



Vol. 36 No. 1 2015

Book Dealers World

National Association of Book Entrepreneurs



Raine is an international spiritual medium from New Zealand and author of two award winning books, including her latest, "Rainedrops From Heaven." Read all about her in our latest Publisher's Profile on page 3.

NABE
Spring 2015
Pinnacle
Book Achievement
Award Winners

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Dear Friends,

Spring is here in the Pacific Northwest and after a mild Winter, we are all looking forward to a beautiful sunny Spring. It is that time again to get outdoors and enjoy many of the wonders of this beautiful state.

This issue of **BDW** spotlights the Spring 2015 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. As I have often said, independently published books have come a long way since I started this business over 35 years old and they are some of the finest books being published today. Check out some of our winning books and authors.

In this issue of **BDW**, Amber Lanier Nagle bring us Tips for Selling Books at Festivals, Fairs and Outdoor Events, Scott Flora reveals How To Sell More by Giving It Away, Md S. Hogue claims Your Email List Can Be Your Most Powerful Tool, Harriet Hodgson shows how to Use Local Media To Market Your Book, Gin Williams tells us about Book Touring: Living the Dream or Not? Emily Jones writes about Marketing Your Way to Success. Plus, there's a Publisher Profile on Raine and her latest book, "Rainedrops from Heaven."

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 2015-2016 NABE Book Showcase Exhibits 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. Time for hiking, travel, swimming, fishing, BBQs and regional festivals.

Al Galasso, NABE

BOOK DEALERS WORLD

ISSN 1098-8521
Our 35th Year

Book Dealers World Online:
<http://goo.gl/jAs7G>

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**National Association Of
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Published three times a year in mid May, Sept. and January by NABE, PO Box 606, Cottage Grove, OR 97424. One year subscription for non-NABE members: U.S. \$50.00, Canada \$55.00, Foreign \$70.00. BDW will not knowingly accept fraudulent or objectionable advertising. Articles in BDW may not be reproduced in whole or in part without the express written permission of the publisher.

PUBLISHER'S PROFILE

Raine Author of *And Rainedrops Fall Down My Creeks* *Rainedrops From Heaven*

To say that Raine is a unique individual would be an understatement. Living in New Zealand, she has had a fascinating career, having worked as a clinical hypnotherapist, osteopath, and marriage celebrant. She gives psychic readings to individuals both in person and online. She also offers specialized clinical hypnotherapy sessions for those wishing to visit their past lives and make contact with their spiritual connections.

Raine earned diplomas in Sociology, Nutrition, and Nurses Health Perspectives and Practices from Massey University, followed by a Degree in Osteopathy from the Osteopathic College of New Zealand. She began her career in the 1980's progressing from a beauty therapist to qualifying as a Clinical Hypnotherapist Counselor.

Later she ran a Beauty Therapy School and it was the first one to meet New Zealand's Qualifications Association's requirements setting a benchmark for others.

Raine simultaneously directs her beauty therapy school and is also in demand as an Osteopath and Clinical Hypnotherapist. She currently presides over wedding and funeral services, name giving ceremonies and pet memorials. Raine became a spiritual medium as a natural extension of her previous talents. She freely shares experiences from her own and client's lives with those energies on the other side of the veil.



Raine's first book, "And Rainedrops Fall Down My Cheeks" published in 2010, has won critical acclaim. It introduces Raine as a spiritual medium and follows her journey with her guardian angels. She has memories of her guardian angels right back to when she was a babe in arms. She always thought others had the same experiences and never spoke of what was happening to her. "It would take quite some years for me to realize that I experienced life a little differently than others did."

"It is my belief that we all use intuitive guidance every day of our lives, though we are not always consciously aware of it. How often do you think of a particular friend and within a day or two they are in touch with you? How many times have you felt uncomfortable in a particular environment and felt so much better once you had removed yourself? How many times when your telephone began ringing did you know who was calling you? These are examples of your intuitive higher self's search for knowledge."

"Rainedrops from Heaven," Raine's second book, released in 2014, another Pinnacle Book Achievement Winner, delves deeper into spirituality including how past lives affect our present one, our experience of death, and how to spiritually care for a loved one. Raine became a winner in the "2014-2015 Book of 50 Great Writers You Should Be Reading."

Readers Digest has awarded Raine a 5 star Award, and she achieved both Finalist and winner status with The Authors Show.com. She has also been accepted as an Honored Member of the Executive and Professional Registry of Covington Who's Who.

Here is what others are saying about Raine's books:

"As a natural skeptic about most things spiritual, I found *Rainedrops From Heaven* a surprisingly uplifting experience. She transports you into her world with a matter of factness that is neither incomprehensible or daunting." Carol, Gulf Harbour

"*Rainedrops from Heaven* will take any fear some people may have not understanding what may happen to them after death and give them a deeper understanding. It is beautifully presented and written." Mary Kares

"*And Rainedrops Fall Down My Cheeks* is a glimpse into the life of a psychic with stories that warm your heart and feed your soul." Cindy, USA

For more information on Raine and her fine books and services, please visit her popular website at www.rainedrops.com Dealer inquiries invited.

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

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

Our NABE BOOK SHOWCASE EXHIBITS are bright, well-decorated, and colorful. We offer drawings, free gifts and giveaways to increase booth traffic. A few years ago, a publisher who had placed her book in 3 different combined exhibits in the same show, told us that after visiting the other two places, she couldn't believe all the buyers and the activity that was taking place at the NABE Booth. Authors are encouraged to make an appearance at shows if they wish. Even if you cannot attend any of the shows, you can be assured your book will be shown to all potential buyers. We are unlike any exhibiting service you have ever used. This is our **33rd successful year of showcasing books**, experience you can count on!



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South San Francisco, California

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



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Pasadena, California

November 5-7, 2015

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

Bend, Oregon

April 20-22, 2016

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

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

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

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

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

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

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

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

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

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

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

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

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Tips for Selling Books at Festivals, Fairs, and Outdoor Events

By Amber Lanier Nagle

In today's world, authors have to be clever, think outside the box, and reach far beyond Amazon, libraries and brick-and-mortar book stores to sell their books. More and more authors are trying their hands at selling their books at country fairs and festivals—events that can draw thousands of potential buyers and be a fun, lucrative venture.

Considering selling your book at a fair, festival, or other outdoor venue this year? Here are some tips that may help you.

PARTNER WITH ANOTHER AUTHOR. Partnering allows you to share entry expenses and also share tasks and equipment. I enjoyed having a friend to talk to when no patrons were stopping by the booth.

NEGOTIATE WITH ORGANIZERS. If the booth fee is too high for you to make a profit, contact fair organizers well in advance, explain the tiny profit margins of books, and ask for a different deal.

PROMOTE BEFORE AND DURING. Hopefully, the festival organizers will promote the event in advance. However, about a week before the event, start posting on social media and tell people you will be there selling books. Write a short press release for the newspaper or community newsletter. Ask for a guest spot on a local radio show to talk about your book and your participation at the fair. Also, during the event, take photos of book buyers and splash the photos all over social media to remind people of the fair.

