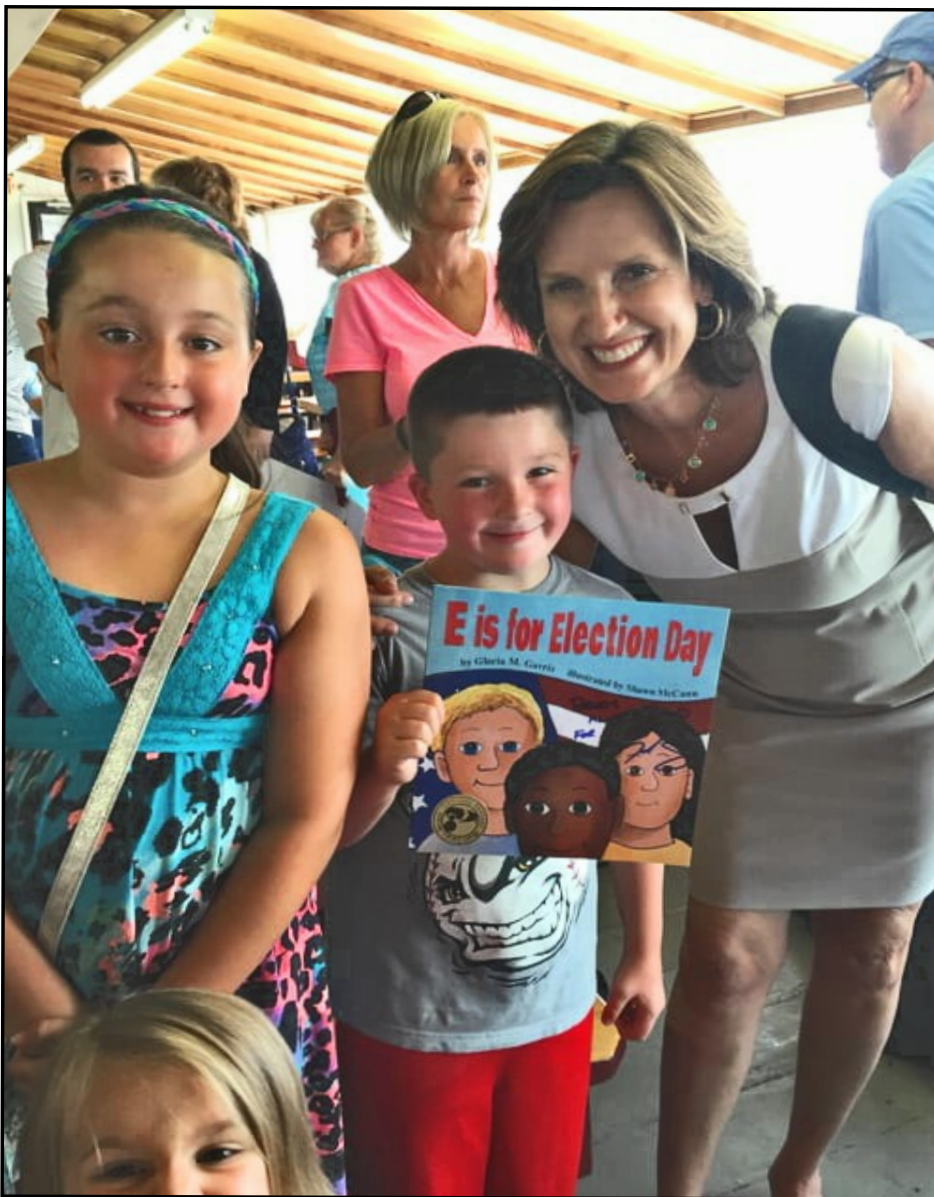




Vol. 37 No. 2 2016

Book Dealers World

National Association of Book Entrepreneurs



**NABE
Winter 2016
Pinnacle
Book Achievement
Award Winners**

IN THIS ISSUE

**How to Get Qualified Bloggers
to Review Your Book**
by Amy Harrop

**3 Common Myths About
Book-Buyer Retention**
by Joseph C Kunz, Jr

**How To Write A Bestselling
Book And Publish It**
by Michelle Carson

**One-A-Day Book Marketing
Gets Results for Authors**
by Harriet Hodgson

**Networking for Your
Target Audience**
by Bette Daoust, Ph.D.

**Personalize Your Foreword
With Anecdotes To
Make It More Powerful**
by Joseph C. Kunz Jr.

**Publisher Profile on
Gloria Gavris**

Gloria Gavris, award winning author of "E is For Election Day" promoting her book to children to teach them all about the voting process in a fun and enjoyable way.

From The Editor's Desk



Dear Friends,

As we go to press, Winter seems to be hanging on in many regions of our country. But Spring and Summer will soon be here. We will be enjoying many outdoor activities including hiking, exploring, fishing, camping and more. And, hopefully, many of us will be able to take a vacation that we have planned for all year.

This issue of **BDW** spotlights our Winter 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. It never fails to amaze me all the talent and wisdom that writers have and how they share it with readers in their wonderful books. Check out some of our winning entries and authors.

In this issue of **BDW**, Amy Harrop tells us, "How to Get Qualified Bloggers to Review Your Book," Joseph C. Kunz Jr. reveals "Three Common Myths About Book Buyer Retention," Michelle Carson shows "How to Write a Bestselling Book and Publish It," and Bette Daoust, Ph.D. unveils "Networking For Your Target Audience." There is a Publisher Profile on Gloria Gavriss author of "E Is For Election Day," a topical new book for children, and much more.

If you have not joined **NABE** yet, you can sign up on page 17 and check out the many money saving benefits, including Pinnacle Book Award eligibility. Don't forget to display your book in our 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. Explore the world around you in person as well as through the magic of reading.

Al Galasso, NABE

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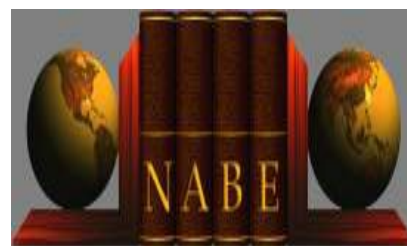
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**PUBLISHER'S
PROFILE**

Gloria Garris
Author of
E is For Election Day



Gloria Garris

Inspired by her two sons and love of electoral politics, first time author Gloria Garris is on a mission to build a farm team of young engaged future voters, one book, one child at a time. "In 2008 and 2012 my young sons were often asking me questions about those presidential campaigns" Garris noted. "Why are you watching another debate? What is a convention?" they would ask. "Their curiosity, the lack of civics education and materials in elementary school and my love for campaign season was the perfect opportunity for me to delve into children's book publishing" Garris said.

E is for Election Day is a fun, engaging and educational A-to-Z tour of election season vocabulary. Paired with vibrant, child friendly illustrations pages such as B is for Ballots, C is for Conventions, D is for Debates, F is for Fundraising, G is for Grassroots Efforts, and, most importantly Y is for You teaches kids that everyone has the power to make a real difference in their government.

Garris grew up in a politically engaged family, campaigning together for her brother's Senate election and her father's two runs for Mayor in their hometown outside of Boston. These childhood experiences inspired her love for election season and her career as a lawyer and lobbyist.

