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Book Dealers World

National Association of Book Entrepreneurs



Carole P. Roman, author of a wonderful series of award winning children's books including "Captain No Beard." Read her story in our Publisher's Profile on page 3.

NABE
Spring 2014
Pinnacle
Book Achievement
Award Winners

IN THIS ISSUE

The Donna Seebo Show
By Donna Seebo

**The Business of
Being an Author**
By Sharyn Abbott

**The Best Things in
Life Are Free**
By Mari Selby

**Want to Get FREE Publicity for
Your Books?
Try Pitch Rate**
By Michael Volkin

**The Case for Creating
An Author Website**
By James Shirley

**Do eBooks
Market Themselves?**
By Patrick Smyth

Writing Is Only Half the Battle
By Issa Bacsa

Publishers Profile on
Carole P. Roman

From The Editor's Desk



Dear Friends,

My favorite season, Spring is upon us. Just had another birthday and still can't believe I am still here on this planet. It has been a great ride and I have enjoyed all the wonderful people I have been privileged to meet on this incredible journey called life. Staying healthy and active in mind and spirit is the best way to enjoy the golden years.

This issue of **BDW** spotlights the Spring 2014 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Check out pages 22-23 for a list of the award winning books. When I started this business more than 30 years ago, it was difficult to produce high quality independent books. Now thanks to the technological advances, it is much easier and cost effective.

In this issue of **BDW**, my good friend, Donna Seebo tells you all about her new Author Interview Radio Show that now reaches millions of people through the internet, Sharyn Abbott unveils The Business of Being an Author, Mari Selby shows us The Best Things In Life Are Free, Michael Volkin brings us new ideas on How to Get Free Publicity For Your Book Through Pitch Rate, Issa Bacsa explains that Writing Is Only Half the Battle, and Patrick Smyth explains How to Market Ebooks. Plus, we have a Publisher Profile on Carole P. Roman, author of an award winning line of delightful children's books.

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

Have a wonderful Spring and Summer and enjoy all your favorite outdoor activities. This is the time for fun.

Al Galasso, NABE

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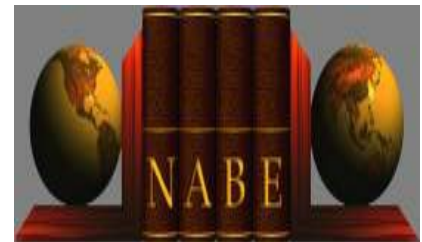
NABE
P.O. Box 606
Cottage Grove, OR 97424
541-942-7455

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

Web Site
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Executive Director
Al Galasso

Associate Director
Ingrid Crawford



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**PUBLISHER'S
PROFILE**

**Carole P. Roman
Author of
A Whole Series of
Innovative
Children's Books**



Carole P. Roman

Carole P. Roman, a former teacher, has successfully managed a large business with her husband that employs close to five hundred people. From businesswoman, she has become a prize winning author of a wide line of incredible children's books, a new job she dearly loves.

This current career started with her favorite occupation of all, grandmother to two new grandchildren. Sitting in a cozy armchair next to the children's bed, she read a whole range of her delightful stories, capturing the spirit of the absurd and the fun of youth. From pirate adventures to exploring far flung worlds, her grandchildren were mesmerized and could not wait for the next tale.

Carole has two wonderful sons, and says she hit the jackpot in the daughter-in-law category. She lives with her husband of 34 years on Long Island, New York.

Carol's first book, "Captain No Beard: An Imaginary Tale of a Pirate's Life," was based on her fondest childhood memories including the *Pirates of the Caribbean* ride at Disneyland.

Her own grandmother was a terrific storyteller and it awakened a love of both history and reading.

"I love making history come alive. I was a social studies teacher thirty five years ago and know how children relish a good story. I think I have a million tales in me."

"Captain No Beard" received positive feedback in Manhattan schools and was used as part of a one week curriculum.

"The book began as a private love letter to my grandchildren and when I actually read it in the classroom, I couldn't believe the universal response. After my younger son made a Facebook page, and the Manhattan school used it, I realized I had something special here and wrote two more Captain No Beard adventures."

Carole surrounds herself with family in her business. Her husband is her hero because he dared her to reach for the stars and encouraged her at every turn.

All of the books feature beautiful illustrations and easy to read text.

After the success of the pirate books, Carole wrote "I Want To Do Yoga Too!" and began a new series of books for children about cultures in various parts of the world. It has become another hit.

The series is called "If You Were Me and Lived in...Mexico, South Korea, France, Kenya", etc. and introduces young children to cultures around the world by sharing details about places to see, food choices, sports, language and more.

In each book, the young narrators talk to readers one to one, introducing their country and culture in fun, easy to understand prose. These books combine Carole's love of fun and history to make each story unforgettable. They open a child's mind to cultural diversity in an upbeat, amusing way.

Two of these books have won 2014 Pinnacle Book Achievement Awards, "If You Were Me and Lived in France," and "If You Were Me and Lived in South Korea."

Dealer and wholesale inquiries are invited as well as orders from schools or other institutions. For more information on Carole's complete line of children's books and her son's new adult book series, check out her website at www.caroleproman.com

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



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November 7-9, 2014

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



Oregon Library Assn Show

Eugene, Oregon
April 15-17, 2015

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

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

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

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

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

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

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

I have known Al Galasso for 20 years. When I published my award-winning children's book **God's Kiss** it was important I do marketing in the best way possible. This was back in the middle 1990's. Trade shows were very important to attend and someone referred me to Al and he became not just an informative supporter of my work but a mentor and a friend. Due to Al's experience and insights into the publishing industry I was able to make connections with lots of people, save money by being more effective in what I did for marketing, and was able to move 17,000 units of my books. In today's world that would be a bestselling publication as on average most authors only sell 1000 units – if they are lucky.

