled Dog  
Judy King  
[jrkjack@aol.com](mailto:jrkjack@aol.com)

## Best Book in the Category of BIOGRAPHICAL FICTION

An Ocean of Blame

Margaret Elizabeth Brook

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

## Best Books in the Category of BUSINESS

The 5-Day Job Search: Strategies To  
Answering Tough Interview Questions &  
Getting Multiple Job Offers

Annie Margarita Yang

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

Jumpstart Your Workplace Culture  
Eric D Stone  
[www.ericdstone.com](http://www.ericdstone.com)

Reinvent: Navigating Business  
Transformation in a Hyperdigital Era  
Faisal Hogue  
<https://faisalhogue.com/>

## Best Book in the Category of CAREER DEVELOPMENT

The Secrets of the  
Hidden Workforce

Lisa Toth

<https://risestaffing.net/>

Best Book in the  
Category of CHILDREN'S  
ACTIVITY BOOK  
Perry The Sheep:  
Happy Tails Activity Book  
Cheryl Cheatham & Riley Schmidt  
[www.CherylCheatham.com](http://www.CherylCheatham.com)

## Best Book in the Category of CHILDREN'S FICTION

The World's First

Tooth Fairy Ever

Zane Carson Carruth

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

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

Nurse Florence,

What is Blood Pressure?

Michael Dow

[www.nurseflorence.org](http://www.nurseflorence.org)

<http://www.nurseflorence.org>

Can We Get a Rhinoceros?

Christian Kueng

[dr\\_chris1@verizon.net](mailto:dr_chris1@verizon.net)

Miso and Kili's Flying Adventures:

New Island Friends

J.M. Chrismer

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

Bentley's Purpose  
Sandra Harry & Cathy Lawson  
[www.thegreatdiscovery.com](http://www.thegreatdiscovery.com)

Alpaca Ranch Fun  
Judy King  
[jrkjack@aol.com](mailto:jrkjack@aol.com)

## Best Books in the Category of CHILDREN'S PICTURE BOOK

Cooped Up Cats

Amy Pulliam

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

Hello Hawaii!  
A Children's Island Travel Adventure:  
Sophie & Stephanie: The Travel Sisters  
Ekaterina Otiko  
[www.eliteonlinepublishing.com](http://www.eliteonlinepublishing.com)

Best Book in the  
Category of COOKING  
Secrets of Cooking:  
Using Herbs & Salts  
with Tidbits, Stories and  
Recipes Bruce Oliver  
<https://VegasNewWaveMedia.com>

## Best Book in the Category of CUSTOMER RELATIONS

Customer Magic: The Macquarie Way:

How to Reimagine

Customer Experience to  
Transform Your Business

Joseph Michelli

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

## Best Books in the Category of EDUCATIONAL

College You

Shelly Albaum

[www.college-you.com](http://www.college-you.com)

Global Political Leadership  
and the Public: An Essential  
Guide to Learn the Necessary  
Skills and Mindset

Salar A Khan, MD, MBA

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

## Best Book in the Category of ENTREPRENEURSHIP

Conquer The Chaos:

The Six Keys

to Success for Entrepreneurs

Clate Mask

<https://conquerthechaosbook.com>

## Best Book in the Category of FANTASY

Shadows in Light Book One  
of the Hidden Rims Saga

PM Amaras & Paul Driggere

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



# Winter 2024 Pinnacle Book Achievement Awards

## Best Books in the Category of FICTION

Plausible Liars:  
A Dr. Lindsey McCall  
Medical Mystery  
Lin Wilder  
[www.linwilder.com](http://www.linwilder.com)

The Promise of Unbroken Straw  
Ken Steele  
[www.kensteeleauthor.com](http://www.kensteeleauthor.com)

Magda Revealed  
Ursula Werner  
[www.ursulawerner.com](http://www.ursulawerner.com)

Best Book in the  
Category of HEALTH  
Status Quo Thinking is  
Harming Our Health  
Dr. Sarah Hallberg

<https://www.amazon.com/StatusThinking-Harming-Your-Health-ebook/dp/BOCYBWXQ89>

## Best Books in the Category of HISTORICAL FICTION

Taken From Carinhall  
Peter J Manzano  
[www.peterjmarzano.com](http://www.peterjmarzano.com)

Daughters of Green  
Mountain Gap  
Teri M Brown  
[www.terimbrown.com](http://www.terimbrown.com)