As a first time author and self-publisher it was important I presented a credible product for educators and librarians. I sought out distributors to give my book a national audience and applied for and received noted awards such as the *Mom's Choice* Gold Award for Ages 9-12, recognition as a *Top Choice Children's Book* from the Mass League of Woman Voters and Kansas State Reading Circle, as well as other regional recognitions from local book festivals etc. And of course I'm proud of my latest Pinnacle Book Achievement Award in the category of Children's Education.

"Living within a short drive to New Hampshire provided me with an opportunity to promote my children's book at several presidential town halls and political events", Garris noted. As her own souvenir, Garris has met almost all of the major presidential candidates and had them autograph a page in her book that resonated with their campaign. For example Jeb Bush signed, "C is for Convention" hoping he would be the GOP nominee, Bernie Sanders signed, "G is for Grassroots Efforts" a hallmark of his campaign and Hillary Clinton "P for Primary Day" hoping she would win NH's in February. "It's been a lot of fun for a political junkie like me", Garris noted.

Her favorite part however is "meeting young children and engaging them in the vocabulary and excitement of election season. My school visits are the best part of writing this book! The kids are very engaged this year and their knowledge, questions and interest is very promising for our future" Garris added. With voter apathy at an all time high, Garris hopes her book will engage young voters today and perhaps lead to increase voter participation, voting and democracy for tomorrow.

Garris promotes her book at various educator conferences such as the national and regional Council of Social Studies Teachers, International Literacy groups, Library Associations, Reading Associations and GOP and DEM events, anywhere there are educators or politically engaged folks, she tries to attend as long as her schedule and budget allows.

For more information, press, reviews, bios of author and illustrator visit Gloria at her delightful website www.EisforElectionDay.com Distributed by Follett School Solutions, Baker-Taylor, Brodart Books, Amazon.com, and more.

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California Library Assn. Show
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November 3-5, 2016

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.



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Rod Collins

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How to Get Qualified Bloggers to Review Your Book

by Amy Harrop

If you are a self-published author, your largest hurdle (other than finishing your book) is promotion. The bulk of your readership will no doubt come from the internet, which is a tremendous market to cover.

That can seem overwhelming, but don't worry: there are ways to reach your target audience and distinguish yourself from the crowd. One of them is through bloggers.

Don't underestimate the power of bloggers in eBook promotion. It's safe to say bloggers might be among the most important assets you have in your marketing toolkit. They'll publish a review of your book and broadcast it to their followers, expanding your market reach in ways you could never do alone.

They'll also provide those crucial first reviews, which you'll need before you can even begin thinking about listing your book in the big e-publishing markets like Amazon.

But how exactly to go about getting bloggers to review your books? There are a few simple rules to follow, and the rest is just good old-fashioned perseverance.

Before you start issuing review requests, however, read this next section carefully. It shows you how to find the right bloggers, whose followers would be especially interested in reading your book.

The trick is finding the bloggers whose audience matches your own. The expanse of the internet may seem too huge to handle, but the good thing is: it's large but it's also capable of incredible specificity.

In fact, when searching for bloggers to review your book, you should feel free to go beyond broad book genres and go for niches instead.

Tailor your efforts to your book's niche category and you'll see better results. For example, "Young Adult" is a very broad genre. So is "fiction". For something more niche, try "Young Adult Disaster Fiction". If that describes your book, and there are bloggers out there with the same area of interest, you might have made a match made in heaven!

Finding bloggers in your niche isn't only a good idea, it's required. Approaching bloggers who don't review your type of book is a dead end, not to mention very annoying for that blogger. Before making a review request, read the blogger's review policy. If they don't have one, you can figure it out by browsing his or her review history.

Here are 3 ways to find bloggers in your niche.

Do an internet search. Your best friend at this point is the search engine. Type in your niche genre + "blog" and start digging around. This is definitely time-consuming but you'll dig up some gems if you stick with it. Find a few, and start building your list of potential blogger-reviewers. One essential tip here is to use the "blogroll" feature that's found on most blogs. For you, it's an instant web of potential reviewers.

Use Twitter. If you have a Twitter account and you haven't built it up, start doing so now. Once you have a few thousand followers, your tweets may get noticed by enough people so that you can connect with potential review bloggers (or better yet: customers!). If your book sounds interesting, people may even ask you for a review copy!

Consider Reddit. If you're an expert in a highly specific niche, chances are there's a thread for you. Become part of that community, interact, and you may get some like-minded bloggers on there who will review your book very willingly, given you're both interested in the same ultra-niche topic.

Probably the biggest mistake you can make is to send a generic request that's impersonal and unmemorable. You are asking a busy blogger to read your book, so it makes sense to craft a request that not only catches the eye, but also stands out from the rest.

In other words, think of your review request as an advertisement for your eBook. The aim here is to entice the blogger to want to review your book!

You should compose a letter that includes the following items:

Explain how you found the blogger. Tell why you contacted the blogger (i.e. "you're a fan of ****" and "I've written a book about ****")

Ask politely if they'd like to take a look at your book.

If you can, offer something in return, like a guest blog post (see below*).

A Thank You

A summary of your book.

Links to where the blogger can read an excerpt or a chapter, if you have a website. Some authors even create a promotional video and post it on YouTube

Offer to do a guest post Like you, bloggers are busy people so they often welcome guest bloggers on their sites. Offer to do a guest post (let them choose the topic, just to be nice), and either make it clear you'd like a review in return, or hit them up later once they've gotten to know you as a guest blogger.

Either way, it's about forming a professional relationship, with an end result that's mutually beneficial. In fact, that pretty much sums up what you're trying to do here no matter which technique you try. Marketing on the internet is about forming relationships, remember. By the way, this is a good reminder to get those social media accounts up and running!

Good luck with your review requests!

Check out my blog for more publishing tips. Amy Harrop Blog.

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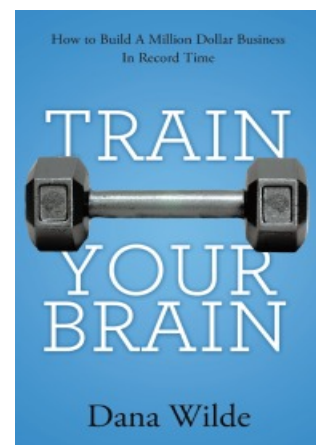
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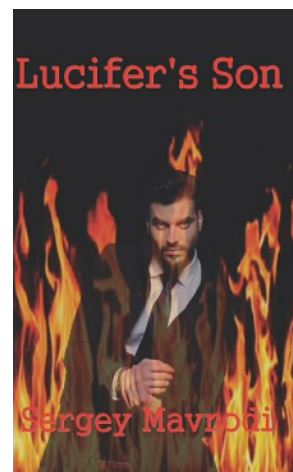
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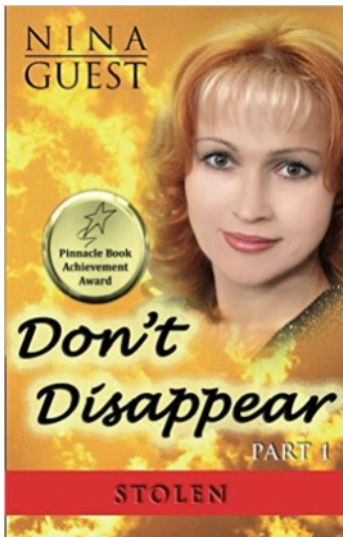
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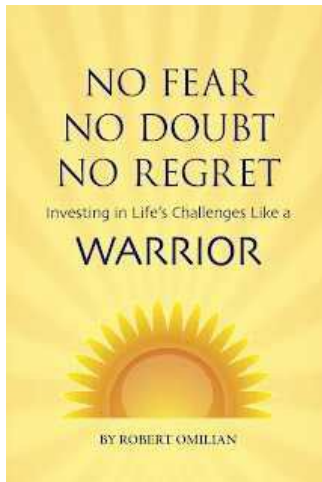