When Al asked me to write an article about *The Donna Seebo Show* for **Book Dealers World** I was pleased to do so. There aren't a lot of talk show hosts that can say they have interviewed over 3000 people/authors as I have. Doing a daily *live* hourly talk show requires discipline, a love for people and what they do, a love of reading and being willing to *punt* when an occasional guest doesn't show up and you have to fill-in 30 minutes of interview time with less than 5 minutes to gather material, your thoughts and *smile* through the mike as if all is well.

Doing my own daily show had been a dream of mine for years. It started in the early 1980's when the Internet was just beginning to affect the media market. I was standing outside of a hotel in Anchorage, Alaska, discussing my dream with a producer friend, Norma Herrin. She said, "Donna, one day your dream will come true but right now the costs are prohibitive. Be patient and it will happen." Well, she was right.

In 2001 a friend, Steve Chapman, helped fund my beginning programming at a local station in Lakewood, Washington. I think I had at least two listeners in the beginning



Donna Seebo

and by the time I left we had on average about 10,000 listeners in a small regional area. Then I moved to a major station in Seattle and 7 years ago moved to the Internet fulfilling my dream of reaching people around the world.

Today in 2014- with the help of the latest technology, I am heard in over 84 countries/states and celebrating 13 years of successful broadcasting. People from all walks of life, economic status, and experience are guests on my program. One of the gifts that my show gives to me and my listeners is the depth and breadth of the human experience and how many good, hard-working people are giving the best of who/what they are through their writing and sharing of their knowledge, skills and experience.

Unlike most talk show hosts I actually take the time to read the materials I am sent and won't book an author unless I feel the publication is worth talking about. Who you are is not so important but the quality of what you write needs to be. Content and presentation style is very important. I typically review non-fiction but if a novel has good substance like history, medical, or other factual information that novel will be given consideration. I don't do e-books as I cannot make my notes as I like so should you be interested in sending your material to me. send the actual book. I should also let you know that I don't do political or religious subject matter. My programming is oriented to *Personally Empowering People* and there are enough talk shows doing politics and religion that I don't need to follow that positioning.

Self-publishing is most common today and I commend those of you who are taking that big step. I have done the same and once that step is taken the journey has only begun. You'll find that the writing bug will bite you frequently and it is a good experience to have.

Marketing is a huge challenge for anyone in publishing and only you can do it. Media in all of its aspects is a vital tool to utilize and sometimes difficult to access. That is where persistence, dedication, and follow-through counts.

If I would give some advice it would be *never give up on telling your story* Who knows whose life you may touch with its message, whatever that may be. For all of the books published there is plenty of room for yours...go for it and may you enjoy the richness of the accomplishment of becoming a published author.

Donna Seebo, "*The Donna Seebo Show*" is celebrating 13 years of broadcasting excellence featuring over 3000 authors from around the world. Known as one of the finest interviewers in the country she actually reads the materials she is sent by publishing houses, publicists, and authors. Reviews of 400-600 publications, DVD's and CD's are done each year. She doesn't accept e-books as she highlights and makes notes in actual publications so she can showcase the featured author/expert in the best manner possible.

Donna's informational website is www.delphiinternational.com

Her contact number and address is: P.O. Box 97272, Tacoma, WA 98497-0272, 253.582.5604. If sending a submission of publication material be sure to include contact information, telephone number included. Allow 6-8 weeks for review process.

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

Train Your Brain

How To Build a Million Dollar Business in Record Time

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

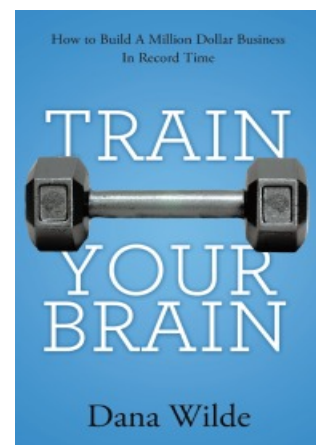
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Train Your Brain is the ultimate business guide for entrepreneurs. Dana Wilde teaches the mindset secrets she discovered when she built two businesses to reach over a million dollars in less than 19 months each. Dana's simple strategies not only allow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

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

Write for wholesale quantity discounts.



Stillwell

A Haunting on Long Island

Carole P Roman, Red Feather Publishing

1211 Stewart Avenue Suite 104, Bethpage, NY 11714

(516) 375-9550

E-Mail: cnbbook@gmail.com

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

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

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Schism

The Battle For Darracia

Carole P Roman, Red Feather Publishing

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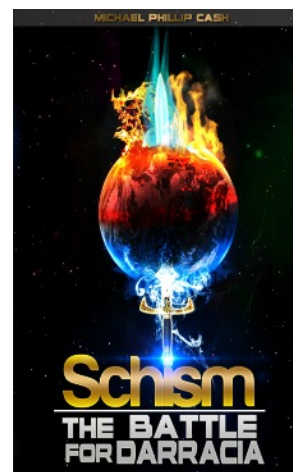
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Web: <http://www.michaelphilipcash.com>

On the planet Darracia, an ever-widening social gap between its inhabitants is causing turmoil that is fracturing a once peaceful world. Struggling with his identity, nineteen year old Prince V'sair must harness the power of the elusive Fireblade, the secret to a warrior's heart, in order to overcome his uncle Staf Nuen's lust for supremacy. Will the energy of the Elements guide the young prince to his true destiny or will Staf Nuen conquer Darracia?