## Best Book in the Category of JUVENILE FICTION

The Grandma and  
the Old Sole  
Raye Ann Saunoris  
[www.arayeofcolormurals.com](http://www.arayeofcolormurals.com)

## Best Books in the Category of INSPIRATIONAL

Are You Ready?  
How to Build a Legacy  
to Die For  
Dr. Kimberly Harms  
[www.drkimberleyharms.com](http://www.drkimberleyharms.com)

Thea Bowman:  
A Story of Triumph  
Mary G Verrill  
<https://verrillventures.com/book/>

White Glass  
Nova Wallace  
[www.novawallace.com](http://www.novawallace.com)

## Best Book in the Category of LGBT NON FICTION

Castro Street Blues  
Jack Fritscher  
<https://PalmDrivePublishing.com>

## Best Book in the Category of LITERARY FICTION

Driving For Justice  
Justin K Kojok  
justin@bopaak.com

## Best Book in the Category of MEDICAL

Hair Loss: Options for  
Restoration & Reversal  
2nd Edition  
Gustavo J Gomez  
[www.gustavojomez.com](http://www.gustavojomez.com)

## Best Book in the Category of MEMOIR

Light in Bandaged Places:  
Healing in the Wake of  
Young Betrayal  
Liz Kinchen  
[www.lizkinchen.com/author](http://www.lizkinchen.com/author)

## Best Book in the Category of MYSTERY

An Air of Deceit  
Kristen King  
<https://kristinkingwrites.com>

## Best Book in the Category of NOVEL

Whispers in the Vineyard  
Justin K Kojok  
justin@bopaak.com

## Best Book in the Category of PARANORMAL SUSPENSE

From The Beginning  
William E Noland  
[www.EvolvedPub.com](http://www.EvolvedPub.com)

## Best Book in the Category of POLITICAL NON FICTION

Corporate Power and Oligarchy:  
How Our Democracy  
Can Prevail Over  
Authoritarianism and Fascism  
John Geyman  
[jgeyman@uw.edu](mailto:jgeyman@uw.edu)

## Best Book in the Category of POLITICAL SCIENCE

Unshackling Democracy  
Gerrick Wilkins  
[www.amplifypublishing.com](http://www.amplifypublishing.com)

## Best Book in the Category of REFERENCE

Your Multimillion Dollar Exit:  
The Entrepreneur's Business  
Succession Planner:  
A Blueprint for Wealth Guide  
Wayne N. Zell, JD, CPA  
<https://www.waynezell.com>

## Best Book in the Category of RELIGION

Intercessor: A Collection of  
My Fervent Prayer  
Justin K Kojok  
[justin@bopaak.com](mailto:justin@bopaak.com)

## Best Book in the Category of ROMANCE

Losing My Breath  
J Rose Black  
<https://jroseblack.com>

# Winter 2024 Pinnacle Book Achievement Awards

## Best Books in the Category of SCIENCE FANTASY

The Lasso Unravels  
Marc Corwin

[marccorwin@yahoo.com](mailto:marccorwin@yahoo.com)

Primeval Origins:  
The Harbinger of Judgments  
Brett Vonsik  
[www.bavonsik.com](http://www.bavonsik.com)

## Best Books in the Category of SCIENCE FICTION

KEID: A Lost Civilization  
Robert Williscroft

<https://RobertWilliscroft.com>

The Last Advocate  
LJ Goodman  
[www.thelastadvocate.com](http://www.thelastadvocate.com)

## Best Book in the Category of SCIENCE FICTION NOVELETES

Faraway and Forever  
Nancy Joie Wilkie

[www.mindsights.net/376R\\_faraway\\_and\\_forever.php](http://www.mindsights.net/376R_faraway_and_forever.php)

## Best Books in the Category of SELF HELP

Absolute Empowerment  
Frank Fracasso

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

The Self Education Manual  
Gary Dean Petersen  
<https://sem-education.com/>

## Best Book in the Category of SPIRITUAL

A Simple Foundation:  
5 Universal Principles  
For Building a Great Relationship  
with God  
Larry Heitz

<https://asimplefoundation.com>

## Best Book in the Category of SUPERNATURAL

Interview with Death:  
Tales From the Afterworld  
Book 1  
VK Pasanen

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

## Best Book in the Category of SUSPENSE

Christmas in Evergreen  
Mary L Schmidt  
www.whenangelsfly.net

## Best Book in the Category of TECHNO THRILLER

Youtopia  
Joseph Rein

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

## Best Books in the Category of THRILLER

Eruption 2085  
Jordan Hampton

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

The Delusion  
T.O. Paine

<https://topaine.com>

## Best Book in the Category of URBAN FICTION

The Road to Elysium  
Kay A Oliver  
www.kayoliver.com

## Best Book in the Category of WEALTH MANAGEMENT

Get Up and Get On It: A  
Black Entrepreneur's  
Lessons on Creating  
Legacy and Wealth  
Dana Frank