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At fourteen, she truly believes life has an Undo button, never thinking one mistake could turn into disaster. But, all too soon her survival instincts will be challenged. Russian girl Margo Russena is innocent and naïve when she meets and begins secretly dating young KGB officer, Zahar Olovsky. For the first time in her life she feels as if someone truly loves and supports her; however, before their relationship can fully mature terror strikes and she finds herself in a completely different world. Without any clue of reality, it takes time to understand her new surroundings. The discovery hits hard. Alone, Margo relies on her own intuition and the training she absorbed from Zahar, who is now far away and can't help. Besides, those around who could give a hand – refuse. The trap squeezes Margo's mind, but to stay alive and escape, she has to make a deal . . . with herself.

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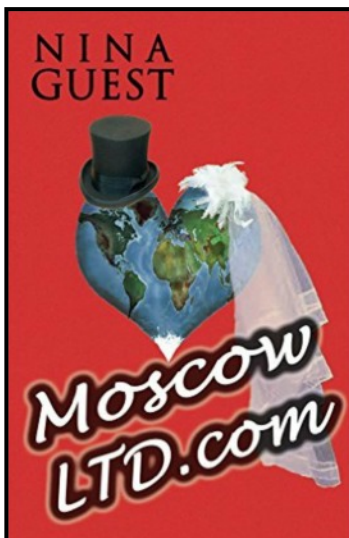


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Love is in the air when Julian Case, a New York realtor and widower, meets Alegra Rossini, a beautiful teacher, at a wedding in Italy. It's a promising relationship they both want to continue, but when he returns to the States he discovers his son has been savagely attacked and left for dead. As Julian puts his life on hold to track down the mysterious assailant, is he risking his chance at new love? Can both Julian and Alegra weather the storm and let love in their lives for one more dance?

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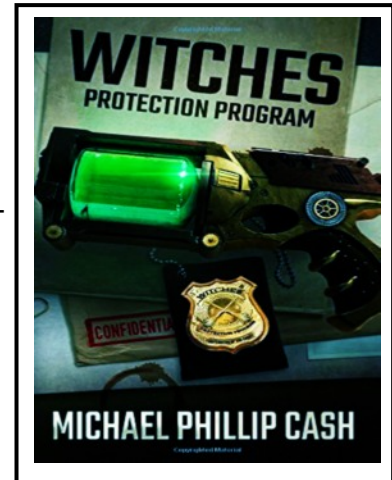


Witches Protection Program

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>

Wes Rockville, a disgraced law enforcement agent, is given one last chance to prove himself and save his career when he's reassigned to a 232 year old secret government organization. The Witches Protection Program. His first assignment: uncover a billion-dollar Cosmetics company's diabolical plan of using witchcraft for global domination, while protecting its heiress Morgan Pendragon from her aunt's evil deeds. Reluctantly paired with veteran witch protector, Alastair Verne, Wes must learn to believe in both witches and himself. Filled with adventure, suspense and a rousing good time, Michael Phillip Cash creates a tongue-in-cheek alternate reality where witches cast spells and wreak havoc in modern day New York City.

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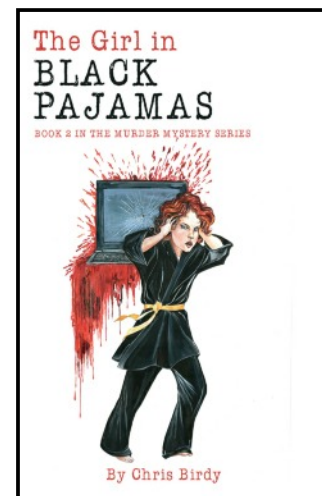


The Girl in Black Pajamas

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.

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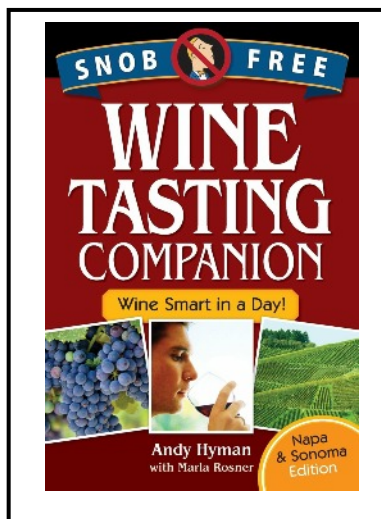
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Author Andy Hyman provides wine enthusiasts and novices alike, a warm and witty orientation to wine tasting whether in Napa or Sonoma, an urban winery or at their own kitchen table. The book also provides what visitors or soon-to-be visitors to California's wine country crave: quick facts about grape-rich Napa and Sonoma valleys as well as a condensed history of the area's rise to national and international prominence.

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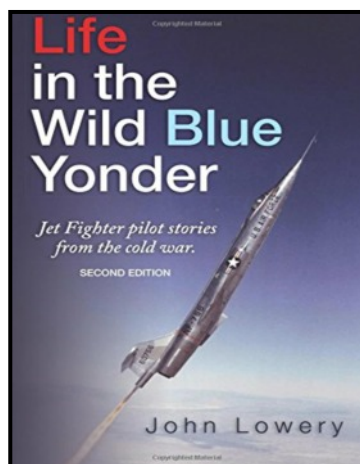
Life in the Wild Blue Yonder

Jet Fighter Pilot Stories from the Cold War, Second Edition

John Lowery Amazon Books 1017 Cornhill Way Folsom, CA 95630

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With the introduction of jet fighter aircraft, an Air Force career as a fighter pilot proved to be a very dangerous way to make a living. Many changes were required in both the fighter pilot philosophy and military discipline. Of special interest is the chapter that tells of our airmen who were captured alive but never repatriated. The author is a veteran of combat in both Korea and Vietnam, with 5,000 hours in jet fighters and 460 hours in combat.