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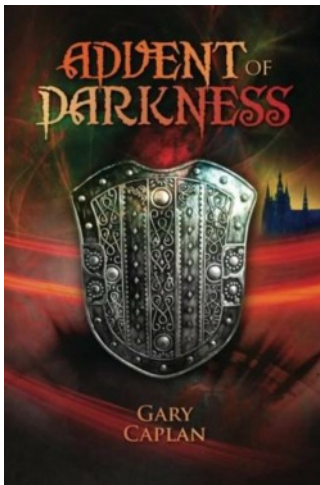


The Haunting of Wolfe Haven

Debbie Heaton, 3419 S. Sage Trail, Thatcher, AZ 85552
E-Mail: writerwannabee@gmail.com Phone: 928-322-6246
Web: <http://www.debbieaheaton.com>

Riley Russell is gorgeous, smart, and successful. She also has a broken heart she's managed to keep secret from everyone—including herself. Three years ago, she walked away from her marriage to entrepreneur Tristan Russell, believing there was no hope for the relationship. But when he reenters her life unexpectedly, Riley must fight to remain independent and in control of the life she has built. Tristan, as handsome and accomplished as ever, is planning to get remarried, but first he must divorce Riley. To save her broken heart, Riley must confront her feelings for Tristan, his family, and his haunted ancestral house, Wolfe Haven. Along the way, she must navigate a minefield of secrets and mysteries, including arson, betrayal, and murder. As Riley and Tristan try to find love with each other a second time around, they come to grips with things that go bump in the night. Recipient of numerous awards including a Bronze Medal in the 2010 ForeWord Review's Book of the Year Awards, winner in romance at the 2012 Paris Book Festival, finalist in the 2012 Eric Hoffer Award, and winner of a Pinnacle Book Achievement Award.

Retail: Hardcover: \$25.00, Softcover: \$15.95, E-Book: \$9.99
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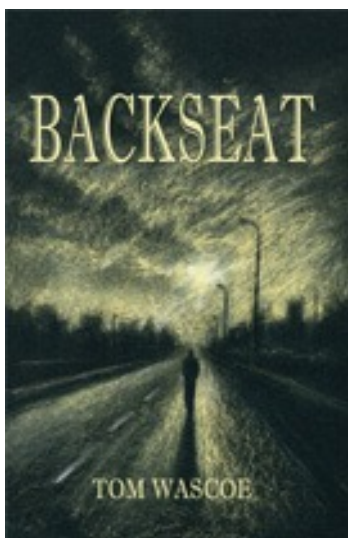
Advent of Darkness

Gary Caplan
CreateSpace

E-Mail: nimmeral@juno.com
Web: <https://wwwcreatespace.com/3798656>

When veteran and archaeologist John Gideon is transported from Earth by a tall, strange man clothed in ornate red robes, he soon finds himself a stranger in a different world. Unbeknownst to him, the world of Illúmaril is the birthplace of his ancestors and where he truly belongs. Meeting the archmaster wizard Ragan, John is taken under the wizard's wing as a ward and student and begins his journey of exploring this strange new world. From gnomes, elves, and menfolk to surprising new creatures, John is soon befriended by all, as he reestablishes his connection to his ancestor's home world and begins to learn the truth. Hidden on Earth as a child, John's true importance is only beginning to reveal itself as this foreign world becomes home. With his world turned upside down, John continues to learn about his past and more importantly, of the vital destiny that he has to fulfill.

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

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

Retail: \$15.95, Sample: \$15.95 ppd.
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Submarine Adventure

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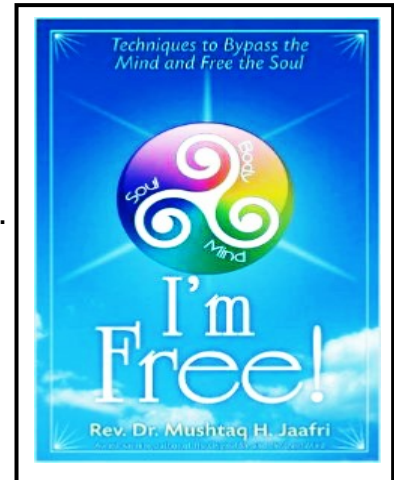
In this time-travel adventure novel, twin brothers learn profound lessons about loyalty, war and family. Jake and Tom find themselves nearly 100 years in the past on a submarine taking part in the 1915 Gallipoli campaign. They must show courage and bravery as the B11 submarine maneuvers the Dardanelles Straits, getting caught in nets strung across the channels, chased by enemy ships, and evading the bombs dropped on them from above.

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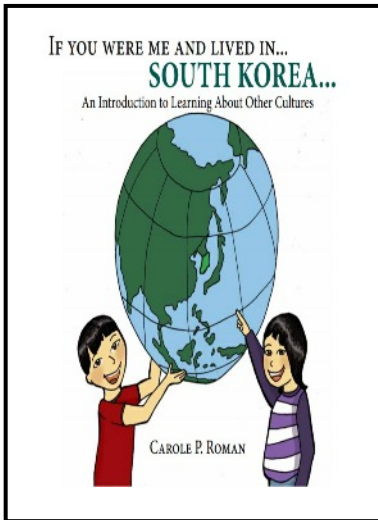
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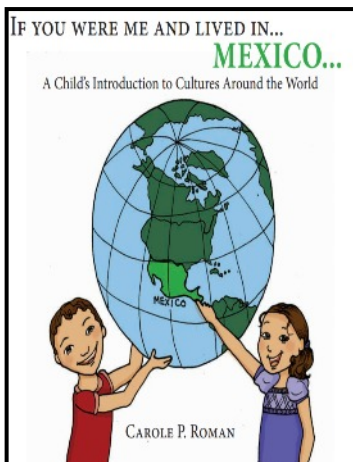
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Hallie and Mommy are going to the yoga studio and Hallie is very unhappy. She wants to do yoga too! In this delightful tale, Carole P. Roman shows how you can find yoga poses in everyday life and enjoy them as well.