<https://www.therealdanafrank.com>

## Best Book in the Category of WOMEN'S FICTION

The Restless Lake  
Teri Fink

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

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

Why Hearts Keep Secrets  
Mara Purl

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

## Best Book in the Category of WORLD HISTORY

Anna's Shadow  
Ingrid McCarthy

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

## Best Books in the Category of YOUNG ADULT

Life Lessons & Tales of  
Little Misfit Book 2  
Life Isn't Always Fair  
Susan Grunin

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

St. Damon's Hall  
Kathleen Regan  
[regank10@gmail.com](mailto:regank10@gmail.com)

## Best Book in the Category of YOUNG ADULT FANTASY

The Hollow Key  
Parris Sheets

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

## You Have Won an Award 10 Things to Do Now!

By Lisa M Umina

First, let me be among the first to say "congratulations and well done." Entering your story, book or poem into a writing contest can be intimidating and humbling but now that you have won the award - it is time to shout the news from the roof tops. But where do you begin?

Just like with any marketing efforts, you need to have a plan. The "best laid plans" are the ones that are the most effective.

Remember all the blood, sweat and tears that went into writing your novel? When you were done all you wanted to do was put your feet up and enjoy the days of wine and roses, but actually the real work is just beginning; the work of getting the word out so that people actually buy your book.

But we get distracted. We let life or that shiny silver ball take our eyes off the task at hand; that is to be in a continual mode of marketing.

Now that you have won an award, you need to focus your efforts, develop a marketing plan and then work the plan so that you can make the most out of this incredible honor!

Following are 10 WAYS TO MAKE THE MOST OUT OF WINNING AN AWARD

1. Take a picture of you holding the award and your book!

2. Hire a professional to write a press release about the award. that includes distribution to nationwide media outlets, a phone interview with one of our reporters and a full page news release.

3. We also encourage you to send that press release, including the photo of your book cover and your author photo, to:

Local editor of the weekly town paper.

All the contacts in your email file

Post on Facebook, LinkedIn, Twitter, Instagram, Pinterest and any other social networks on which you participate

Post it on your website

Post it to a variety of free news sites like Free Press Release or PR Inside, 1-888, Local Patch, etc. Google free press release submission to find websites in your area

Contact any organizations in which you are a member, Chamber, Rotary, etc. and send them a copy to be posted or linked to in their next newsletter

4. Include the award in your online signature for email and your bio on every web page and account you have:

5. Include this same information on all of your marketing collateral such as business cards, brochures, postcards, etc.

6. Call your local paper and see if they would be interested in doing a special feature article. Many local papers are willing, at no charge, to write an article when a local author wins an award. It doesn't hurt to ask.

7. Call the local bookshop and ask if they would be willing to host a book signing event where you can also feature your award!

8. Create a simple video (30-60 seconds) in which you show your book and the award and just share a brief commercial about what the award is and how excited you are about winning. Post this on your website and link to the video from all of your social media accounts. Check this article on Creating a Killer Video.

9. Use Animoto to create a video from still pictures. You can add a voice over or just select music from their collection. You can create a 30 second video for free.

10. Create a meme from the picture of you and the award. Visit <http://www.imgflip.com> and upload your photo and add a few words. Share the picture everywhere on the web and include a link back to the press release and/or where they can buy your book.

**BONUS IDEA:** Throw a party. (It could be a "garden party to reminisce with your old friends") Invite your friends and family and local contacts to come and help you celebrate this wonderful accomplishment. Carry the award with you everywhere. Take lots of selfies with you, the award and your friends and share all over the web. The more you share the more effective your marketing efforts will be.

**Bottom Line:** Winning an award for your work is a really big deal. Now is not the time to be modest. You need to find every way you can to stand and Shout it From the Rooftops. You can't afford to be distracted because then you'll lose the momentum of the moment. You need to Let the Sun Shine In on you and your efforts!

## Use Local Media To Market Your Book

By Harriet Hodgson

Sure, it would be nice to have an article about your book in a major newspaper. Unless you're a famous author the chances of this happening are slim. Book marketing takes energy, creativeness, and persistence, so starting locally makes sense. I'm marketing my latest book now and it is an ongoing effort.