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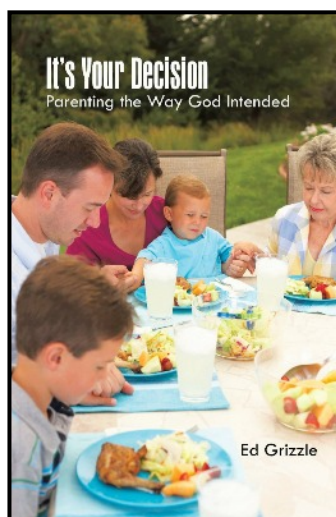
It's Your Decision:

Parenting The Way God Intended

Ed Grizzle, iUniverse, 9326 Regal Ct. Bloomington, IL 61705

Phone: 309-262-7623 E-Mail: edmargrizzle@gmail.com

Web: <http://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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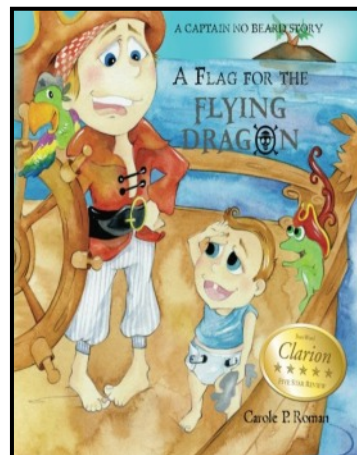
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A Flag For the Flying Dragon

A Capt. No Beard Story

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>

It's business as usual on the Flying Dragon. Their mission is to find a flag for the ship. Captain No Beard sighs, "Being a captain is hard work," as he watches the busy crew preparing the vessel for their next adventure. Polly is giving out pretzels; Linus is polishing a lamp. Matie is cracking coconuts, Cayla is stuffing holes, and Hallie is swabbing the deck. High overhead, trouble is brewing, and it is not the weather. Mongo does not want any help from the newest crew member, and it is creating a hurricane of a mess on board. The team must come together and find a task that will fit Zachary without interfering with their own fun. On the way, they acquire a flag that will unite them as both friends and crew. Join the problem-solving crew of the Flying Dragon as they find a flag for their ship and a job for Zach.



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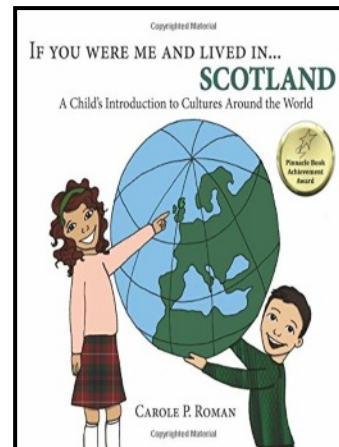
If You Were Me and Lived In... Scotland

A Child's Introduction 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>

Carole P. Roman is taking students to Northern Europe again and this time it's to visit Scotland. You'll learn about the fascinating architecture that was inspired by ancient Greece and Rome. Whether your name is Ian, Connor, or Malcolm, you'll follow along and visit Loch Ness and hope to get a sighting of its famous occupant, Nessie. Perhaps you'll try haggis or tatie scones and finish your meal with a clootie. Children are loving this award winning series! It has created a whole generation of armchair travelers that are thrilled to learn about cultures and customs from around the globe. Join Carole P. Roman and discover the world!



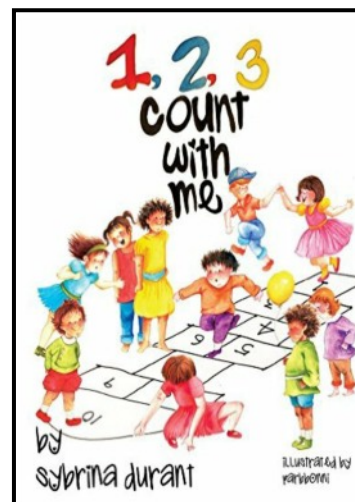
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1, 2, 3 Count With Me

Sybrina Durant, Sybrina Publishing 506 White Oak Pointe League City, TX 77573
Phone 281-332-6461 E-Mail: sybrina@phrasethesaurus.com
Web Site: <http://www.sybrina.com>

There are hundreds of counting books out there. They all teach 1 through 10 but few teach how to count back again. The whimsical illustrations by Parbbonni will delight parents and children with their Old World charm and joyful images. The author, Sybrina Durant is also a lyricist who's melodic verse will have everyone gleefully singing along as the pages are turned. Soft Back and Hardback available.

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Monsterland

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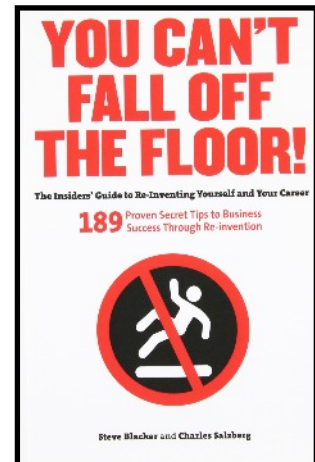


Welcome to Monsterland – the scariest place on Earth. All guests can interact with real vampires in Vampire Village, be chased by an actual werewolf on the River Run, and walk among the dead in Zombieville. Wyatt Baldwin, a high school student and life-long movie buff is staring bleakly at a future of flipping burgers. Due to a fortuitous circumstance, Wyatt and his friends are invited to the star-studded opening of Monsterland. In a theme park full of real vampires, werewolves and zombies, what could possibly go wrong?

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You Can't Fall Off The Floor

The Insider's Guide to Re-Inventing Yourself and Your Career
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Web: <http://www.blacker-reinventions.com>

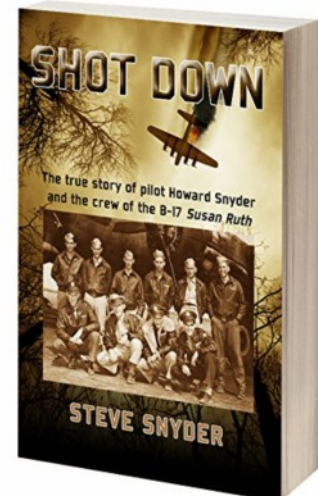


Whether you are a recent college graduate or a senior citizen, this insiders' guide to reinventing yourself and your career will show you how to market your skill set and find jobs when none seem to exist. It contains 189 proven secret tips to business success and finding your next job. Plus top business leaders share their most important must have skills to be successful today. Chapters cover everything from preparing for takeovers, and job eliminations, to how you can reinvent yourself by moving from one industry to another. Over 20,000 copies have been sold to date.

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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.

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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.

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How To Write A Bestselling Book And Publish It by *Mitchelle Carson*

Writing a best-selling book is a writer's dream. Every passionate writer wishes that he or she could write a book that millions of people in the world will want to purchase. Talented authors would love to have their writings mean something important to the readers across the globe. Unfortunately, many people possess writing talents. Millions of people write books, but only a handful of them go on to become successful authors. The following contains information on how to be a bestselling author and publish bestselling book.

Tip 1: Be Passionate to no End

The most important aspect of succeeding at any craft is passion. The road to success will be long and bumpy. A passionate person does not give up at the first sign of opposition. Instead, a passionate writer will get up and move forward every time he or she falls down. That means that a bestselling writer will keep going if someone rejects a manuscript or does not invest in him or her. The person will seek to perfect his ideas and skills.

Tip 2: Write Something Meaningful

The next step to becoming a best-seller is writing something meaningful. The writer could choose fiction or non-fiction, but the subject must be a subject of high interest among the people. The subject of the book could explain to people how they can perform a specific action to reach a higher point in their lives.

The book could contain an exciting fictional journey. No matter what the subject of the story is, it has to stand apart from all other stories. It has to offer an element that no other author's story offers. Otherwise, the book will get lost in the works that have already been over-ly created.