TAKE POSTERS AND SIGNS. A good poster or sign can help lure people into your booth. Place your posters on easels so they are eye-level and easy to read. It's also a good idea to have signs in the booth saying things like, "Local Authors," "Ask Me About My Book," and "Signed Copies of Books Available."

MAKE A LIST. Make a list and be prepared. Some events provide a table and chairs, and others do not. Beyond books, business cards, posters, and money, you may need tape, scissors, a pen, paper, a few basic tools, a jacket, a hat, sunscreen, water, hand sanitizer, tissue, paper towels, a change of clothes, a hand truck, phone charger, and trash bags.

SET UP A TENT OR AWNING OVER-HEAD. A tent will protect you from the elements (torrential downpours, burning sunshine, etc.)

STACK BOOKS ON THE TABLES. Stack a few books on the table so passersby can read the spine of the book. Also, prop one book upright so patrons can see the cover from several feet away. If the weather is wet or humid, don't take too many books out or the pages will swell and buckle.

BE NEAT. Keep your table nice, neat, and presentable. Clutter is distracting. No one wants to see crumpled candy wrappers and trash on the table top.

GIVE STUFF AWAY. One way to draw people into your booth is to give away inexpensive freebies. At the fair I attended, I gave buckeyes to dozens of people as they contemplated buying my book. I'd smile and say, "Put it in your pocket for good luck." Be creative. What about a clear vase full of Tootsie Rolls? Or bookmarks? And as always, have business cards on the table for people to take home.

HAVE OTHER RELATED THINGS TO SELL. Have other things for sale, too. A friend of mine who is currently marketing a book about farming and relationships, also sells jars of yummy vegetables at her events.

POSITION YOUR TABLE CLOSE TO THE FLOW OF PEOPLE. You want to be as close to the people traffic as possible so you can make easy eye contact. If you place your table deep within your booth, a potential customer has to walk all the way in, which may deter people from stopping.

SET SMART PRICES. Don't sell your book for an odd price requiring coin change. Make it easy on you and the buyers and round the price to the nearest dollar.

HAVE CASH AND YOUR SQUARE DEVICE. Have plenty of cash on hand. At the fair I attended recently, I sold copies of my book for \$16, so I made sure that I had plenty of one dollar bills in my cash box. Also, make sure that your Square device (or other credit card processing device) is working and ready for the day.

KNOW YOUR ELEVATOR PITCH. An elevator pitch is a thirty-second description of your book. Every author should have one, and every author should practice saying the pitch over and over again.

PREPARE FOR CHIT CHAT. "So, are you from around here?" "I love your boots!" "Do you read nonfiction?" "Do you have keepsakes or heirlooms at home?" "You look familiar to me." "I think the rain is over for a while. Have you seen the radar?" Also, if you find out a patron is involved in a particular school, library, club, or group, inquire about speaking to the group about your book. Seize the moment and ask, and don't forget to get his or her business card or contact information.

DON'T HOUND PEOPLE. Not everyone reads, and not everyone wants to buy a book at a country fair or fall festival, so if they keep walking, let them walk away.

WEAR COMFORTABLE, APPROPRIATE CLOTHING AND SHOES. Sorry, four-inch-heeled Manolo Blahnik shoes and skin-tight pencil skirts aren't appropriate articles of clothing for a country fair or street festival. Think comfort. Consider jeans and a nice top. Wear comfortable shoes.

WEAR A NAME BADGE. A name tag will help people know who you are so they can call you by name. It will also reinforce your brand.

SMILE AND BE FRIENDLY. No one wants to buy a book from a grumpy author. Smile. Be friendly. Be inviting. Be helpful. Be respectful. Let people know you are approachable and you want to be there. And be excited about your book.

WRITE A THANK YOU NOTE. In today's world, a simple thank you goes a long way. Sit down and write a thank you note to the event organizers and ask them to keep you in mind for other events.

Thousands of people ramble around and spend money at outdoor festivals, fairs, and events when the weather is nice. Be ready to pitch them your book. Happy book selling!

Freelance writer Amber Lanier Nagle has published hundreds of articles in national and regional magazines. She is the brainchild behind Project Keepsake <http://www.ProjectKeepsake.com>, a published collection of nonfiction stories about the origins and histories of keepsakes—a pocket knife, a cake pan, a quilt, a milking stool, etc. She says, "Everyone has a keepsake, and every keepsake has a story to tell." She's also published two eBooks and facilitates writing workshops.

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Final Deadline: Sept. 10, 2015
 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

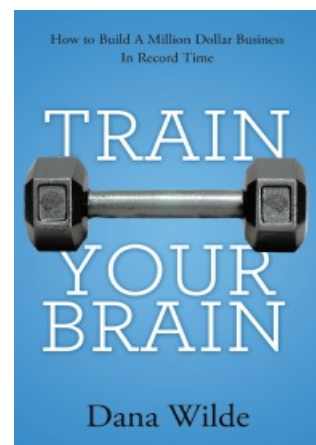
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Train Your Brain is the ultimate business guide for entrepreneurs. Dana Wilde teaches the mindset secrets she discovered when she built two businesses to reach over a million dollars in less than 19 months each. Dana's simple strategies not only allow 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.

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Stillwell

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Carole P Roman, Red Feather Publishing

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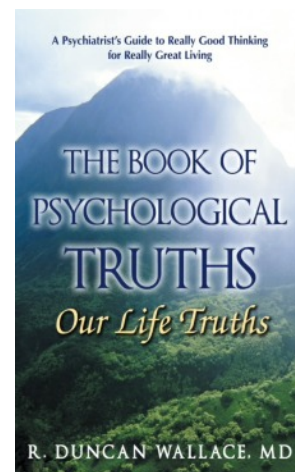
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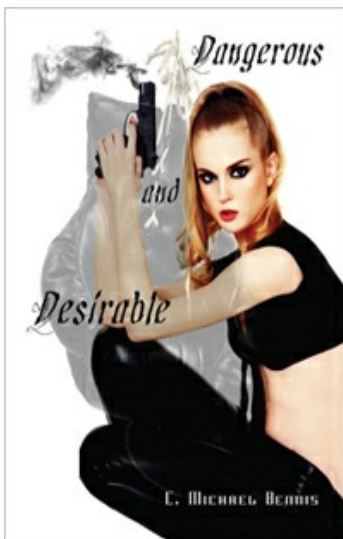
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As a doctor of the human psyche, author R. Duncan Wallace believes in not only offering good medicine and science, but also offering solutions and solace to those who are experiencing psychological pain, emotional distress, and difficulty making their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

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Dangerous and Desirable

C. Michael Bennis 2981 North Wentworth Road Tucson, AZ 85949

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

The glistening razor like actions of this narrative cut across unexpected consequences. Julio's exploits are legendary. It is almost as if this former champion boxer can draw and fire his weapon before an adversary's brain registers the movement. He has one weakness: he cannot refuse helping vulnerable, innocuous victims. It is a carry over from when his survivor Jewish parents were killed in a train accident and he left the orphanage to live on the streets of Buenos Aires, an eight-year old with a dog for his only friend. Ironically, his combat skills draw the attention of an ambitious female war correspondent who seeks to discover his true identity. The hunter becomes the hunted when her article is published in a revealing expose. She believes Julio Navarro's true identity will win her international recognition, but in fact it might only make her dead as Julio Navarro goes on the lam and Ziv fears the worst for this incredible man.

