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Book Dealers World

National Association of Book Entrepreneurs



C. Michael Bennis, award-winning author of three popular romance-suspense novels, including his latest, "Dangerous and Desirable" with his two rescue dogs, Barney and Fred at his home in Tucson, Arizona. Story on page 3.

NABE
Fall 2014
Pinnacle
Book Achievement
Award Winners

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From The Editor's Desk



Dear Friends,

It is that special time of year again--the holidays, and soon we will be celebrating a new year full of anticipation, hope and fun. Although I love many of the new technical innovations that are making life different, I guess I still prefer some of the old fashioned simple things like listening to your favorite music on your stereo and curling up with a good book before you go to bed.

This issue of **BDW** spotlights the Fall 2014 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Check out pages 22-23 for a list of the award winning books. As I have said before, 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**, Patrick Smyth explains the difference between Book Marketing and Writing, Joseph C. Kunz, Jr. reveals The Five Elements of Successful Online Marketing, Nina Amir shows us How to Write a Book That Fills a Hole in a Bookshelf, Harriet Hodgson unveils 25 Tested Marketing Tips For Self-Published Authors and we feature a Self Publisher Profile on C. Michael Bennis, author of three popular romance-suspense novels.

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 NABE Book Showcase Exhibits as well and take a look at our popular **New Super Book Marketing Deal**, which saves you over a thousand dollars on some of our best marketing vehicles.

Have a wonderful Winter and enjoy all your favorite activities. It is time to meet with family, friends and loved ones.

Al Galasso, NABE

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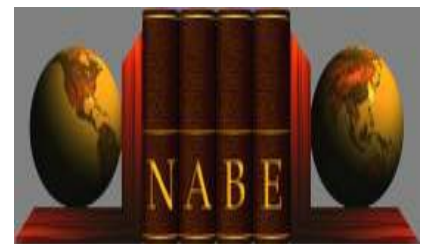
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**PUBLISHER'S
PROFILE**

C. Michael Bennis
Author of
Dangerous and Desirable
Signs of Destiny
Rules of Engagement



C. Michael Bennis

C. Michael Bennis is a man of many talents and has a wide variety of interests. He attended Complutense University in Madrid for an academic year, then graduated with a Spanish major from the University of Colorado, where he lettered in football as a member of Colorado's 1961 Big 8 Championship and the 1962 Orange Bowl squad. In 1966, he graduated from the Thunderbird School of Global Management.

C. Michael Bennis is bilingual and lives in Tucson, Arizona as a former advertising and toy industry executive. He has three published novels: *Dangerous and Desirable*, *Signs of Destiny* and *Rules of Engagement* and he is currently editing his fourth novel between speaking engagements on creativity and novel writing.

Michael was young when he first wanted to be a writer. His grandmother, Frances Dunn, was a classmate and friend of Ernest Hemingway. She was blessed with patience and a marvelous enthusiasm that stimulated his imagination about the "Lost" generation and their novels. Michael felt he didn't really become a writer. He just knew he always was one.

The idea of writing novels took shape at the University of Colorado.

Michael's favorite classes included Journalism, Creative Writing and Humanities. Years later, he rented a coastal villa in Javea, Spain and his writing goal was 2500 words per day, or 77,000 words in total. If he reached his daily goal, he would reward himself by going to the beach and having dinner at a popular fisherman's bar.

Michael's books actually cover three genres: Romance, Paranormal Romance, and Action Romance.

In *Rules of Engagement*, two college graduates meet in a London club. They are attracted to each other, even though Nicole is engaged and a member of the Parisian aristocracy. Alec is a Colorado native who is rough around the edges. They agree on the Rules of Engagement: they will not fall in love or reveal their true identities. Reunited over two decades later, the magic is still there.

Signs of Destiny is a powerful love story where destiny shapes life's direction and meaning. Coming back from the dead and lying comatose for six weeks altered Rafael Valverde's life. But the death of a young Spanish actress he was beginning to love shattered his emotions.

In Michael's latest award winning novel, *Dangerous and Desirable*, Julio Navarro is secretly regarded as the quintessential killer for hire when he is given the sanction of an equally dangerous female assassin named Ziv. Violence jealousy and passion await Julio and Ziv as they travel through the dangerous cradle of drug trafficking.