Tip 3: Get Assistance With the Mechanics

A bestselling book has to meet grammatical qualifications for it to advance. Therefore, a person will have to hire an editor or use specialized software to make the manuscript consistent with the world's requirements. Some people will not look at a book that contains an error. Whether this viewpoint is right or wrong is not the issue. The issue is that near perfection is required for the bestseller's list. A writer can hire a private editor who can assist with the projects.

Tip 4: Choose an Effective Publishing Route

The positive part of writing a book is that many publishing services are available. Sites such as Kindle Direct Publishing, XulonPress and Lulu allow writers to self-publish their books for a small portion of the proceeds. The sites could provide an aspiring author with an opportunity to shine. The self-publishing process allows authors to skip the step that involves presenting one's work to a publisher. The writer becomes the publisher and offers his or her works to the world. One can enter the bestseller realm on one of these sites and then expand his or her profile from there.

Tip 5: Promote Your Book

Promotion is an integral part of the publishing process, as a person has little chance to advance without doing such. A self-publishing site may offer a few ways for a person to promote a new book. For example, KDP allows its writers to offer their books for free for up to five days. A writer can promote his or her book by hiring advertisers or conducting self-advertisements on various websites, as well. Advertisements can be purchased for as little as \$5 for a one time promotional blast, or \$80 for a continuous blast. People will eventually share a good book with their friends and family members, and the author's popularity will spread.

Social media is an excellent way to spread the word about a new or upcoming books. Sites such as Facebook, Twitter and LinkedIn can help a person to build his or her network of readers and sharers. Becoming a bestseller and publishing a bestselling book are two tasks that require a tremendous amount of dedication and effort. Success will not come easy. Therefore, an aspiring author will need to understand that many obstacles may get in the way. The key to success is having faith that one's endeavors will lead to a satisfying place. Anyone who wants to know how to be a bestselling author will have to start with that faith.

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Oct. 6-8: Mountains & Plains Booksellers Assn Trade Show, Denver, CO 435-649-6079.

Oct.15-17: New England Booksellers Assn Trade Show, Baltimore, MD 516-333-0681

Oct. 19-23, 2016, Frankfurt Book Fair, Germany, For more info, servicecenter@book-fair.com

Oct. 27-28: California Book Trade Show, San Francisco, NABE Book Showcase, 541-942-7455.

NOVEMBER

Nov.3-5: California Library Assn Trade Show, Sacramento, California, NABE Book Showcase, 541-942-7455.

Personalize Your Foreword With Anecdotes To Make It More Powerful *by Joseph C. Kunz Jr.*

Anecdotes are an amazing literary device for writers, as well as marketers. They are a deceptively powerful writing and marketing tool. Using anecdotes in the foreword will immediately make your book stand out from the crowd. When written properly, they can be very engaging, and grab and hold onto the reader's attention. This is what the foreword is all about. Hooking the reader with an interesting story, and then reeling them in to make an emotional connection with the author of the foreword. Then hopefully the reader will want to continue reading the book, and be more receptive to buying a copy.

What Is An Anecdote?

An anecdote is a very short and interesting personal story from a person's past experiences - that is used to illustrate a point. It can be an experience from the writer, or from someone they know or have heard about. The anecdote, or mini-story, immediately puts the reader directly into the middle of the action. It usually describes one dramatic moment in time. It is written as a way to show, or illustrate, a particular point (show, don't tell). They typically involve something that happened such as a problem, or challenge, or mistake, or misunderstanding, etc.

How To Use Anecdotes In A Foreword

Here is one paragraph from a book foreword that I wrote entirely as a personal essay. I utilize personal anecdotes to show how the book had an effect on me - how I relate the information in the book to my life. I reveal my real life story to show the reader how I connect with the book. I use my personal story to illustrate a larger point about the content of the book. My job as the foreword author is to show the reader that I made an emotional connection with the book, and thereby the hope is that the reader will make an emotional connection with me - and then develop the desire to read the entire book. Wallace Wattles wrote the book. You can read the entire foreword on my blog.

"But now, looking back at my family life, I have since come to realize that my mother, with almost no formal education, no career skills, no money, and three small children to feed, inherently understood many of the basic concepts in this book.

My mother was not as eloquent as Wattles, and she didn't have much of an opportunity to put Wattles' principles into practice. But me and my brothers were inadvertently living and learning Wattles' concepts every day - through the actions of our mother. She taught us that even in the worst of times, that by sticking to our single-minded vision to grow and thrive, that we will survive; and acting everyday with purpose to achieve our goals, that our faith in each other and in our dream of creating a successful life will help us succeed; and our gratitude to God for keeping us healthy so that we could keep working and studying, we would eventually be successful. And eventually, we were."

Anecdotes are one of the most powerful marketing tools available to the foreword author and the book marketer. Endorsements and testimonials from celebrities and other famous people are probably more powerful and will have a greater impact on book sales. But the foreword should never be overlooked as an important part of the book's overall marketing plan. The marketing power of the foreword typically comes from personal anecdotes which should be an essential part of a complete and effective foreword.

This article was originally published on my Kunz On Publishing blog about all aspects of successful innovative self-publishing. <https://kunzonpublishing.com/>

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Oats and Beans and Barley Grow by Linda J.S. Is the fifth in a series of children's books that have simple repetitive plots to help with language and reading development. Colorfully illustrated, it also includes an Audio Narration and Harp Music CD. For more information, visit www.BlanketsandBooks.com

Hidden Secrets by Donna M. Zadunajsky will leave you questioning everything you thought you knew. Carla Michaels's life isn't what she thought it was. She met her loving husband in college. She had a career as a teacher. All she ever wanted to complete her life was a baby. After five miscarriages, Carla had almost given up hope of ever becoming a mother. Then a devastating tragedy strikes. For more info, visit www.donnazadunajsky.com

Death After Life: Tales of Nevada by William A. Douglass tells the tales about three generations of the Douglass family. These stories borrow from firsthand experiences of trapping, sowing wild oats, hunting, fishing, collecting reptiles for paying customers while touching on long years of family responsibility and managing casinos. For more information and details, visit www.blackrockinstitute.org

The Magic Hat by Donna Seebo will capture your heart in a wonderful way as you get to know a nurse named Annie who is batty about hats, a little girl named Julie who lives a miracle and a princess who gives a special test to a king. The King of Horses and more is part of this story that you'll want to read again and again, letting its magic of hope and love fill your heart. For more information and dealer details visit www.mrsseebosclassics.com

Seven Days To Goodbye by Sheri Levy tells what happens when Trina's beloved dog dies. She swears she'll never get another one. But then she learns about service dogs, and realizes that if she becomes a puppy raiser, she could train puppy after puppy and never worry about them dying. But like all great ideas, this one has a serious flaw. For more details, visit www.sherislevy.com

Davey & Derek Junior Detectives: The Case of The Missing Cell Phone by Janice Spina is Book One of a series of mysteries and adventures. Davey and Derek Donato are twins who love to play detective. Find out what they do to solve the case of the missing cell phone. A wonderfully written mystery full of twists and turns. For more info, visit <http://jemsbooks.com>