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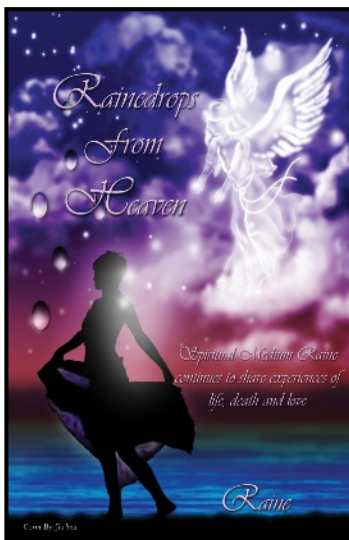
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E-Mail: rere_mudbone@yahoo.com

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

Retail: \$19.95, Sample: \$19.95 ppd.
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Rainedrops From Heaven

Tate Publishing 127 E. Trade Center Terrace Mustang, OK 73064

E-Mail: raine@rainedrops.com Web: www.rainedrops.com

Raine, spiritual medium, shares experiences of her own and her client facilitation with those entities on the other side of the veil. A powerful book for those looking for inspiration, spiritual development, Mind, Body and Spirit. Raine's first book. "And Rainedrops Fall Down My Cheeks" and this book won NABE Pinnacle Book Awards, Readers Favorite Finalist, 5 Star Book Review, and winner of "50 Great Writers You Should Be Reading" January 2015.

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10 On Set Secrets Springtime

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Stacy Nelson, 1317 N San Fernando Blvd #330 Burbank, CA 91504

Phone: 818-676-1331 E-Mail: stacy@ganderbayent.com

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



THE BEST FOR LESS! Learn behind the scenes secrets used in television and film for creating A-List Designs on Low Budget Dollars. "More Bunny For Your Money" is the latest in the 10 On Set Secrets book series revealing fast affordable decorating and easy entertaining. Available now is Halloween, Springtime, Christmas and coming in November 2015: 10 On Set Secrets to Success: "From Cleaning the Red Carpet to Walking It!"

Retail: \$29.95, Sample: \$29.95 ppd.

Write for wholesale quantity discounts.

Backseat

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

Phone: 847-867-2784

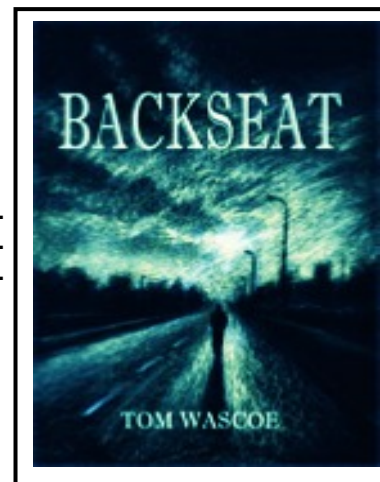
E-Mail: tomwascoe@comcast.net

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

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

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

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The Girl in Black Pajamas

Chris Birdy, Createspace, 53 Moreland Rd, Weymouth, MA 02191

Phone: 781-331-1690

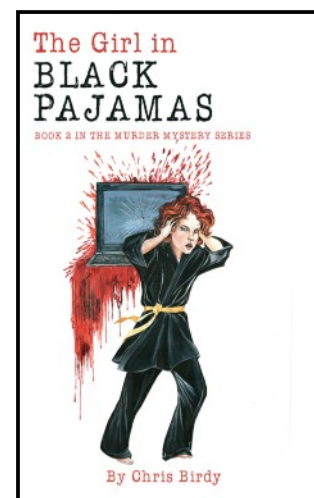
E-Mail: chrisbirdy9@gmail.com

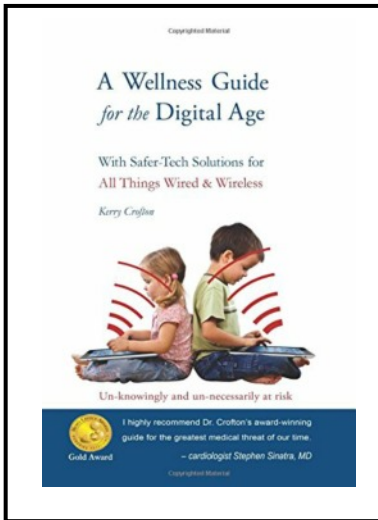
Web: <http://www.ChrisBirdy.com>

R&B Investigations is under attack. Their employee is shot in the back, and a hacker is trying to take over their network. Bogie McGruder joins with the King of the Internet to determine who is behind the invasion. They uncover several murders and a plot to wipe out financial institutions in Boston. Meanwhile, Bogie's family in Palm Beach becomes involved in a PBSO porn scandal that threatens to ruin lives.

Retail: \$10.75 Sample: \$10.75 ppd.

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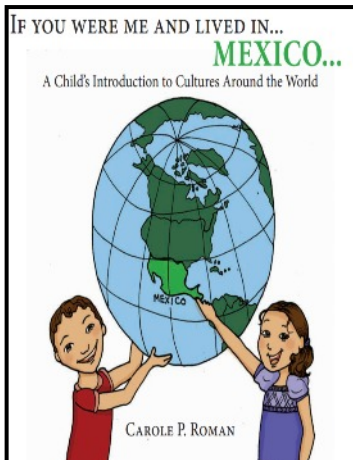


A Wellness Guide for the Digital Age: With Safer-Tech Solutions for All Things Wired & Wireless

Kerry Crofton, Ph.D. Global WellBeing Books
 2176 Windsor Rd. Victoria, BC Canada V8S3C6
 Phone: 250-595-2176 E-Mail: kerry108@telus.net
 Web: <http://SaferTechSolutions.org>

We can be tech-savvy, connected and healthy. This award-winning book is the first wellness guide for the digital age. Dr. Crofton and a team of physicians, scientists and technical experts offer how to reduce the health risks of wireless radiation from conception to college and beyond. Topics include: pregnancy, parenting, family and pet health, digital addiction and detox and safer-tech solutions for cell phones, iPads and WiFi.

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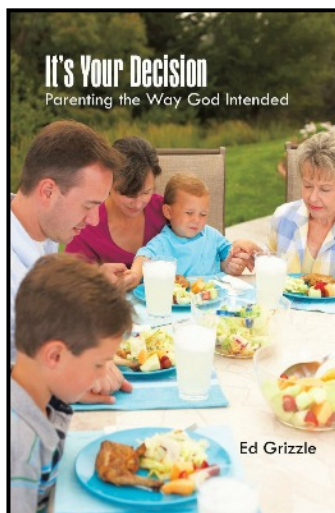


If You Were Me and Lived In... Mexico A Child's Introductions to Cultures Around the World

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.caroleproman.com>

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. Interesting facts and colorful illustrations help children realize that although the world is large, people all over the globe are basically the same.

Retail: \$13.50, Sample: \$13.50 ppd
 Write for wholesale quantity discounts.