Here is what Angela Mortimer has said about *Dangerous and Desirable*: "At first the book feels a lot like the author's book *Rules of Engagement*, a complicated romance, full of interesting fractured personalities, that is, until we reach the Mexican connection and from there it changes from a romance to a thriller, it's as exciting as *The Bridge on coke* with a touch of the original NCIS."

For more information on C. Michael Bennis and his great series of books including ordering and wholesale information, please visit www.cmichaelbennis.com

You can also contact him for speaking engagements and book appearances as well.

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

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Oregon Library Assn Show

Eugene, Oregon
April 15-17, 2015

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Pacific NW Fall Book Show

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October 2-4, 2015

Reach thousands of book stores, book distributors, wholesalers, libraries, young adult bookstores, and a wide range of book buyers from all over Oregon, Washington, Idaho and Northern California. This show gets bigger

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California Book Trade Show

South San Francisco, California
October 15-16, 2015

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!



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

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

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

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

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

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Book Writing Vs Marketing *by Patrick Smyth |*

Most writers find the job of marketing quite tedious, and anyone who has trolled the internet for hours on end hoping to stumble on the magic answer has felt the apparent futility of this exercise. Nonetheless, marketing your books is important to your ultimate success. How much time should you spend on it?

The simple answer is, a lot of time needs to be spent on marketing, and it does work over time. However, if you truly are a writer, you should not spend more time marketing than writing. The availability of more options for readers from the same author can be one of the best catalysts of books sales. Readers often impulsively buy a book from an author after enjoying reading one of that writer's books. This strongly suggests that writers must not stop writing in order to do marketing exclusively.

Faced with the dilemma of balancing marketing versus writing time, prioritizing your marketing activities is crucial. Sitting at the end of the endless Google search fire hose and hoping to find a magic answer is not usually productive activity. You may find some useful suggestions and helpful links that way, but you need to switch into the mode of activity, rather than research, to begin to influence the sales of your books.

Outside of having multiple books to sell, perhaps the most important marketing activity is having someone else recommend your book. The more recommendations and positive reviews you can get the better off you will be. This helps your book show up on search queries and other promotional lists at sites like Amazon.com, and that increases the likelihood of attracting the attention of authors, book clubs, blog writers, and reviewers.

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Of course, if the primary purpose of your book is to lend credibility to your business, then the marketing

of your book takes on an entirely different perspective. In this case, the book itself is a marketing tool to help promote your business, and the marketing for your business includes the book. Giving the book away to prospective clients or at seminars and workshops can be a very helpful way of highlighting your expertise. Writing articles on the subject matter of your book on your own blog and on other related blog sites also expands your reach effectively.

Unfortunately, there is no magic formula to marketing for a first-time author. A guaranteed five-step program that will sell tens of thousands of copies of your book does not exist. However, ignoring the marketing process is closer to a guarantee that your next book and the one after that will sit on the shelf. The trick is in achieving the right balance. Marketing takes time away from writing, and writing takes time away from marketing. Focus your marketing on the highest priority methods that yield the best results, and focus your writing on your highest priority, which is to release your next book. Do both and optimize your sales potential.

Patrick Smyth is an author, speaker, trainer, business coach, and principal at Enchanted Forest Press, a boutique publisher providing complete custom publishing services to authors from concept to marketing. For more valuable information, visit <http://www.enchantedforestpress.com>