Stealing Puget Sound 1832-1869 by Jerry V Ramsey, Ph.D. exposes the little known political tension between the first British settlers and the Americans who crossed the Oregon Trail fifteen years later. The British legal ownership of the precious land in the Puget Sound region was confirmed by international treaty. The well known "Pig War" was a direct result of the "squeeze" aggressive American settlers put on the British owners. For more info, send an e-mail to jvramseyphd@gmail.com

The Torch Has Passed: A Harding Family Story by Bill Powers is the second Harding Family story. In the exciting new thriller, Andrea has just graduated college and her world is turned upside down when her father, Nicholas, and her uncle, Michael, are shot in a surprising and puzzling attack. As the only family other than her paternal grandmother, it falls to Andrea to not only investigate who would want to kill her father and uncle, but also to oversee Harding Industries. For more information, visit www.AuthorBillPowers.com

Healing of the Heart Workbook: New Joy and Peace After Child Abuse by Marc Swift & Mary Lemmond, Ed.D. is based on the real life story of the journey taken by Josh. This healing workbook is designed to set you free from the hold of the pain and the shame, and empower you to live an abundant life. Follow the steps which changed Josh's life of self-hatred and depression to a life of joy, peace and love. You will smile and say, "Life is GOOD!" For more info, send an e-mail to mswift0701@yahoo.fr

The Whispering of the Willows by Tonya Jewel Blessing tells of faith-the-Appalachian-way, draped in the camouflage of a small West Virginia community where a blossoming young woman has been traded into marriage by her parents who are desperate for another farm laborer. When key individuals begin carving out a rescue plan, Emerald Ashby grows strong. For more info visit www.CaptureMeBooks.com

Visiting Your Ancestral Town by Carolyn Schott, written by a travel expert who started her adventures just like you: not knowing where to start or what to do. In less than an hour, you can learn from her experiences and enjoy the entertaining stories that will either inspire you to do it or wisely inform you to take some other path. Either way, you'll enjoy the journey. More info, visit <http://carolynschott.com>

In Nola The Nurse Remembers Hurricane Katrina by Dr. Scharmaine L. Baker, Nola vividly shares the details of the worst natural disaster to ever hit the United States. Her dolls and other toys are instantly transformed into Nola's account of the storm as she tells the story of how her mother and Dr. Baker, both nurse practitioners, came back to New Orleans to provide care to many storm victims. More details at www.NolatheNurse.com

No Cape Needed: The Simplest, Smartest, Fastest Steps to Improve Communication by Leaps and Bounds by David Grossman shares his years of insights as an executive coach and communications strategist to help all leaders see how communication is truly a superpower in today's business and financial environment. Through this engaging book, you'll find the simplest, smartest, fastest steps to improve how you communicate by leaps and bounds. More info at www.yourthoughtpartner.com/book

Ostynn The Ostrich and the Fantasy of Flight by Kermit Weeks explains what Fantasy of Flight is all about. It is the book that explains it through a timeless story of self-discovery that will touch everyone who reads it. For children and adults alike. Features beautiful illustrations. For more information, visit www.fantasyofflight.com

Be Your Own Brand of Sexy by Susan L. Edelman, MD unlocks the mystery of why women don't get what they want from men and changes the dating game. She shows women how to reclaim their power by learning what works best for them—instead of what they're programmed to believe is "normal" by our culture. Find more information at www.optionspress.com

If You Were Me and Lived in Italy by Carole Roman reveals what it is like to live in Rome, see the famous architecture, celebrate a favorite holiday and discover popular names for both boys and girls. For more info, visit www.caroleproman.com

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Divine Knucklehead
Douglas Green
<http://www.CavalleriaPress.com>

BIOGRAPHY

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How Our Immigrant Family
Survived To Pursue
The American Dream
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The Magic Hat
Donna Seebo
<http://www.mrsseebosclassics.com>

CHILDREN'S BILINGUAL

Baby Talk Bilingual Board Books
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<http://www.lecturabooks.com>

CHILDREN'S EDUCATIONAL

E is For Election Day
Gloria Gavis
<http://www.EisForElectionDay.com>

CHILDREN'S INTEREST

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The Golden Rule
Sherrill S. Cannon
<http://www.sherrillcannon.com>

The Veterans' Clubhouse
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Illustrated by Jennifer Thomas
Houdeshell
<http://www.KristenZajac.com>

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One-A-Day Book Marketing Gets Results for Authors by Harriet Hodgson

How can you boost book sales? There is no quick answer to this question because book marketing is an ongoing process. Still, you can have some marketing strategies and take steps that will impact sales. Each day, no matter what is going on, no matter how busy you are, you can take a proactive step.

Keeping a book marketing log is one way to track your steps. That's what I do and the method is working for me. I also keep and update a financial sheet.

Although I can crank out a manuscript quickly, format it for submission, post on social media, and send emails, my skills end there. So I search for simple solutions like keeping a book log. Reading past entries made me realize that my marketing steps fall into several groups: reviews, social media, special websites, "freebies," and new directions.

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Get Amazon reviews. This company is the largest book seller in the nation. Website visitors pay attention to the reviews, so the publisher advised authors to get at least 10 reviews, and strive for more. As I discovered, getting reviews is slow. Friends who agree to write reviews are often busy with their own lives. Some people are too busy to read a book, let alone write a review. Allow lots of lead time if you pursue this route.

Tap social media. I found a social media marketing service that looked like a good fit for me, and signed up for two promotions. The company is posting on social media and created two ads--services that cost me just over \$200. Although many people are reposting, only time will tell if these efforts lead to substantial sales. According to my publisher, sales are picking up.

Give books away. Surprising as it may seem, giving books away is one of the cheapest, if not the cheapest, form of advertising. "Freebies" are cheaper than print and television ads. I keep a supply of books on hand and have given them to potential reviewers and community groups. As a former publisher explained, "People feel special when you give them a book."

Use review websites. Your publisher may post your book on a website that downloads free books in return for reviews.

But the people who receive your book may not follow through with a review. My publisher sends me the email addresses for those who received my book, and I send them an email thank you. Hopefully, my thanks will prompt the person to write a review. You may also contact a professional reviewing service and pay for a review. If you do this, be prepared for a favorable or unfavorable review.

Follow leads. I donated books to an elder network organization in my home town and The Salvation Army, two organizations that work together. When I donated the books, I offered to give talks and workshops that expand my books. Both organizations have expressed interest in this idea. In order to follow leads, you need to be on the lookout for them. New leads can lead to new sales.

I am following my own one-a-day advice. Every day I take one step to foster book sales. This approach has energized me, led to new contacts, and generated more Internet listings. The one-a-day approach may work for you.

Harriet Hodgson has been a freelancer for 37 years, is the author of thousands of articles, and 35 books. Her latest releases: Happy Again! Your New and Meaningful Life After Loss, The Family Caregiver's Guide, Affirmations for Family Caregivers, and A Journal for Family Caregivers. Visit her website and learn more about this busy author, grandmother, and caregiver. <http://www.harriethodgson.com>

The Low Down on Article Marketing

by Michael Brito

Article marketing is an effective way to broaden the online presence of any small business. By distributing articles to multiple article directories on the Internet, your business can reap the benefits ranging from an increase in web traffic, lead generation, new customers and a solid reputation on the Internet. It's a simple concept that has the potential to take your business to the next level and higher.