Before I contacted the media I wrote a marketing plan, assembled press kits, and ordered books and bookmarks to give away. Perfecting my "elevator pitch," two sentences that summarize my book, was also on my To Do list. When I say these sentences I make it a point to give the title twice, and never refer to it as "the book."

These tips will help you to market your book.

### Local Newspapers

In the computer age, many local newspapers are struggling to survive. To keep old customers and garner new ones, these newspapers are featuring human interest stories. Your book may be a human interest story or "local author makes good" story. Make sure you have an author photo and book cover than can be transmitted electronically before you contact a newspaper.

I'm a health and wellness writer and member of the Association of Health Care Journalists. The city newspaper has published many stories about me. My marketing challenge was to provide new information, a "hook," or story lead. I delivered a press kit to the newspaper's health reporter.

He called, interviewed me on the phone, and the result was a front page article in the "Wellness" section.

### Local Magazines

Contacting a local magazine for women was next on my list. I mailed a press kit to the publisher/editor. Two months later a freelance writer contacted me, interviewed me on the phone, and the result was a full-page article about me and my book. The article even had special graphics. Since I'm technically challenged my granddaughter scanned the article and adjusted the size for the Internet. I posted this image on Facebook, Twitter, and Google+.

If your city or town has several local magazines, provide each one with a press kit, and some different information. Don't send the identical information to each publication. Address information to the publisher, editor, book reviewer, or health reporter by name. Be sure to thank the person who wrote the article.

### Regional Magazines

Regional magazines seem to be growing. I live in Rochester, Minnesota, home of Mayo Clinic. While I was waiting for an appointment, I spotted a magazine I had never seen before. According to the credits page, it is aimed at the Southeastern part of the state. I jotted down the publisher's name, contact information, and emailed her. Weeks later I received a call from the publisher and she suggested a two-pronged approach to book marketing.

I would write a 900-word article and provide photos. She would write lead-in article about me.

We brainstormed on topics for my article and settled on raising grandchildren. (My husband and I cared for our twin grandkids for seven years.) The article is slated for publication in the May issue. Like me, you may work out a specialized approach to book marketing with the publisher of a regional magazine.

### Organizations

Don't underestimate the marketing potential of local organizations. Word of mouth recommendations may generate sales. Recently I spoke to the members of a disease-specific support group. The contact person asked for a 30-minute talk and I finished exactly on time. Forty people came to the talk and I sold books to 11 of them, or one quarter of the audience.

Pre-autograph books if you speak to an organization. You may also wish to affix stickers to the cover that say "autographed copy." All of these sources--organizations, regional magazines, local magazines, and local newspapers--are marketing opportunities for you. Media folks are busy people, so be prepared and be succinct.

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Harriet Hodgson has been a freelancer for 37 years, is the author of thousands of articles, and 33 books. Her latest releases are "Happy Again! Your New and Meaningful Life After Loss" and "Help! I'm Raising My Grandkids." Information about her forthcoming books, "The Family Caregiver's Guide" and "Affirmations for Family Caregivers" is available from Amazon. Please visit her website and learn more about this busy author and grandmother. Check her out at <http://www.harriethodgson.com>

## Self-Publishing Means Self-Marketing

by Phil Andrews

One of the fiercest debates which has raged in recent times amongst authors, aspiring authors and the communities amid which they move has concerned the relative merits and demerits of traditional and self-publishing. Where once only a lucky, or gifted, few (delete according to preference or prejudice) were able to take the giant leap from mere aspirant to best-selling author, now anybody who is able to follow a few fairly simple instructions can publish and sell their works to a potential market of millions.

The word "potential", of course, is crucial here, for the downside of launching one's own work through the relatively new medium of self-publishing is that the writer is entirely responsible for bringing their work to the notice of those who might purchase it. Whereas a traditional publisher, having parted with a sometimes hefty advance payment in exchange for the soul of the author, would be driven by its own self-interest in recovering its losses and then making a profit, there is no such other interest at work when the lone author publishes through a do-it-yourself platform. From day one, the self-publisher of necessity becomes a self-marketer. With over a million books already on the virtual shelf and counting, the task is no mean one.

Needless to say the first thing upon which the success or oth-

erwise of a work will depend is its quality. A silk purse cannot be made from a proverbial sow's ear, and neither can a tome filled with typographical errors be reasonably touted as a literary showpiece. In the world of traditional publishing imperfect manuscripts are tweaked and toned by professionals until they become perfect manuscripts. Not so when they are submitted directly to a retailer by means of an unmanned formatting program. Get it wrong, and it stays wrong.