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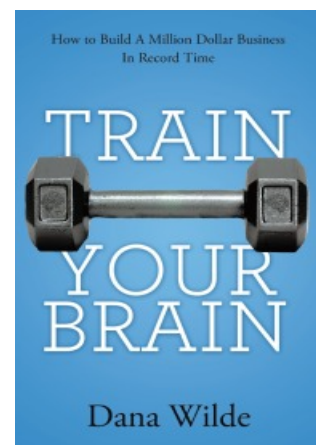
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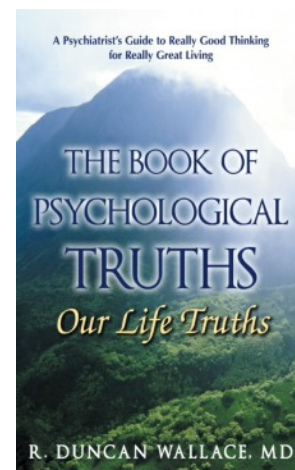
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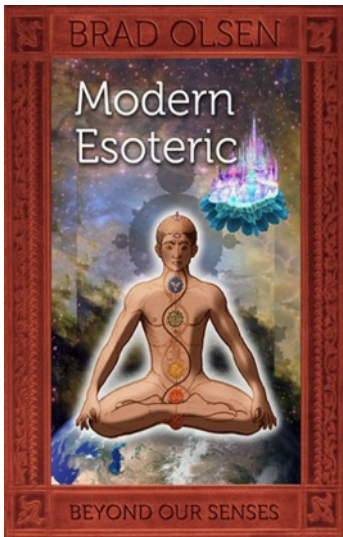
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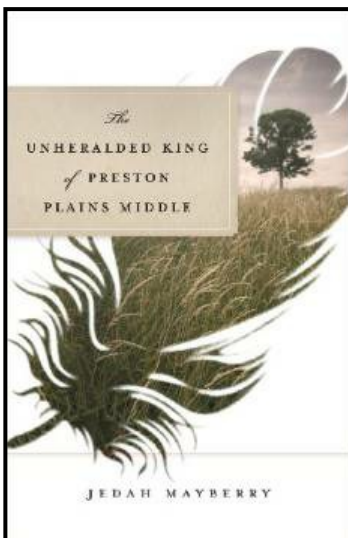
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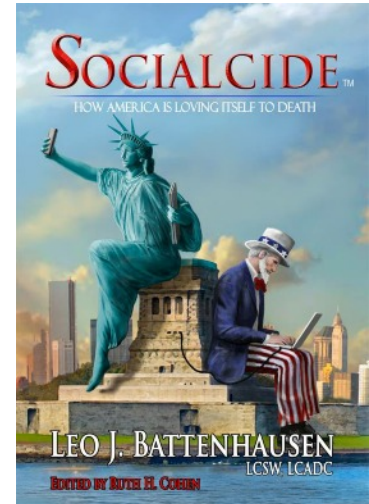
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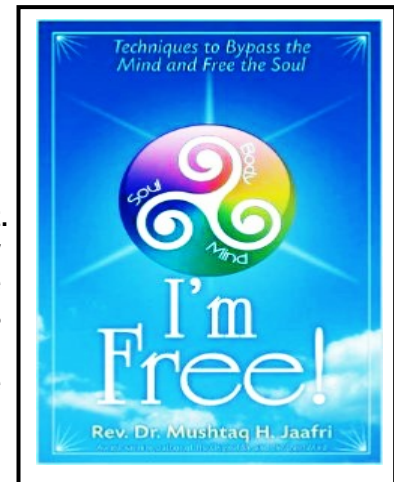
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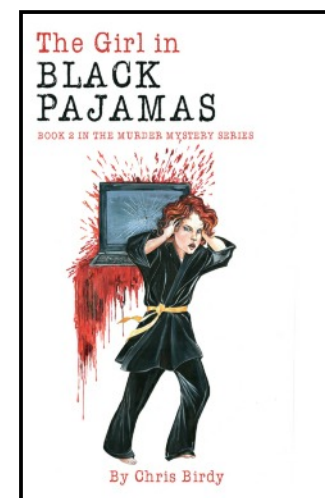


One of the most difficult things for people to realize is that we as human beings are not merely a body but we are in essence a Soul or a Pure Spirit. In this ground breaking new book, Dr. Jaafri takes readers on a journey toward enlightenment with easy to understand techniques that can be implemented quickly. The book contains the exact mind training secrets that enabled him to experience himself as Soul, not just in theory but in living reality. Discover this new approach to spirituality and feel a complete fullness like you never have experienced before.

Retail: \$11.95 Sample: \$11.95 ppd.
Write for wholesale quantity discounts.

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>

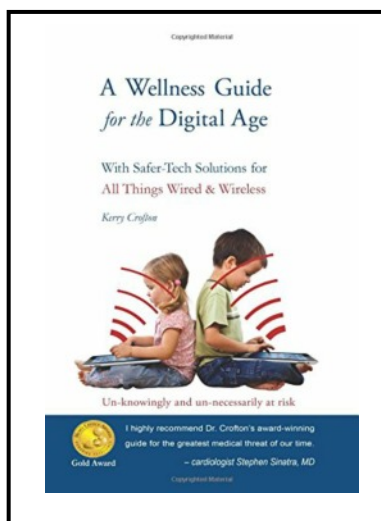


IR&B Investigations is under attack. Their employee is shot in the back, and a hacker is trying to take over their network. Bogie McGruder joins with the King of the Internet to determine who is behind the invasion. They uncover several murders and a plot to wipe out financial institutions in Boston. 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.
Write for wholesale quantity discounts.