The foundation of article marketing has evolved from a well-known strategy called Search Engine Optimization, or SEO; a practice where web pages are optimized with keywords and published online in an effort to increase search engine rankings. There are three steps to article marketing; research, writing the article and distribution.

Research

The first step is keyword research. It is vital to inundate your article with keywords that you want to rank well for in the search engines. For example, assume I sell used DVDs online. I would research what keywords people are searching for relative to the term DVD (i.e. rent DVD, DVD rentals, DVD, or buy DVD). I would then make a list of approximately 10 or so of these keywords that I would want to sprinkle throughout my article. This step is relatively simple and only takes about 30 or so minutes; unless of course you are still on dial up.

Writing the article

You cannot just put together a glob of information and call it an article. If you have this skill, you can write the article yourself or hire someone to do it for you. The goal here is to write an objective article related to DVDs; and naturally placing the keywords within the content of the article. The article should not be a sales pitch or an advertisement. In fact, most article directories will not even accept articles written with a "sales type" approach.

The article should be written with the intention to educate consumers about some aspect of DVDs. It's always helpful to have a catchy title for your article.

In addition to keyword rich article, a second critical component of this strategy must include the distribution of a website's URL, commonly referred to as back link. Most, if not all, article directories allow for an author resource box where links can be easily placed. Publishing a website's address at the end of articles will allow interested readers to conveniently visit the site by clicking on that link.

Distribution

This is the component of article marketing that takes some time. There are approximately 200 or so directories online that allow marketers to post articles. It is good practice to manually submit these articles to each directory; as most directories have banned article distribution via automated software. Besides, by using automated software, there is less control of the article and the article resource box.

Article Marketing Does More Than You Think

Article marketing does more than simply reinforce your internet visibility. Unlike direct advertising, it actually presents an opportunity to educate your target consumer group in an effort to build long term, profitable relationships with them. Paid advertisements usually lose potency and relevance over time. But a well written article will continue to be republished on various newsletters, websites, forums and blogs; and trigger a viral marketing effect that will last for months at a time.

Benefits of Article Marketing

- Anchor text. Most of the article directories allow for the author to select the anchor text of the link in the author's resource box. This is the primary value of the links from the article directories.

For example, if you are trying to rank for the key term "internet marketing", the anchor text would display "internet marketing" but it would link to your website.

- Relevant One Way links. Say goodbye to reciprocal linking. It's ineffective and doesn't work anymore. Article marketing provides one way links from web pages that are categorized within the directory according to topics such as technology, weddings, communication or small business. Additionally, most of the directories use the article title as the webpage title; and rest assured that the title of the webpage with your link has your target keyword.

- Website Traffic. Those who read the article and are interested in it will click through to your website and bring relevant traffic.

- Viral Marketing. Most article directories allow other webmasters to reprint (or republish) any articles within their directory. Usually, republished articles can be found in additional directories, niche websites, forums and blogs.

- Mindshare. A click-through from a traditional link is just another visitor. But someone who has read an article and clicked through from the author's resource box link is generally a highly qualified visitor who has been partly sold on the value of your offering. Meanwhile, even readers who do not click-through have been exposed to your message. You can help shape the market, building awareness of your product or service.

Finally, the Conclusion

With the recent buzz about article marketing, there should be no questions as to why it is regarded as one of the most potent marketing strategies today. However, the fact of the matter is that article marketing is only one component of a successful marketing plan.

Michael Brito is an internet marketing consultant for small business specializing in SEO and web strategy. For more info, visit www.MichaelBrito.com

3 Common Myths About Book-Buyer Retention

by Joseph C Kunz, Jr

The business concept of holding onto, or retaining, past and current customers, is typically not given much thought by many self-publishers. But building a following of readers that will continue to read and buy what you have published in the past, and will publish in the future, is imperative for your long-term financial success as a self-publisher. Therefore, implementing a book-buyer retention plan, more commonly a called customer retention plan, must be an essential part of every self-publisher's marketing plans. Here are a few common myths surrounding book-buyer retention that might have been preventing you from implementing a plan to help you retain past and current readers and buyers.

Myth #1. Book-Buyer Retention Is Not Realistic Or Practical For Self-Publishers

One big mistake many self-publishers make is attaching no or little importance to book-buyer retention. Many self-publishers see book-buyer retention as too difficult to accomplish, and as a waste of precious time, to be of any significant value. However, my research has shown that by simply retaining a small number of committed readers and book-buyers, you can significantly increase your profits now and into the future. It can take quite a bit of time to build this core audience. But as long as you keep producing quality content that they need and can benefit from, your audience will grow. Therefore, you must take the time to develop that core group of people within your niche that you strive to be the go-to-person for if you ever expect to become a financially successful author.

Myth #2. Book-Buyers Will Continue To Buy From You If They Like You

Being liked or trusted is not enough in today's world where it is very easy to find an expert in a particular niche. And book buyers can easily get overwhelmed because of the increasing number of new books being published every day by likable and trusted authors. Therefore, you must never take your followers for granted. The minute that you stop updating your blog with new and relevant content, for example, you are taking the risk that your readers and book-buyers will start to forget about you. Even the most loyal supporters of your brand can very easily be lured away by other authors that are also writing within you niche and pursuing the same audience that you are pursuing. Therefore, in order to be financially successful as a self-publisher, you must keep reminding your audience with new content and new books, that you are the go-to person within you niche.

Myth #3. It Is Possible To Hold Onto All Of Your Readers And Buyers


Every self-publisher must accept the fact that not all readers and book-buyers will stay with them for the long-haul. Despite your continued efforts of producing more blog content, videos, and new books, many consumers will always be searching for the next hot author and quickly stop following you. You cannot allow this fickle group to bother you, or slow you down from your mission of producing quality content for your audience. Nothing you do or say will hold onto this group. Keep focusing your attention and efforts on your core audience. You owe it to this core group to continue to provide them with honest and informative content that helps them solve their problems and improves their lives. Therefore, a successful self-publisher understands who this audi-

ence is, knows where to find them, and constantly provides them with the information that they need.

Conclusion

Self-publishers, just like any other business owners, must constantly strive to build a core audience that will keep coming back for more. And again, just like any business, it is much easier, and takes much less effort, to keep selling to your followers and those that have bought from you before. This core group is priceless. Understanding who they are, and where to find them, and knowing what they need, and then providing it to them, over and over again, will guarantee that you will build some level of financial success as a self-publisher.

This article was originally published on my Kunz On Publishing blog about all aspects of self-publishing <https://kunzonpublishing.com/>



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Learn How To Market Online Like The Pros!

Networking for Your Target Audience by Bette Daoust, Ph.D.

I know who the target audience is for my books but I'm having trouble connecting with them. How do I network with my readers?

Networking is a very loosely used term. It can encompass many forms such as face to face meetings, group meetings, virtual presentations, social media discussions, and informal gatherings.

The bigger issue is that you need to define your perfect readers before deciding how to network with them.

If you know they always go to library talks, attend webinars given by authors, or hang out on Pinterest, then you have the basis for building a relationship with your readers.