It's Your Decision: Parenting The Way God Intended

Ed Grizzle, iUniverse, 9326 Regal Ct. Bloomington, IL 61705
 Phone: 309-262-7623 E-Mail: edmargrizzle@gmail.com
 Web: www.itsyourdecisionbooks.org

This book is written to share my life prior to accepting Jesus Christ as my Lord and Savior. My life was miserable prior to that day. I was an alcoholic and I committed crimes that were very bad. The goal of the book is to encourage people who are having problems in their home and with their life to allow Jesus into their lives to help them make changes needed.

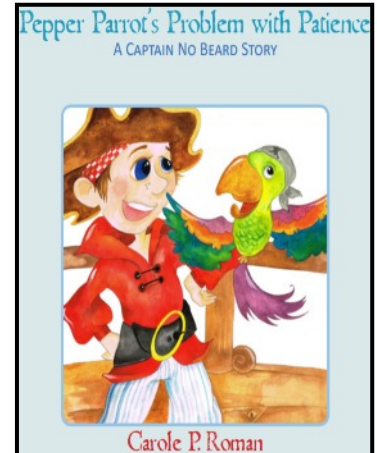
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Pepper Parrot's Problem with Patience

Carole P Roman, Red Feather Publishing
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(516) 375-9550
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Web: <http://www.caroleproman.com>

A Captain No Beard Story. The crew of the Flying Dragon are sailing again. This time, new crew member, Pepper Parrot is having a hard time keeping up with the drills. Captain No Beard and his mates join together to help Pepper achieve her goals with patience and tolerance.

Retail: \$9.50, Sample: \$9.50 ppd
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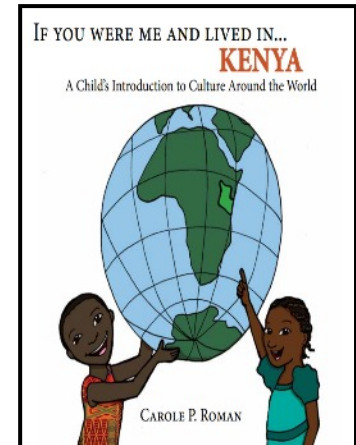


If You Were Me and Lived In... Kenya A Child's Introductions to Cultures Around the World

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.caroleproman.com>

Let's travel to Kenya! Number five in this exciting series travels to Africa to learn about the thrilling country of Kenya. This extraordinary book explores life for children on a new continent. The book touches on many familiar topics such as names, money, games, and food as well as the sites and sounds that come with living in Africa. Embraced by educators, parents, and children, the series gently and respectfully introduces the subjects of cultures and customs around the world.

Retail: \$13.50, Sample: \$13.50 ppd
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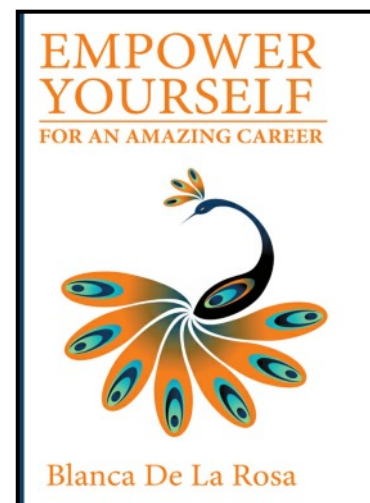


Empower Yourself For An Amazing Career

Blanca De La Rosa, Balboa Press, 41887 Inspiration Terrace, Aldie, VA 20105
Phone: 571-277-9982 E-Mail: bmdelarosa@msn.com
Web: <http://www.blancadelarosa.com>

Has your career turned into a job; gotten off-track? In *Empower Yourself for an Amazing Career* you will discover how to assess the journey of your career, manage a bad manager, deal with career failure, and develop a career road map with uplifting and inspiring advice. It offers a fresh approach on climbing the corporate ladder with practical advice and strategies to increase the chances of success in the workplace.

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12 Qualities of Highly Successful People

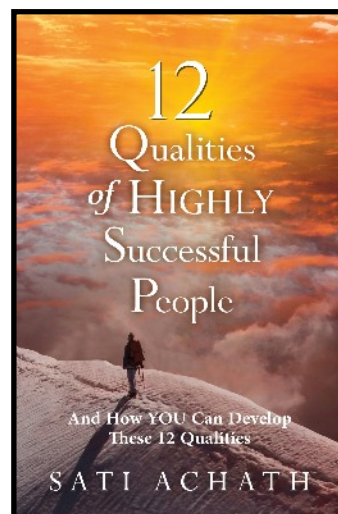
Sati Achath, Createspace, 14108 Pleasant View Dr., Bowie, MD 20720

Phone: 202-904-3953 E-Mail: satiachath@gmail.com

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

This inspiring and captivating book explains the winning qualities of 130 highly successful people, including Abraham Lincoln, Theodore Roosevelt, Bill Clinton, Barack Obama, Thomas Edison, and Mark Zuckerberg. In this book Sati demonstrates that successful people have dreams, set goals, are committed, are self-disciplined, believe in themselves, are proactive, have a positive attitude, are persistent, have the ability to overcome obstacles, excel in time management, and pursue excellence.

Retail: \$12.00 Sample: \$12.00 ppd.
Write for wholesale quantity discounts.



Tales of the Dragonfly Book Two: In Flight

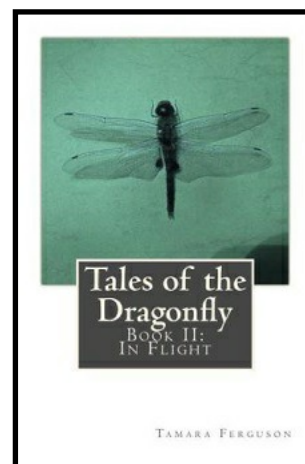
Tamara Ferguson, 10857 Melton Drive, Bloomington, IL 61705

Phone: 309-379-2272 E-Mail: Tammysdragonfly@gmail.com

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

2014 Readers' Favorite International Book Awards-ROMANCE SUSPENSE WINNER. 2013 Pinnacle Book Achievement Award-SUSPENSE WINNER. 2014 Amazon Breakthrough Novel Awards-Second Round Romance Contender. Penny Wentworth, mother of an autistic teenage son, returns to her former home in Crystal Rock where she falls in love with Sam Danielson, the chief of police. Complications arise, and Penny and her son are put in danger, when Sam's ex-wife is killed and he assists in her murder investigation.

Retail: \$9.75 Book \$2.99 Ebook
Write for wholesale quantity discounts.



Lightkeepers to the Rescue!

Maria de Jesus Paolicelli, A Caribbean Experience Con Amor, LLC

PO Box 1155 Avondale, PA 19311 E-Mail: marisa@marisadejesus.com

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

WINNER of twelve (12) Awards including a Pinnacle Book Achievement AWARD for Best Multicultural Children's Picture Book, Marisa de Jesus Paolicelli brings another fun and educational tale to the children's world of Latino literature in "Lightkeepers to the Rescue!" After a devastating hurricane hits the island of Puerto Rico, Carlito the Coquí frog sets out to find his best friend, Armando, who is lost at sea only to be approached by an extremely multi-talented and fun-loving laughing seagull, Fantástico Flavio! Together they pull their resources together and devise a magical plan to aid in Armando's rescue. This is the first children's book depicting Puerto Rico's lighthouses and is endorsed by Chita Rivera, Erik Estrada, Roberto Clemente Estate, etc. Marisa incorporates a unique story with fun facts on Puerto Rico's beautiful beacons of light. Children will be captivated by Susan E. Daly's large, brilliant and bold illustrations.