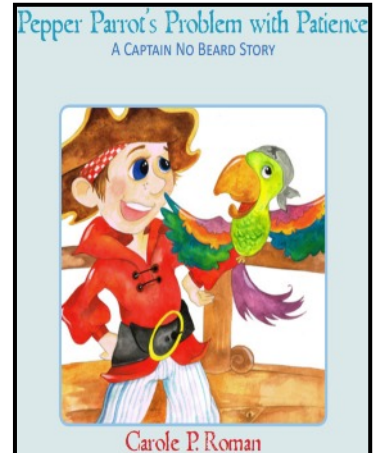
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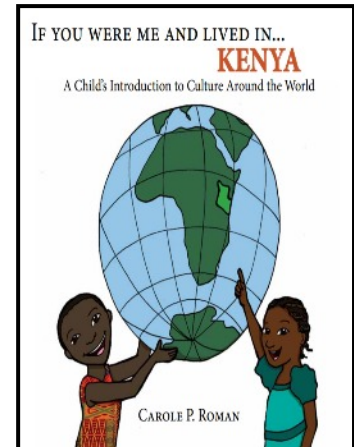


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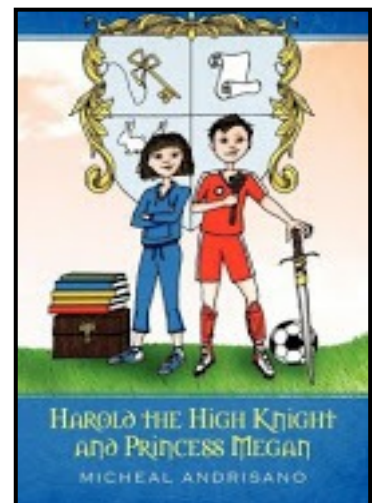


Harold The High Knight and Princess Megan

Michael J. Andrisano, Outskirts Press, 9 Riggs Avenue, Ledgewood, NJ 07852
Phone: 973-252-2888 E-Mail: mpa11@optonline.net
mpa11@optonline.net

Things haven't been the same for Harold and Megan since their father mysteriously disappeared. But one night, a ghostly visitor tells Harold that his father is being held captive by a mad gnome somewhere in Ireland. This beguiling adventure takes Harold, Megan and their mom to Ireland into the world of fairy, where they meet some interesting characters including the Mayor of the Leprechauns, all to help rescue their father.

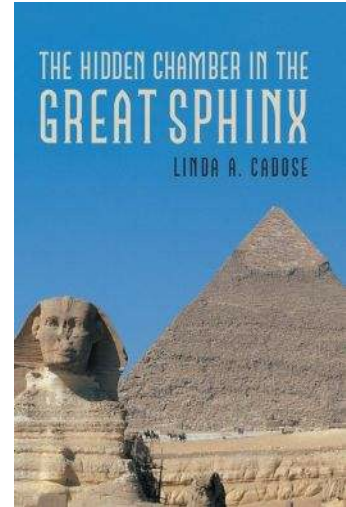
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The Hidden Chamber In The Great Sphinx

Linda A. Cadose, Authorhouse
P.O. Box 1204, Carver, MA 02330
Phone: 508-866-6828
E-Mail: lacadose@aol.com

Web: <http://www.lindacadose.athorexpress.com>



In the fascinating novel,, two archeologists, one American and one Egyptian, discover a hidden chamber in the right paw of the Great Sphinx. Secreted inside the chamber is an ancient supercomputer left there thousands of years ago by ancient aliens. This powerful supercomputer is composed on 13 crystal skulls. Many seek to possess this supercomputer. A terrorist group calling itself the Islamic Nation steals the supercomputer and kidnaps the protagonist, Dr Cliff Post. An imposing figure, Dr. Cliff Post stands 6 feet 4 inches tall. He has dark blue eyes the color of sapphires and jet black hair, which looks blue in the bright sunlight. Will Dr. Post survive? Will the ancient supercomputer be recovered?

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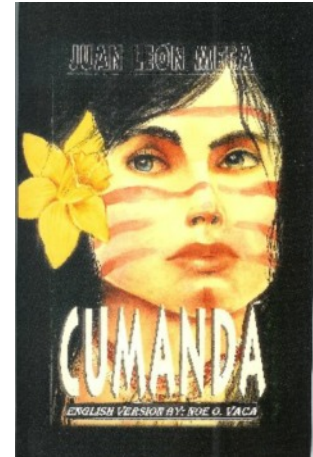
Cumanda

The Novel of the Ecuadorian Jungle

Noe O. Vaca, PO Box 6675, Columbia, SC 29260
E-Mail: ambato37@aol.com Web: <http://ozziescumanda.com>
<http://www.clickbitz.com/ebooks/romance/cumanda>

A celebrated Latin American classic is being shared with English readers with the release of Noé O. Vaca's translation of J. L. Mera's love story. *Cumanda: The Novel of the Ecuadorian Jungle* recreates Mera's tale of star crossed lovers, staged in the lush Amazon jungle. A national treasure in Vaca's native Ecuador, Cumanda is widely considered one of the most important novels in 19th century Latin America literature, Vaca delivers to English readers the same striking imagery and exotic characters that made the original unforgettable to generations of South Americans.