Here are 5 tactics you can use to connect with your readers.

Be interested in them. Do not talk about yourself, take the time to learn as much as you can when it comes to interests, wants, and needs. All of these bits of information will help you to better target your approach to gaining your own following.

Talk in terms of reader benefits. Readers are only interested in themselves and by concentrating on what is in it for them (WIIFT) you will have a better chance of grabbing their attention.

Be a part of the conversation. Add your comments without the sales approach, be the one that shares readily. Readers will be sure to find out more about you when you offer free advice and share on a regular basis.

Be an advocate for the reader. Find reasons to support their reading needs. Offer suggestions and even offer parts of your own work.

Direct them to some of your social media platforms by asking for input. Ask and you shall get followers and potential readers for your books.

With these tactics in hand, you will still need to constantly feed information and follow up, and through, with conversations. Being there consistently shows you are truly interested in them. Show up sporadically and you will likely be dismissed as someone who is just trying to sell their wares.

So how can you be consistent with keeping up on all the conversations?

Start your day with a list of places to visit and make comments. Add time snippets to your day to add to conversations. At Author's Success Guild, we add to some of our social media platforms first thing in the morning, check the status a couple of times during the day to make sure there is nothing urgent to answer and finally look at our statistics for our entries at the end of the day.

We use a number of tools to help us with the process. We use Tweetdeck for our Twitter feeds, Hootsuite to do scheduling of posts and monitor responses, and direct messaging for our groups. Being informed about what is happening at all times keeps us busy and it keeps us involved and responding to reader needs. You should consider doing the same.

Bette Daoust, Ph.D. is a professional speaker, she talks about business development issues for businesses of all size. She has spoken for non-profit organizations, associations and large enterprises. Dr. Bette helps authors, speakers, and others move towards their full potential by planning and executing content strategies. You can contact Bette through any of her websites <http://www.AuthorsSuccessGuild.com> or <http://www.Vervial.com>

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**Create a Demand For
Your Book and Increase
Your Bookselling Profits**
by Al Galasso

There is nothing like the excitement and joy when your book finally arrives from the printer and you are officially a published author. You want to tell the whole world about your accomplishment and share your book with everyone you know.

Before you give away copies of your work freely to friends, relatives and interested parties, here is a marketing ploy you might want to consider. Getting your book into a bookstore can be a daunting challenge, but there is a way to do it that has worked for some of the largest publishers. It has to do with creating a demand. Here is the first way to do it:

Instead of giving the people you know copies of your book, have them call a number of bookstores in their area asking the stores if they carry your title. Believe it or not, if a bookstore receives a dozen or so requests for a title, they may actually decide to carry it. Before you do this, be sure the book is available through wholesalers and book distributors like Ingram and Baker & Taylor so the stores can order the books.

Believe it or not, books have become best sellers when the authors knew thousands of people all over the country who picked up a phone and requested a certain title. Of course, you can start on a local scale and work from there.

Another way to create demand is to have people go into the stores and ask to purchase the book. Many times these days, stores can order titles that can be shipped to the buyer or the store directly, and often at very good discounts. In some cases, they can even be printed and bound right at the store if it has the right equipment. When your friend or relative purchases a copy, offer to autograph it for them to make it even more special.

When I was watching a PBS British comedy series some years ago, I came up with a second idea for creating a demand when you are doing an author signing. Again, it involves your friends and relatives. You want to make your signing as profitable as possible but not enough people are showing up. So you hire a number of friends to stand in line to get the ball rolling. Make certain you let the store owner know what you are doing before you attempt this.

When the friend comes to your table he will give you a signal, such as a wink so you

pretend to personally autograph the book but are only signing your signature. Later the book is returned to the shelf and the store can sell it as an autographed copy to future buyers. When a line is formed at a bookstore, potential buyers want to see what is going on and real sales will eventually take place. You can turn a mediocre author signing into a successful one.

If you belong to a particular group, club or business, invite the members or business associates to help you in your marketing. You may be able to sell many books to these markets, at a discount, and in some cases the books can be used to raise funds for the clubs themselves. This is a win-win for everyone involved. We had one NABE member sell more than 100,000 cookbooks in this manner.

Remember that creating a demand sets the stage for sales. And, as I have said time and time again, follow-up is the key to book marketing profits. At your signings or public events, be sure to give away a free report or gift and collect the name and e-mail address of a potential buyer. Give them a postcard with a link to your website and the free gift. They will appreciate it and you will get more sales for your book in the future.

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The Sum of His Worth. A prize-winning author returns to his childhood in Alabama in this coming-of-age story of love, heroism and murder during the bloody civil rights movement. <http://ronargo.com/>

Family Changes: Explaining Divorce to Children helps adults explore feelings and questions about divorce with children in a safe and connected way. For more info, visit <http://www.aspiringfamilies.com>

A New Orchid Myth by Helene Pilibosian cancels the ancient myth and grows a new plan to resuscitate the Planet Tome and tie it to Earth. <http://www.ohanpress.com>

The Anesthesia Game. If you're going to survive, you have to turn life into a game you have a chance of winning. A game that teaches you to be awake even when you're not. For more info, send e-mail to Recreate@aol.com

A dragon named Nickerbacher guards a princess because his papa told him to. However, he yearns to be a stand-up comedian. www.nickerbacher.com

Our Romantic Getaway. A couple's vacation goes awry when they are bumped to a risqué nude resort. Can their marriage survive the bizarre, eye-opening experience? <http://www.terischure.com>

The multi-award-winning memoir, *From Tears to Triumph, My Journey to The House of Hope* is a "couldn't-put-it-down," "page-turning" story, receiving 5-star reviews. <http://www.lindabelloruiz.com/>

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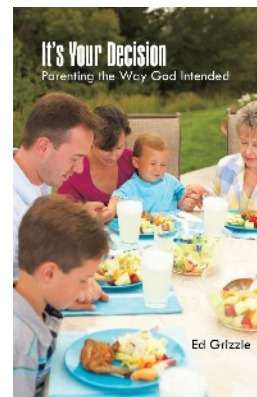
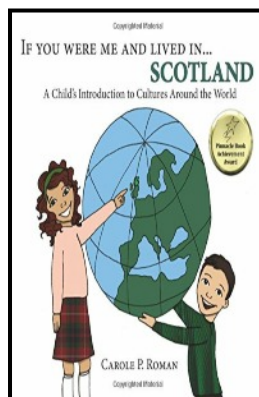
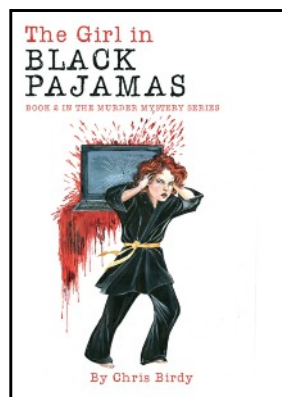
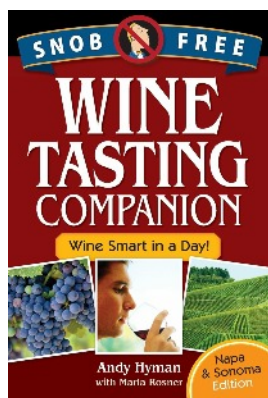
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