On the opposite side of the coin though the same standard does not hold. To employ an obvious truism an unseen work of art will remain unseen for as long as nobody sees it, and no correlation automatically exists between its quality as a piece of work and the exposure it receives. Once an item is published, no matter how good it is, the imperative shifts from production to distribution.

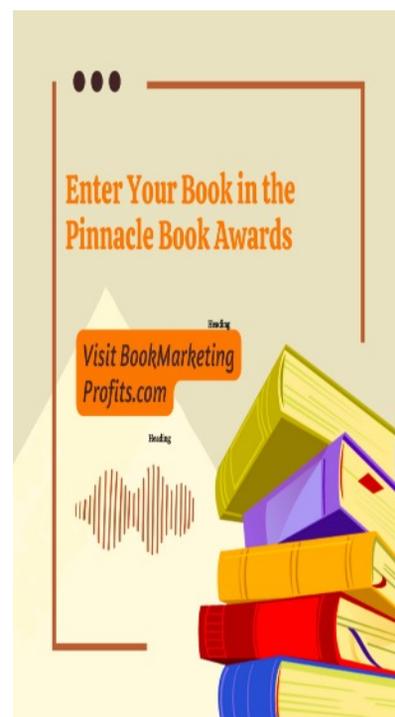
Thus in self-publishing the onus falls upon the writer, who is also the publisher, to become the marketer as well. Usually the author's family and friends will be the first to show their support by purchasing copies. Then social media needs to be exploited for all it is worth, before articles and links from niche forums, guest posts on relevant blogs and reviews achieved by fair means or not so fair eventually come into play. If all goes to plan, once these channels have been exhausted a secondary wave of interest will have been generat-

ed by word of mouth, and so the anticipated process eventually, if rather slowly, rolls into gear.

Is self-publishing worth it? For those who are unlikely to find a traditional publisher, certainly. For those who may do, possibly, as the time saved and the more generous royalties must undoubtedly also be taken into consideration. But it is no walk in the park, and for some the writing of the book is actually the easy part.

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Phil Andrews is a freelance English-language content writer specializing in articles, web content and blogging. He is the author of *The Best Year Of Our Lives*, a historical fiction novel set in 1976 about a group of young people growing up in a restless West London suburb beside the River Thames.



## How to Promote Your Author Brand with a Press Release

by Penny Sansevieri

In the past, book marketing and publicity firms often favored doing a press release to promote an author's brand or their latest release. Mainly because they're so often used by other industries and news outlets to promote newsworthy stories or announcements.

And due to the long history of using press releases to make a splash, so to speak, it's often the first thing an author thinks of when it comes to book marketing.

But in a world where there are 3 million books published each year, so over 8,000 books every day, does it still make sense?

The short answer is: Yes, sometimes, when used properly.

The long answer is a bit more complex so let's dig in!

### Why the Media Hate Press Releases

So let's be clear, press releases can be a necessary part of doing business. But in general, 99% of press releases issued are non-newsworthy and are a waste of your efforts and the media's time.

Those in the media often cite poorly written press releases as the number one reason they are rejected.

But not being newsworthy is a close second.

So you've got to follow some solid rules if you're going to get noticed.

### When to Write a Press Release

Publishing a book and building an author brand is not newsworthy. There, I said it. Remember, over 8,000 books per month.

Sorry, I know that sounds harsh, but it's true. There is one exception to this rule, so stay with me.

So, when would you write a press release?

Well, consider these options — and I want to be clear that these author branding tips are specific to all of you. This includes indie authors as well as traditionally published authors.

### Events

Yes, you can issue a press release, but perhaps a more efficient use of your time would be to just reach out to your local media — with a personal, direct email pitch. For example, if you're doing a local book event or participating in a local event in some significant way, I'd just do a local media pitch, rather than a press release.

If the event is a really big deal, like you've written a book on European cycling and you're riding in your first Tour de France, that's press release worthy. But you have to also consider how "national" an event is.

The Boston Marathon gets national coverage, but Pride parades typically don't, because lots of cities do these. But again, you have to ask yourself, "who cares?" and I mean that sincerely — who is going to care about this event? If you focus on that specific group of people you'll get a better response for your efforts.

### Statistics

I live and die by statistics, and eat them up like Oreos, and the media, in particular, also loves stats, factoids, and new research. And this is also a great way to pull in national attention for your book and to issue a press release.