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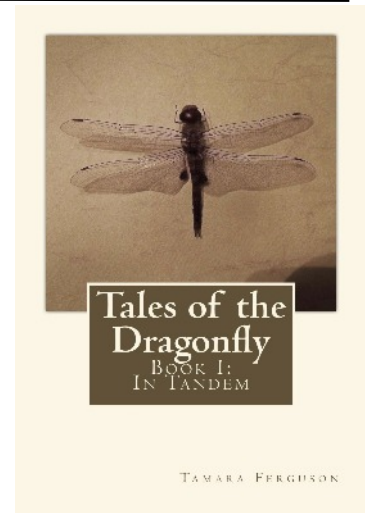


Tales of the Dragonfly Book One: In Tandem

Tamara Ferguson, 10857 Melton Drive, Bloomington, IL 61705
Phone: 309-379-2272 E-Mail: Tammysdragonfly@gmail.com
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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 26 years, our members have sold millions of dollars worth of books.

Q: How is NABE different from other associations?

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

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

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

Q: What type of marketing opportunities does NABE offer?

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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. And pick up other great writer resources at Sharyn's unique site <http://www.authortrainingprograms.com>

The Big Event

MAY

May 29-31: Book Expo America, New York, NY, 203-840-5959.

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June 26-July 1: American Library Assn Annual Convention, Las Vegas, NV, 800.545.2433.

AUGUST

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

SEPTEMBER

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

OCTOBER

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

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The Best Things in Life Are Free By Mari Selby

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Offer mini consultations free. Hold virtual fireside chats where readers, or fans can ask you questions. Host a storytelling night and share excerpts and inspiration from your novel.

One of our clients has a chart of our commitments to life in her book. She added one of her photographs as background and is giving away that chart on her website. New visitors come and download the print daily.

What in your book ties your material to the winter Holidays? One of our clients wrote a meta-analysis book dealing with life's problems. She is sending a coaster she made of her book's cover to the media. Her motto is have a "no problem" holiday... "coast" on through...

Share on FB. That is always free. Share quotes, excerpts, and giveaways of your book on FB. Create a conversation with other authors who write about your topic. Their followers will learn about you, and your followers will benefit them.

Create a 30 minute webinar on the material in your book. Host it as a weekly or bi-monthly conference call on free conference call or as a meeting on go to meeting. Change the topic once a month to keep people coming back to your website.

Besides building a mailing list, giving away improves our karma, keeps people coming back to your website, and can generate some great buzz. I am a great believer in recycling. Think of your giveaway as a way of recycling your material and yet still keeping it fresh by creating it in another form. Keep people coming back to see what you are offering, they will become your fans, and maybe even your evangelists for your book. How many Harry Potter evangelists did it take to make a J. K. Rowling?

The best things in life are free. Hugs, love, smiles, laughter, sunsets, lightning, bird-song, a dog's affection, and a positive attitude are all free. Have fun with your free samples, experiment and see what works best for you, and for your fans. The possibilities for giveaways are only limited by your imagination, which by the way is

Mari Selby is a contributing writer for San Francisco Book Review. For the past 15 years Mari has been the director of Selby Ink, a publicity and marketing firm. <http://www.selbyink.com> Selby Ink promotes authors who make a difference, and helps those authors to develop name recognition through traditional publicity efforts as well as social media. Selby Ink specializes in the following genres: body-mind-spirit, relationships, environmental issues, and social justice.

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Brood X by Michael Phillip Cash tells the story of a swarm of cicada (Brood Ten) that are expected to overwhelm the entire Northeast. During a sweltering summer night, Brood Ten emerges and wrecks havoc with the electric grid, wifi, food and water supply. Civilization as they know it is now gone. For more info, visit www.michaelphillipcash.com

Molly Rides by Adam Ford is the story of a young girl skier who takes on a new challenge and through patience and hard work discovers she can have fun snowboarding. Emphasizes the pure joy of snow sports and includes eye popping illustrations by award winning illustrator, Brian Berley. For more details, visit www.hbarpress.com

Along The Watchtower by David Liwack is the tale of a modern day warrior. Emerging from a medically induced coma following an IED explosion while serving in Iraq, Freddie Williams discovers he has two separate realities. The first is full of pain, remorse and rehabilitation. The second is a fantasy realm of quests, demons and magic. For more info, visit www.davidlitwack.com

Dynamite Runs in the Family by Cabot Barden is an explosive novel of love, courage, music, murder and the supernatural. A small feisty woman meets a ghost in a new house she just moves into, and faces the challenges of raising a family in the fifties and sixties. For more details, visit <http://cabotbarden.com>

Pegasus To Paradise by Michael Tappenden is based on a true story and is an ode to both the extraordinary efforts of ordinary men and women during the second World War and a moving portrait of trauma, survival, and the power of love in post-war Britain. For more info, send email to tappenden2386@btinternet.com

A Different Little Doggy by Heather Whittaker and illustrated by Scott Alberts is unlike other children's books because it is a true story of a special needs dog named Taz. It teaches children how to accept the differences in ourselves and others and learn that life is fun. Kids discover that they can overcome any obstacle once they put their mind to it. Features colorful, lively illustrations. For more info, visit www.adifferentlittledoggy.com