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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 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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Q: What does a membership in NABE cost?

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How to Sell More by Giving It Away: The Profit in Free *By Scott Flora*

"There is no such thing as a free lunch.," said Nobel prize winning economist Milton Friedman demonstrating a powerful pricing concept. In the marketplace, if something is free, we are usually being charged for it somewhere else along the line.

Conversely, as marketers, if we are strategic in giving product away, we can more than make up for it through greater sales and higher margins.

We have all heard stories of authors and publishers succeeding by giving their books away at book fairs and street corners. However, the real power of giving something away comes from the gigantic leveraging power of the Internet.

Because the cost of digital resources is becoming so incredibly inexpensive, it is time for all of us to embrace the power of "free" to sell more books.

The Power of "Free"

The power of "free" is not a new concept. Direct mail marketers and advertising copy writers have long known the most powerful word in the English language is "free". Businesses are just updating the concept for the Internet Age.

In Chris Anderson's book, *Free, The Future of a Radical Price*, Anderson gives the basics of his concept of "free."

His point is that the cost of storage and distribution of digital information is so inexpensive that the marginal cost of one more product is close to nothing. For example, it may cost \$1,000 to create an e-book and set up a web page to give the book away, but distributing the one thousandth book costs almost nothing.

The ease of distributing digital products can lead to increased sales of non-digital information. Giving e-books away can lead to sales of speaking engagements for professional speakers and books for publishers.

Anderson tells of popular rock band Radiohead who made news when they allowed customers to set their own price, beginning at zero. Also the artist currently known as Prince gave away 2.8 million music CDs in London's Daily Mail and then sold out 21 London shows.

"Freemium"

One giveaway concept described by Anderson, the "freemium", gives something good way, often a partial service or partial information, and makes money when an upgraded service or product is purchased. Most of us have seen free internet services like Yahoo Mail that have better versions that cost money.

Venture capitalist Fred Wilson coined the term "freemium" in 2006 and described it as giving "your service away for free, possibly ad supported but maybe not, acquire a lot of customers very efficiently through word of mouth, referral networks, organic search marketing, etc., then offer premium priced value added services or an enhanced version of your service to your customer base."

One of the advantages of freemiums is that this strategy works cost effectively for both large and small organizations.

Free Advice for Publishers

While giving products away offers the possibility for great creativity, there are a few rules publishers would be wise to follow.

Give away quality products. You don't have to give it all away. It is important that what you do give away is of high quality. You don't have to give away all the secrets to How to Bake First Place

Pies, but tips to show your expertise would whet a few appetites.

Capture contact information. You are giving things away to attract attention to your product line. This in itself is important. The next step is to capture contact information so you can be proactive in keeping in touch with your customers and prospects.

Keep in touch. After establishing yourself as an expert, send a free newsletter or blog to your readers to keep them engaged. This doesn't have to take a lot of time. Research has shown that response is usually better for short newsletters and posts.

Generate new free stuff. You are competing with thousands of pieces of information for your contacts attention. You have to keep new information coming to keep their interest.

The beauty and the challenge of these new communications techniques is that time is more of a scarce resource than money. With Web sites, newsletters, blogs, and the other internet based services so inexpensive, publishers should already have the tools necessary to make the strategy giving things away work effectively. As we all know, it is our time that is so valuable.

There may be no free lunch, but there is a marketing strategy that uses the power of "Free" that will drive paying customers to your door.

Find more free articles at <http://www.scottflora.com> and publishing services at <http://www.about-books.com>. Scott Flora is the Vice President and Co-owner of About Books, Inc, a book production company for authors and publishing companies. Scott develops book proposals for prospective clients, provides customer service to active clients, and directs ABI's marketing campaigns. Scott was the Executive Director of the Small Publishers Association of North America (SPAN) from 2003 to 2010. Scott is also currently a Contributing Editor to the *Self Publishers Monthly*, an e-magazine available on Amazon.



MAY

May 27-29: Book Expo America, New York, NY 1-800-840-5614.

May 27-18: Northern Colorado Writers Conference, Ft. Collins, CO <http://www.northerncoloradowriters.com/>

OCTOBER

Oct. 2-4: Pacific NW Booksellers Show, Portland, Oregon, NABE Book Showcase, 541-942-7455.

Oct. 15-16: California Book Trade Show, South San Francisco, California, NABE Book Showcase, 541-942-7455.

NOVEMBER

Nov 5-7: California Library Assn Annual Meeting and Convention, Pasadena, California, NABE Book Showcase, 541-942-7455.

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Your Email Mailing List Can Be Your Most Powerful Tool
By Md S Hoque

I know what you're thinking, everyone hates getting all of those spam emails everyday and most people hit the "delete" button without even opening them. So how can an emailing list be a powerful marketing idea? Well, if done correctly your followers will actually look forward to receiving a regular email from you, keeping them up to date on the issues concerning your book or even your life.

You control the content and tone of your emails, so you can create an email marketing campaign that can be as effective or as hated as you choose by the amount of effort you are willing to put into it. I have faith in you, you're a writer, this is what you do I'm sure you can handle this.

Email is one of the most reliable, targeted and free ways to connect with your readers. You can keep them updated on the small achievements in your life, ask them for their input on your book or ask them for their thoughts on your storyline or characters, giving them the feeling that they are involved in the story. Make your readers feel that you are accessible to them on a personal level and let them know how much they mean to you, these relationships will prove invaluable to you as an author.

Social media, like Facebook and Twitter are wonderful tools as well but they will never replace emailing. Take Facebook for example, you can post your message or update to your page and that message will make it to your followers, but by the time they get around to logging on to their Facebook page there will be several other messages and pictures that will be posted after yours. So your message is moved to the bottom of the list and most people don't take the time to scroll all the way down to make sure they see all of the posts of the current day. In this regard it has always been a flawed system for marketing.

With an email that you create to be informative and entertaining your followers will see that they have an email from you in their inbox and they can go right to it and open it. Again you need to make your email interesting, informative and entertaining making people look forward to reading it, otherwise you have just created another piece of spam in a never ending ocean of spam. It is what you make of it.