So if there's a new study or statistics that have come out, especially if they're super unique, you can use this to drive your story. Non-fiction indie authors who are serious about book promotion and their author branding are always knee-deep in statistics and industry news.

### Newsjacking

If there's something going on in the news that you can anchor your story to, by all means, do it. In most cases, and given how narrow the news cycle is, you'll have to act fast. But if there's a story making national news, and you're also an expert, you can use this to your advantage. Book promotion 101: if there's a story you can speak to, especially one that's dominating the national news, jump on the bandwagon.

Calendar hooks and holidays are also a solid book promotion tactic for gaining more exposure for your book and positioning yourself on something unique. For example, during Fire Prevention Week we pitched an organizational expert, the pitch was: How to Get Organized Without Resorting to Arson.

During Valentine's week I pitched an indie author who wrote a book about volunteerism and her press release started with: Did You Know You Could Meet Mr. Right in a Soup Kitchen? And then went into creative ways for singles to meet while volunteering.

### Qualifying the "Newsworthiness" of Your Story

When it comes to writing a press release, the trick is always to make it newsworthy. So, when you're doing a press release, or considering it, make sure the story is going to be newsworthy enough.

You also need to understand that there's a difference between writing a newsworthy piece for national media vs. regional media. If you're not sure, read local and national papers and see what's making the news.

Watch the news consistently to see what's being talked about (aside from politics). We'll get into the techniques of writing a good release in the next section, but the takeaway is that if

you're not sure if your story has a newsworthy aspect to it, maybe hold off until you have a bigger story to share.

There's always a lot that can be done when it comes to boosting your author brand, and I've seen a lot of indie authors spend a lot of time writing press releases when they could be better served by focusing on other strategies.

### How to Write an Effective Release

If you're writing a press release effectively, it should read like a news article. I know that maybe sounds like a lot of work, or like you're doing the media's work for them, but that's what you need to do to get noticed.

If you want to get national attention or even regional media: make this as easy as you can for them.

Craft a story that requires very little work:

Stay away from jargon: Don't use a bunch of confusing industry terms unless you're sending your press release to a specific industry person or publication. Keep your language simple and layperson.

Short and simple: Your press release should have no more than 800 words, on average. And if you can say it in 500 words even better. Generally, I recommend 300-800 words for a good press release. The days of two-page press releases are

long gone. Keep it short and informative.

Verbiage and capitalization: Be careful how you word it. And remember that you aren't addressing your reader specifically so don't use terms like, "you will love this new book," because the media person who is getting the press release is probably not your audience. Don't use caps, so don't WRITE THINGS ALL IN CAPS to stand out. Even in a press release, it looks like you're screaming.

Hyperlinks: I don't recommend using a lot of hyperlinks. Don't use more than one hyperlink per 100 words, otherwise, Google will think you're just a spammer. You should though, link to any external content like a video if you've got one, or even better: the media room on your website that lists previous coverage you've received.



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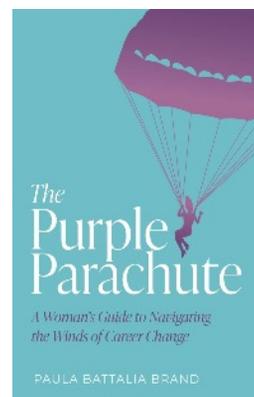
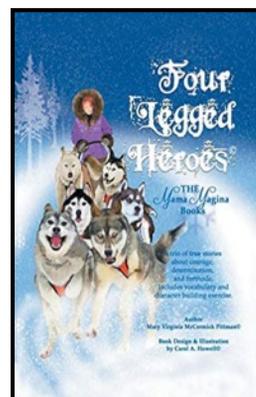
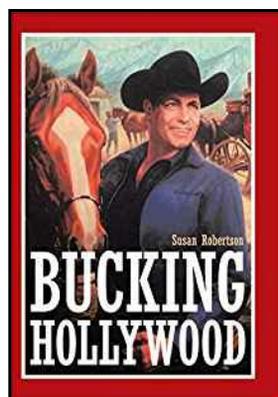
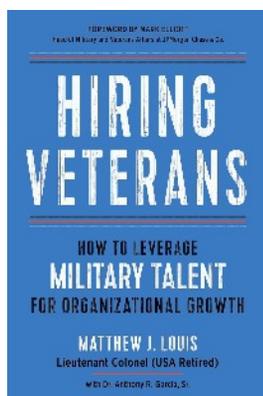
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