The Lost Nerve: How a Medical Mistake Altered My Destiny by Phillipina Dali is a real life story. When the author's parents rush her to the hospital on the eve of her first birthday, the medical attendant makes a tragic mistake while giving her an injection to reduce her dangerously high fever. That single incident leaves her with lifelong paralysis. This book chronicles Phillipina's extraordinary journey to reclaim her life. For more details, visit www.outskirtspress.com/thelostnerve/

Gypsy Violins by Steve Piskor reveals the stories of the Hungarian Slovak Gypsies who brought their traditional music, played for hundreds of years in Europe, to America. This book documents their fascinating history, accomplishments, who they were, where they lived and how they lost their heritage. For more information, visit www.gypsyviolins.com

Finding My Invincible Summer by Muriel Vasconcellos is the story of Muriel's tumultuous life that included tragedy, betrayal and guilt. After battling cancer twice and the loss of her soul mate, she embarks on a courageous quest for health that includes not only her body but also her psyche and spirit. For more info, visit www.balboapress.com

The Mouse and the Meadow written and illustrated by Chad Wallace is about a curious young mouse who ventures into the meadow for the first time. He receives a crash course on life as he meets friendly and not so friendly creations. Features a myriad of incredible illustrations and includes a free app that allows each page to become a 3D rendition of the illustration. For more info, visit www.dawnpub

Choices by Lacey Dancer tells the story of a 17 year old who was America's hope for Olympic gold until a car crash cost her full use of her leg, a damaged voice and years of surgeries and physical therapy. She retreated into her own private world until a wrong turn, rundown house and a lost dog brought her out of the fog. For more info, visit www.lacedancerauthor.com

Breadcrumbs For Beginners by Dr. Sherry L. Meinberg provides a practical and entertaining umbrella approach to the world of the writer. Covers the whole process from just thinking about writing to actually putting pen to paper, revising and finally completing a published manuscript. For more info, send e-mail to sherrymeinberg@verizon.net

BE Attitudes: The Relationship Manual by Barbara Jean Lonsdorf, Ph.D. is a hands-on relationship guide designed to inform and inspire individuals to correct tense, unending conflicts that block communication and make problem solving impossible. Helps couples manage issues dealing with fairness, sexuality, parenting, money and more. For more info, visit www.BarbaraLonsdorfPh.D.LLC.com

The Bright Idea Box by Jag Randhawa introduces a six step formula for creating a bottom-up innovation program for employees. This plan encourages workers to generate ideas that add value to the company and customer; increase employee engagement, productivity, efficiencies, and customer satisfaction; and create a stunning impact on your business performance. For more info, visit www.TheBrightIdeaBox.com

Consequences by Martha Kennerson is a novel about love, betrayal, survival and forgiveness. After several nights of hard drinking, Kristine wakes up in bed with a couple she barely knows, and now has to deal with the consequences of her actions. For more info, send an e-mail to kennerson94@comcast.net

All You Need to Know About Accounting and Accountants by Robert Louis Grotte is a student's guide to careers in accounting. Concepts such as auditing and financial reporting are explained clearly and you will learn about the different types of accountants, the educational and licensing requirements and the opportunities for advancement. For more info, send an e-mail to rgrotte@earthlink.net

If You Were Me and Lived In... Mexico A Child's Introductions to Cultures Around the World by Carole P. Roman is the first entry in an exciting new children's series that focuses on learning and appreciating the many cultures that make up our small planet. Perfect for children from Pre-K to age 8, this book is a groundbreaking new experience in elementary education. For more info, visit www.caroleproman.com

Submarine Adventure by L.D. Dauphin & Vaya Dauphin is a time travel novel in which twin brothers learn profound lessons about loyalty, war and family. Jake and Tom find themselves nearly 100 years in the past on a submarine taking part in the 1915 Gallipoli campaign. For more information about this title, visit www.vayadauphin.com

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The Case for Creating An Author Website

By James Shirley

Author website versus book website?

Wondering whether it's better to have an author website more of book website? Is one really better than the other? This is a question I get from my email subscribers often. My email subscribers are bright people. Most authors don't even think about this.

You may have an author site or a book site or no site at all. Whatever you have now that's okay. But let me tell you why having an author website is the best choice of all.

First let me say that in the past I have had book websites. They work just fine. But over time I have realized that author sites are the better option. Here's why.

Number one, I have written several books on the same topic. Now having several websites for several books was difficult to keep up with. It was overwhelming. But having an author web site allows me to direct all of my marketing back to one place. From my author site, I can launch as many books as I want to. And it's easy for readers to see all the books I have written in one place. Everything is connected. I have platform.

Number two, having multiple websites means dealing with multiple domain names, multiple site updates, and multiple email lists. My workload increases by a factor of how many websites to manage. But I don't like managing multiple websites and I bet you don't either. Nowadays, I try to keep things as simple as I can. And I find that keeping it simple helps me be more successful.

Having an author website allows you to simplify your marketing.

Finally, something common among authors is to be paranoid about readers finding out that you write on multi-

ple subjects. Somehow it seems impossible that you could write fiction and at the same time author of the nonfiction book about gardening. What would your readers think? It turns out readers are very forgiving people. They have multiple interests just like you do.

But if the couple of subjects you write on are so different that you couldn't possibly bring them together under one author website you can always create another website for a different pen name.

Now we know some reasons why an author website makes the most sense. Let's talk about why book websites can be a problem.

First, let me say again that if you have a book website now you don't necessarily need to go out and take it offline. Keep it. But if you're reading this right now and you've got another book in the pipeline consider an author website.