Do you want to know more about self book publishing? Visit us: www.selfbookpublisherblog.com

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BOOK DEALERS DIARY

The Girl With Ten Names by Choua Lee and Mary Albanese is the fascinating tale of an eight-year-old girl, who walked across war-torn Laos with her family to safety. It is an incredible story of courage and determination and a family's love to escape to freedom through perilous times. For more info and a short video, visit www.MaryAlbanese.com

10 On Set Secrets Springtime by Stacy Nelson features outrageous and affordable decorating and entertaining ideas for spring. Learn behind the scenes secrets used in television and film for creating A-List Designs on Low Budget Dollars. For more info on her complete line of books, visit www.TrashLassies.com

The Trillion Dollar Sure Thing by David Austin Mallach offers a chilling glimpse into the future of global terrorism that may be much closer than we care to imagine. Set in a tumultuous world where the struggle for power plays out in a deadly triangle between America, China, and a group of radical terrorists calling themselves Allah's Fortune, Mallach artfully crafts a thrilling tale of espionage, terror, and violent change. For more info, visit on the web at www.Dmallach.com

The Improbable Journey by Gerry Metz recreates the highlights of the historic Lewis and Clark Expedition in his new coffee table book. He spent 8 years retracing their travels based on the journals, gathering reference, sketching and photographing. It's their story from St. Louis to the Pacific and back, in paintings, sketches, detailed narrative, excerpts from their journals and artists notes. For more info, visit www.gerrymetz.com

Healing Without Medicine by Albert Amao, Ph.D. provides an engaging and serious history of this and related movements from the eighteenth century to the present. His discussion ranges from Phineas P. Quimby, the father of New Thought, and Mary Baker Eddy, founder of Christian Science, to Myrtle Fillmore, cofounder of Unity Church of Christianity, William James, the father of American psychology, and leaders in the emerging field of Energy Psychology. Amao's aim is to provide a rational explanation of the power of thought to heal the mind and body. For more info, visit www.albertamao.com

Las Vegas Survival Guide by Titus Nelson reveals how to save money, keep safe, operate and survive in Sin City. Besides the latest hotel, restaurant and entertainment information, it includes where to get married and divorced, how to find the best free buffets, where to find adult entertainment, gyms and spas, magic shows, and more. Includes over 650 web links and photo apps. For more info, visit www.SilverviewPublishing.com

The Rainbow Bridge by Brent N. Hunter is about inner peace and world peace, and shows the common ground between the world's major religions in less than 150 pages. It distills the pith essence of all religions into an easy to read, simple book that anyone can read and be inspired by. It is a bridge that connects people from all religions, from all races, from all cultures and from all walks of life. For more information on this book, visit www.TheRainbowBridge.org

The Cancer Solution: Taking Charge of Your Life With Cancer by Jack C. Wetsman, MD, MS offers usable information for both patients and health care professionals. Features strategies and techniques outside of the mainstream cancer field that have shown promising results. Empowers patients to take control of their life and to advocate for improving cancer research and treatment. For more info, visit www.thecancersolution.net

Lightning Man is the fourth book published by thirteen-year-old author, Noah F. Bunyan. In it, Bob Spark meets Metal Man. He and his super allies must use a bit of science to overcome this malicious villain before Noahville is magnetized by doom. For more info, visit <http://sbpra.com/NoahFBunyan>

Pitter and Patter by Martha Sullivan is a beautifully illustrated children's tale. Take a ride with Pitter on a water cycle! You'll go through a watershed, down, around and up again. How about going with Patter? You'll even go underground. Oh, the places you'll go and the creatures you'll see. A water drop is a wonderfully adventurous thing to be! For more info, visit www.dawnpub.com

Attack From Within by Kathleen Sales features fast paced action as it unravels a wartime mystery. It is a gripping story of recovery from Vietnam War induced stress. Learn about the ravages of PTSD. For more information, visit on the web at www.kathleensales.com

Molly's Moon by Ron Parham tells the story of widowed businessman Ethan Paxton, on a trip to Europe, who learns of the terrorist attacks on the World Trade Center and Pentagon while landing in Amsterdam on September 11, 2001. Stuck in the Netherlands while fear grips at America's throat and the world is in chaos, he finds out his teenage daughter Molly has been abducted by terrorists in Mexico while she was on a school mission trip. With America's airports closed he is left with few options. For more info, visit www.ronparham.com

In Love Forever: 7 Secrets to a Joyous, Juicy Relationship by Cary and Wendy Valentine is a relationship game-changer. Discover how to deepen your intimacy and lovemaking, improve your communication, learn more about each other in playful, flirty ways, divorce proof your marriage and feel more beautiful, happy, alive and successful. For more info, visit www.CaryValentine.net

Classics: How We Can Encourage Children to Read Them by Fiza Pathan features techniques that parents and educators can use to introduce students to the rich world of classic literature without the negative feelings that often result when students are exposed to new, more difficult material. For more info, visit www.fizapathan.com

Blood Anger by Kent Politsch is the second in an emerging line of thrillers. In this one, the President's teenage daughter is kidnapped, making her an innocent victim in a twisted revenge plot. The never stop action intensifies on every page. For more info, visit www.kentpolitsch.com

Unbound Intelligence by Rajeev Kurapati takes readers on a journey exploring what makes us who we are alongside a brief history of all that we've become. The book draws from the worlds of science and spirituality, coupled with true, personal experiences. It examines the conditioning of the human mind. For more info, visit www.unboundintelligence.com

Shamrocks and Skallywags by Cabot Barton is not your everyday Civil War story. It encompasses three generations of an Irish family that end up being indentured servants on a plantation in South Georgia. Follow the Barton family, and their friends and neighbors, as they experience the aspects of life as Americans. For more info, visit www.cabotbartonauthor.com

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www.ricmurphy.com

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Sally O. Lee's Book of Cats
Sally O. Lee

www.sallyleebooks.com

ART AND HISTORY

The Improbable Journey

www.gerrymetz.com

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Avoiding The Dodgeballs...at
Work: A Young Woman's Guide To
Succeeding At a First Job
E. Marie

www.avoidingthedodgeballs.com

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Fribbet the Frog and the Tad-
poles: A Capt. No Beard Story
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Martha Sullivan
www.dawnpub.com

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Uncle Jon's Jungle
Barbara D Hall

www.stuffythecat.com

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Gina LoBiondo

www.ginalobiondo.com

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Melissa Abramovitz

www.melissaabramovitz.com

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Lived in Scotland
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Mice & Spiders & Webs...Oh My!
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Owl's Dream
Valentina Atton

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Stacy Nelson

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www.wanderlushthebook.com

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Brent N Hunter
www.TheRainbowBridge.org

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Amber L. Spradlin
www.HocksOut.com

Lightning Man
Noah F. Bunyan
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The Girl With Ten Names
Choua Lee and Mary Albanese
www.MaryAlbanese.com

My Father's Prostitute:
Story of a Stolen Childhood
Steven Whitacre
www.myfathersprostitute.com

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Asphalt and Blood
Warren Bell
www.wbellauthor.com

Shot Down: The True Story of Pilot Howard Snyder and the Crew of the B-17 Susan Ruth
Steve Snyder
www.SteveSnyderAuthor.com

MYSTERY

The Lost Twin
Diane Harper
www.haymarbooks.com

NON FICTION

No More! The Complete Guide to Preventing, Ending and Responding to Sexual Violence
Tammy Remfrey
www.nomoresexualviolence.com

NOVEL

Finding Flipper Frank
Patrick M Garry
<http://patrickgarry.com/books/finding-flipper-frank/>

PARANORMAL

The Flip
Michael Philip Cash
www.michaelphillipcash.com

PARENTING AND FAMILY

Baby Poop: What Your Pediatrician May Not Tell You
Linda F. Palmer, DC
www.BabyReference.com

PSYCHOLOGICAL FICTION

Attack From Within
Kathleen Sales
www.kathleensales.com

RELATIONSHIPS

In Love Forever: 7 Secrets to a Joyous, Juicy Relationship
Cary & Wendy Valentine
www.CaryValentine.net