Okay, back to why book websites can be a problem. I mentioned earlier, that if you write multiple books having book websites can be a lot of work. But there's another important reason why book website can cause you headaches. If you ever put a book out and decide to change the name of the book, you're screwed. If you've built all this marketing around the book website you have locked yourself in to the title, the subtitle, and the cover of your book.

Whereas, on an author website, the books display are simply images on the page. You can change them when you want. You can make updates. Your book title can change and it won't be catastrophic to your marketing.

Of course, I am assuming you won't be changing your name any time soon.

Now let's talk about why an author website is better beyond the time-saving and headache saving I outlined above. The key thing is branding. With an author website, you will be

branding yourself. This is a shift from marketing and promoting your books. But if you plan to write more than one book, if you plan to make a go at making a living as an author, then your time in your marketing efforts are far better spent building your brand instead of your books brand.

And while this article is about the choice between an author website and a book website, you should also consider what this means your social media presence. It would make sense to have your social media presence be author based instead of book based.

If your thinking about building an author website or book website consider simplifying your marketing efforts by going with an author website. An author website can be used to promote several books and it ultimately builds your brand as an author.

Jim Shirley is the author of several published books and he is now helping others become self published authors. Jim has personally put together a report that answers the key questions about self-publishing and you can get your copy along with other useful information and great ideas at <http://SelfPublishToday.com/blog>

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Trends Waves Windows & Bubbles by Kenneth J. Thurber, Ph.D. is the third book in a series looking at how technology moves from the research lab and into viable products. This book looks at how to spot, not necessarily create, a wave. For a variety of reasons, not everyone can create a disruptive technology wave. However, there is no reason that you cannot profit from waves created by others. If you can spot a wave, you can profit. For more info, visit www.digitalsystemspress.com

Lady Justice and the Vet by Robert Thornhill is the story of Ben Singleton, a Marine veteran, just returning from a tour of duty in Afghanistan. Fate or coincidence, thrust him right into the heart of Walt and his band of senior sidekicks on another emotional roller coaster ride that will have you shedding tears of laughter one minute and sorrow the next. An Amazon #1 Best Seller. Info at <http://booksbybob.com>

Modern Esoteric by Brad Olsen is about the revolution of consciousness. People all over the globe are questioning their belief systems, closely held mindsets while many unsettling truths are hidden behind closed doors. This eye popping book unmasks government held secrets, mass media disinformation and shady corporate and Big Brother activities. Arm yourself with the power of knowledge. More info at www.ccpublishing.com

My Fingerpaint Masterpiece by Sherrill S. Cannon is a delightful story for elementary age students. It is a wondrous rhyming tale with colorful illustrations about a child who creates fingerpaint artwork in class, but then loses it in the wind on the way home. For more information, visit www.sherrillcannon.com

America's Greatest Blunder by Burton Yale Pines tells of America's fateful decision to enter World War One. By sending two million soldiers to the Western front, America shattered the stalemate and won the war. This allowed Britain and France to impose the devastating peace on Germany which led to German toxic calls for revenge and engulfed Europe in a second more monstrous war. For more information, www.americasgreatestblunder.com

Sitting Pretty by Carol White is more than just a collection of stories. Readers are able to step into the lives of unique characters. From rural areas of the country to Park Avenue and Boca Raton, this book includes stories of romance, mystery, suspense, friendship, betrayal, and fantasy. For more information, visit her website at www.carolwhitefiction.com

Unwrapping Your Gift by Giulio Veglio reveals how to make the most of yourself as you learn the 30 steps to success. Are you ready to take the first step on our journey together? Then it's time to join the "ME" revolution. Before you can be good to anyone else, you have to focus on yourself. Discover the Visionary Freak in You in this incredible new book. For more info, visit www.visionaryfreak.com

Rainedrops From Heaven by Raine shares experiences through both her own and her client facilitation with those entities on the other side of the veil. This is a very inspiring book that takes the reader on a journey discovering the possibilities of life after death. For more info, visit www.rainedrops.com

Short Circus by Stephen Masse unveils Jem Lockwood's school assignment about what he did last summer. You will learn Jem's own story about his remarkable adventures with his Big Brother, Jesse Standish, and a host of neighbors and friends, plus a mysterious enemy who keeps sabotaging the swimming pond. There are bike jumping contests, fistfights, motorbikes, visits to seaside towns for festivals, and swimming in a waterfall. For info, visit www.goodharborpress.com

Oceana by CC Lindh follows Oceana, a lifelong surfer and former fashion model, who finds solace for the losses in her life in the waves of the ocean. Oceana has grown to love only the ocean, surfing and teaching others how to care for the ocean. Things change for her when she meets her younger neighbor, a British professional golfer named Guy. More info at www.oceana-alovestory.com

Smart Parenting For Smart Kids by Eileen Kennedy-Moore offers parents doable strategies to help children cope with feelings, embrace learning, and build satisfying relationships. Drawing from research as well as the authors' clinical experience, it focuses on the essential skills children need to make the most of their abilities and become capable, confident, and caring people. For more info, visit www.smartparentingforkids.com

Swimming With Barracudas by E.W. Lee is a fictional romantic comedic novel that delves into workplace dynamics and relationships between women and men, and women and women in the workplace. No matter where we work and whether we are a man or woman, we deal with and have interactions with members of the opposite sex. This book is written for everyone, regardless of gender, because it tell a story which we can all universally identify with. For more info, send an e-mail to oklee78@gmail.com

Memories by Capt. Weston H. Ament takes the author from a caesarian birth in 1921 through the roaring 20's, the great depression, the harrowing war years including flying the infamous Himalaya "Hump" and many adventures included in 38,000 flying airline, air shows and other worldwide adventures. For more info, send email to ament@wildblue.net

Eve, Adam's First Wife by Don Napolitano and Carmen Pease comprises three very distinct areas, the Ten Commandments, the seven deadly sins, and marriage with divorce. It brings them together to show how they influence our lives, our way of thinking, and our beliefs. For more info, visit www.rivercitypublishingcorp.com

River Wars by William A. Luckey tells the story of a soldier wounded in France before the United States entered WW I who finds himself stationed in Marfa, Texas, as a medic with the Army. The cavalry out of Camp Marfa was engaged in chasing bandits who crossed over the Rio Grande and raided the Big Bend area of Texas. For more info, visit www.waluckey-west.com

A Box Story by Kenneth Lamug is an award winning illustrated picture book that invites the reader to look at things in a different way. With the use of hand drawn images, you are taken through simple thought provoking ideas about a box and how it is not just a box. For more information, visit www.aboxstory.com

Do eBooks Market Themselves?

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Patrick Smyth is an author, speaker, trainer, business coach, and principal at Enchanted Forest Press, a boutique publisher of books. For more information on his services, visit <http://www.enchantedforestpress.com>

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Learn How To Market Online Like The Pros!

Writing Is Only Half the Battle

By Issa Bacsa

You just published a book and ask what's next? For independent authors, the true test of perseverance starts on this stage: marketing. Even well-known authors must promote their books. Big publishers spend 80% of their marketing budget on 20% of their top sellers because they are sure that they will get a return on their investment. The other 80% of their list get 20% of the budget. And yes, every indie author should consider themselves an entrepreneur, or better yet, "authorpreneur". Once the book is written and published, the author becomes an advertiser, a promoter, and a marketer. A self-published author has to rely on his own and work his way out. However, advertisement and promotion entail some costs. But don't fret because here are some ways independent authors can advertise their book for free:

1. Mention the book in your email signature. You send out emails everyday, so why not use your email signature as an advertisement? Write something like: "Grab a copy now of my book at" then state the link where the reader can get a copy of the book.

2. Use the power of your social media account/s. Word of mouth over Facebook and Twitter pays off. Utilize your more than a hundred friends on Facebook plus a few followers on Twitter. Encourage them to spread the word and look how your marketing strategy trends. Aside from Facebook and Twitter, there's Pinterest, LinkedIn, BookLikes, GoodReads, and a whole lot more. Use them and make some noise across the worldwide web.

3. Join a niche group. They say that birds of the same feather flock together. Promote and discuss your common interests and take the opportunity to promote your book among peers.

4. It pays to have a website. You don't need to be a computer geek to create one. There are some sites that allow you to create a website for free. You can customize the background, theme, layout, etc. Use the website as a hub of your numerous social media networking accounts, show off your book and writing portfolio. Promote not only your book but yourself as an author.

5. Write a press release about the book. There are a few PR sites that allows you to post press release for free. Create at least 3 press releases that span once a week or once every two weeks until word about your book comes around.

6. Write an article or a blog about the book or how the book came to be. You have something to say because you've done something which other people may learn from. Show people that you're a subject matter expert.

7. Talk about it. Don't just rely on the written word. Promote your book in some workshops, open book gatherings, book clubs, book fairs, etc. Everybody wants to meet an author so grab that opportunity to advertise.

8. Give away a few copies. Everyone wants something free. Yes, giving a few copies doesn't hurt. Promote it via social media, in your website, in your talks, and raffle off a few copies to the audience.

9. If you have creative hands, make bookmarks to go with the books. More so, how about a business card cum bookmark? Or an image of your book cover printed on a sticker stuck at the end of a big paper clip? Use your imagination, think outside the box and who knows? Your idea might be the best marketing for your book.

Now that you're a marketer, take note of everything you do. Start a spread sheet, create a color coding system of what works and what doesn't. No two books are alike so what works for one might not work for another. Never totally delete an idea at the start. After you've released 5 to 7 books you'll have a better understanding of how to launch a book, plus you will have a fan base building. Then you can start deleting ideas that are weak or don't work.

Issa Bacsa has just released her mystery thriller, Number One Fan, and she's currently practicing what she preaches. Visit her website at: <http://issabacsa.webs.com/>

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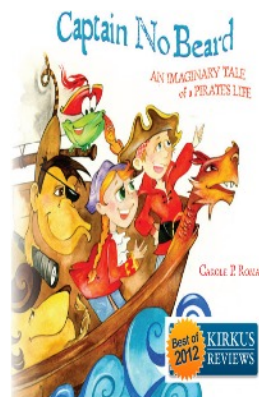
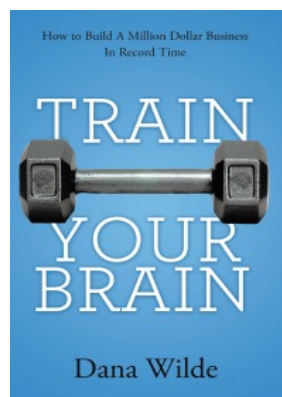
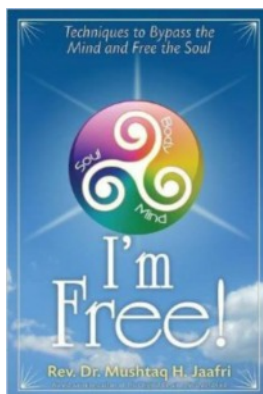
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