RELIGION

It's Your Decision: Parenting the Way God Intended
Ed Grizzle
www.itsyourdecisionbooks.org

ROMANCE

Rembrandt: Blood Brotherhood
Book 1
Kathi S Barton
www.worldcastlepublishing.com

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The Epherium Chronicles:
Embrace
TD Wilson
www.wormholesandwords.blogspot.com

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Before You Love Again: From Relationship Misery to Love Mastery
Janet St Marie
www.BeforeYouLoveAgain.com

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60 Seconds at a Time
Jenny C. Evans
www.ph-performance.com

12 Qualities of Highly Successful People
Sati Achath
www.SatiAchath.com

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Blood Anger
Kent Politsch
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Molly's Moon
Ron Parham
www.ronparham.com

TRAVEL

Las Vegas Insiders Guide
Titus Nelson
www.SilverviewPublishing.com

WESTERN

Grog Wars
Anne Sewazy-Klju
www.Historical-Horse-Feathers.com

YOUNG ADULT FANTASY

Hidden Among Yourselves
Bill Hiatt
<http://billhiatt.com>

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.

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. Reach her at her popular website <http://www.harriethodgson.com>

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Before You Love Again: From Relationship Misery to Love Mastery by Janet St. Marie is a unique book. Few of us go through life without experiencing a disappointment, loss or painful break-up on our journey to find love. Even fewer learn how to manage the fallout from these traumatic events. Accelerate your own healing process using simple techniques based on Energy Psychology ("EP"). EP techniques, many developed by clinical therapists, are easily learned and can be used any time to alleviate suffering or eliminate negativity. For more information, visit on the web at www.BeforeYouLoveAgain.com

Three Movements for Six Hands by Terry Row is a powerful, deeply emotional story of Johannes Brahms, a beautiful youth with delicate hands and slender fingers that belied their strength, a clear tenor singing voice, a smooth, beardless face and a slight build. And Clara Schumann, whose wide mouth radiated an air of sensuality and her high cheekbones gave her confidence and competence Brahms had never seen in a woman before. For more info, send an e-mail to terryrow@cliftonedwin.com

Freedom Road by Ric Murphy is an historic account of America's oldest recorded African American family, and their participation and rich contributions to American history over a four hundred year period. Contains well-documented individual stories that begin in Africa in 1483, and span over fifteen generations and three continents. For more info, visit on the web at www.ricmurphy.com

Mice & Spiders & Webs..Oh My! by Sherrill S. Cannon is a story that introduces young readers to basic computer terms in a delightful way! See if your child can discover the mystery of the misunderstood words, and learn about the fun of computers. For more information, visit on the web at www.sherrillcannon.com

Southern Seasons with Memory Making Recipes by Linda J. Hawkins features a lifetime of her favorite remembrances, delightful recipes and favorite quotes in this inspirational book. More than a cookbook, it is an uplifting guide. For more info, visit www.hearttoheartpublishing.com

Asphalt and Blood by Warren Bell is a Vietnam War era story. As communist forces close in on the isolated Marine outpost at Khe Sanh, the 1968 Tet Offensive explodes across Vietnam. Shot down in Hue City while scouting for bases to move the 1st Air Cavalry to break the siege, U.S. Navy Seabee Officer Kevin Corcoran takes shelter with South Vietnamese hold-outs. As battle rages around him, Kevin ponders the fate of his Vietnamese lover, Linh, whom he knows is on a Vietcong hit list. For more info, www.wbellauthor.com

In **The Lost Twin** by D.W. Harper the saga continues as twins Kayla and Layla deal with the unexpected suicide of their mother, Alice. Her many years of lies and deception have torn apart their once-devoted family, and she has left behind the twins to deal with her trail of destruction. It is a long and difficult year for the girls. As the special twin bond between the sisters is ripped apart, Layla feels compelled to do something desperate to stop that from happening. For more information, visit www.haymarbooks.com

Baby Poop: What Your Pediatrician May Not Tell You by Linda F. Palmer, DC brings the hard-to-find facts that equip parents to help their babies be happier and healthier, head off the occasional dire situation, and to optimize their child's life-long health. Yes—poop. Parents spend inordinate amounts of time worrying about what goes into their babies. All the while, what shows up in baby's diapers provides tremendous cues about baby's digestion, immune functioning, and overall wellness. For more information, visit on the web at www.BabyReference.com

Helping Herbie Hedgehog by Melissa Abramovitz is a delightful children's story. Herbie, the clueless hedgehog needs help figuring out how to get to places and go about his day. Amusing delightful rhymes invite kids to give helpful advice while learning about everyday things. For more info, visit www.melissaabramovitz.com

The Resiliency rEvolution by Jenny Evans is your stress solution. Rather than letting stress diminish your life, you can become more resilient to it. Using your primitive hardwiring to your advantage, you can learn how to recover from stress more quickly and raise your threshold for it. Utilizing realistic and manageable tactics, you'll soon be on your way toward a more resilient life. For more info, visit www.ph-performance.com

The Banana Chronicles: Fishing For Bananas by Timothy Brower is the first of six books in this series. It depicts the colorful island life of Mon-Ki Key through tales of fishing and surfing, a treasure, a big idea and most importantly, a fantastic storm that changes everything. For more info, visit www.fastturtlepublishing.com

Shot Down: The True Story of Pilot Howard Snyder and the Crew of the B-17 Susan Ruth by Steve Snyder is about the experiences of each member of a ten man B-17 crew after their plane was knocked out of the sky by German fighters over Belgium. For more info, visit www.SteveSnyderAuthor.com

From the Volga to the Clyde by Jenny Robertson is a collection of true World War II stories that takes the readers through all kinds of emotions including laughter, admiration, and sorrow. They will affect your heart, soul and mind for a long time to come. For more info, visit www.flemingpublications.com

Grog Wars by Anne Sweazy-Kulju answers the question: Who will win the war for love and beer? It is a change-of-life story of a shy German brewer-turned-"Trail"-hero, who brings his family and real beer to Portland, Oregon, in 1851, and all the experiences he has to endure. For more information, visit on the web at www.Historical-Horse-Feathers.com

Pledge To the Wind: The Legend of Everett Ruess by Robert DeMayo follows the adventures of Everett Ruess from his appearance in the southwest in 1931 when he was barely seventeen, until his disappearance in 1934, shortly before he turned 21. This historical fiction novel is full of excitement and intrigue. For more info, visit www.robertlouisdemayo.com

No More! The Complete Guide to Preventing, Ending, and Responding to Sexual Violence by C. Edward Brost is the most complete book on rape prevention to date. This all-in-one guide covers virtually every aspect of sexual violence imaginable. From understanding sex crime legislation, to escaping an abductor, to learning how to recognize a pedophile, it equips the reader with real world strategies for preventing sexual attack. Includes over 300 topic specific sections, a national resource guide, a primer for using the National Sex Offender Registry, appendices and index. For more info, visit www.nomoresexualviolence.com

**Book Touring:
Living the Dream or Not?
By Gin Williams**

As with any good singing tour, a book tour requires as much preparation prior to push off as do the dates themselves. Knowing appropriate venues, high traffic locations, and timing, timing, timing is just the beginning.

If the subject content of your book is more appropriate to a coastal venue, then a coastal book tour should be planned following days of grunt work finding locations which includes: (a) bookstores, (b) gift shops, (c) historical societies, (d) maritime museums, and (e) libraries.

Again, alluding to timing, consideration must be given to the pertinent season. Additionally, holidays should be excluded as these are either not included in "business as usual" or likewise booked with more grand affair.

Concurrently as the route is set and venues engaged, time and money should be invested in promotional materials such as: postcards, bookmarks, business cards, host engagement letters, and updates and corrections to flyers.

Coinciding with the engagement of event locations has to be the formulation of press releases and research into where and who should receive the information as well as being cognizant of release deadlines along with pictures should the newspaper accept them with the press release article. (Proof carefully the press release as you did the manuscript for typos, grammar, or other edit problems.)

Of course, an honest assessment of inventory needed for the entire tour must be given serious deliberation. Books in sufficient quantity must be available or have been ordered and timely delivery promised so that these are available to load with all the promotional materials.

Can a book tour be considered "Living the Dream"? What could be better than the expected promotion and sales of your book on a beautiful trip in a gorgeous area of our country being paid for along the way?

It is amazing how book sales can began to escalate up the ladder when you provide the appropriate audience corroborating evidence of a successful target market. Besides the scheduled events, give equal time to "cold calling" book and gift stores; any venue that might have interest in your subject matter. And how much better it is to walk into an appropriate facility without an advance book signing commitment and simply sell sets of books and walk back out with cash in hand without any of the accompanying time commitments normally demanded of a scheduled event!

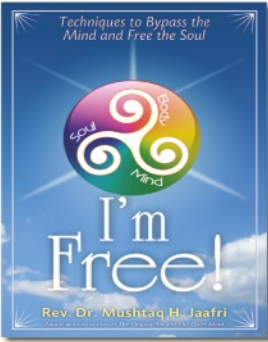
Experiment and think outside the box when contemplating event sites. Many times if an enthusiastic venue is discovered, they will be more than happy to refer you to additional establishments who would be happy to engage your publication for sale and many of these might not have been previously considered.

It is amazing how much easier book sales can go when you sell your site specific or topic specific book to the appropriate audience. So where is your target market? Has that idea been considered as carefully as the plot? Is the book appropriate to historical libraries? Are there university collections that would be interested? Consider how certain industry shows might be the best promotion--boat show, gun or doll show--what is the genre of your publication? (Been to a Star Trek convention lately?) Secure a table and peddle away as a by-product of the show's target traffic and focus toward your publication as an adjunct to the convention.

Have you done the research into who would most appreciate the genre or information you have published? Most of us don't have the support of an agent or the luxury of mega-bucks or corporate sponsors who will provide promotion.

There are, however, endless resources for where and how your book's subject is best utilized and appreciated. You spent the time to write and publish--now develop a plan; research and promote your book with the same enthusiasm. Do not expect to sit back on your heels once the book is published whether through an agent or self-published. Don't think for a minute the work is done--let the agency handle the marketing. Now the real work begins--find and target your readership--then develop a marketing plan and stick to it. Monitor and keep track of the plan to develop a chart of where it is successful and where it isn't. If your best bet is a book tour where you can lay your publication into the hands of those who will work to sell it for you--great! (And isn't that what you want?) A successful book tour can definitely be considered "living the dream".

Specifically asked to submit my grandfather's manuscripts for publication, I have chosen to present his now vintage (historical fiction) manuscripts posthumously under his pen name, Stanley McShane. I have created a blog called <http://www.RosePointPublishing.com> related to this venture; to explore his world and to help market and promote his works.



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Learn How To Market Online Like The Pros!

Marketing Your Way To Success

By Emiley Jones

So many times an author writes a great book and believes, wholeheartedly, it will sell off the shelves and help thousands of people. While many of them do sell, great success is rarely seen without enormous effort. Although, writing, editing, and publishing a book takes determination, the work doesn't stop when the product is in your hands. Don't let your book fizzle-out before it has the opportunity to catch ablaze.

Joel Osteen once said, "You cannot expect victory and plan for defeat." But what does that mean? How does an author "plan for defeat?" One of the biggest ways is by failing to have a marketing plan in place.

Social media marketing is an extremely powerful way to find followers, create relationships, and consequently, create book sales. If you don't have your own Twitter account or a Facebook page for your book, start there. Create accounts, find your friends, and search for other accounts that are related to your book's topic and target audience. When marketing on social media platforms, it is important to be sure you are not just trying to create a financial transaction. Nowadays, people don't like to be beat over the head with sales. They want a relationship. They want to know, "What's in it for me?"

So encourage them, teach them, and let them know you're the expert in your field. Post quotes from your book, retweet encouraging information, links to helpful articles or videos on your topic, tell a short but funny story, research what other authors of similar books are doing and determine the pros and cons. The options are endless! When it comes to social media, engagement is imperative. Every time you comment on someone else's posts or tweets, you are going to pop up on that person's followers' feeds and pages. When applicable, make sure to tastefully place your book link at the end.

To quote Tom Althouse, "If you feel like giving up, give up on that feeling and give into the realization there are endless possibilities waiting to be discovered before you." This may be your feeling on marketing, but try to think differently. Take on the challenge of learning how to market your book. Research and read about techniques, dive into different strategies, and never be afraid to ask questions. Most importantly, let your enthusiasm for your book carry over into your marketing - expect success and act upon it!

Emiley Jones works in the marketing & writing departments for the company Certa Publishing. For more info visit <http://www.certapublishing.com/>

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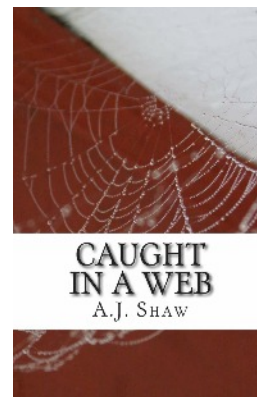
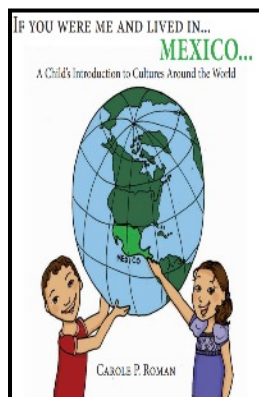
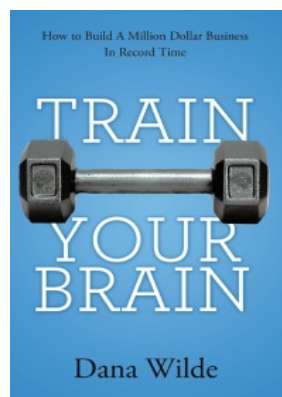
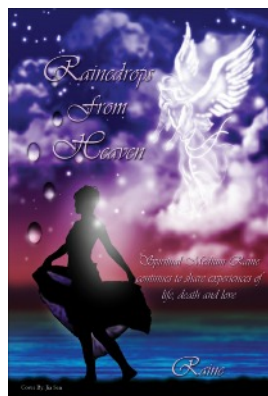
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