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>

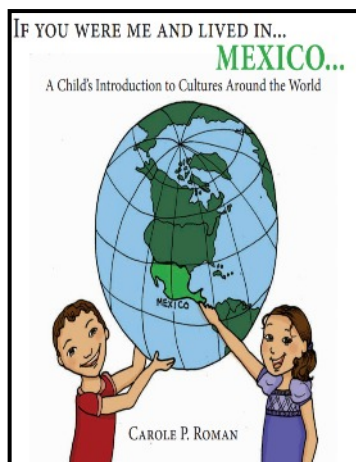


We can be tech-savvy, connected and healthy. This award-winning book is the first wellness guide for the digital age. Dr. Crofton and a team of physicians, scientists and technical experts offer how to reduce the health risks of wireless radiation from conception to college and beyond. Topics include: 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>

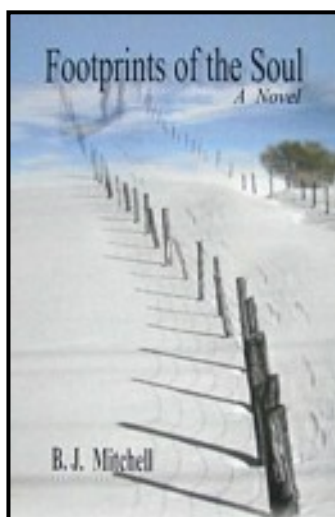


The first entry in an exciting new children's series that focuses on learning and appreciating the many cultures that make up our small planet. Perfect for children from Pre-K to age 8, this book is a groundbreaking new experience in elementary education. Interesting facts and colorful illustrations 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.

Footprints of the Soul

B.J. Mitchell, PhD. Viewpoint Press 785 Tucker Rd. #G PMB400
Tehachapi, CA 93561 Phone: 661-821-5110 E-Mail: joie99@aol.com



Whether you already have a strong belief system or not, you will find this novel with an overview of God in scientific terms to be unusual and interesting. If you would welcome some scientific evidence that a Supreme Being oversees the Universe, you will enjoy "Footprints" You can follow Frank Hebert through his struggles to grasp the concept of a Universe of particles and waves and what that means to a god named SOTU.

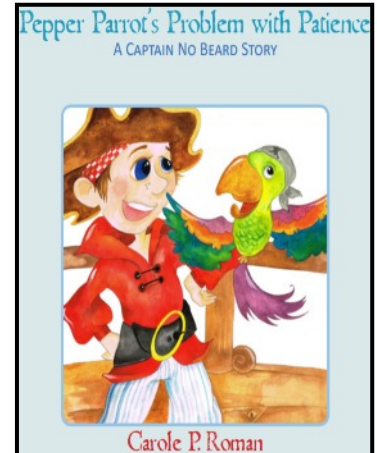
Retail: \$18.50 Sample: \$18.50 ppd
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Pepper Parrot's Problem with Patience

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>

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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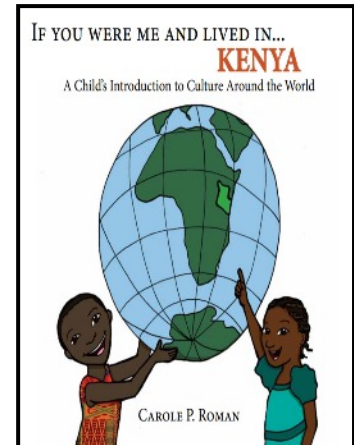


If You Were Me and Lived In... Kenya A Child's Introductions to Cultures Around the World

Carole P Roman, Red Feather Publishing
1211 Stewart Avenue Suite 104, Bethpage, NY 11714
(516) 375-9550
E-Mail: cnbbook@gmail.com
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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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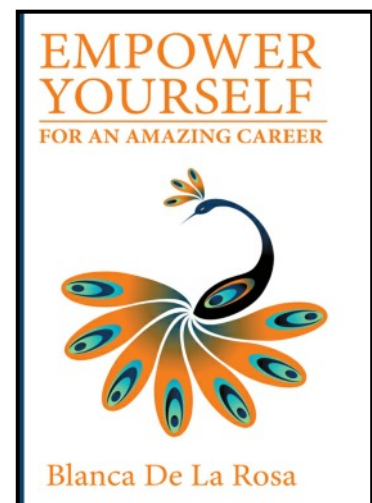


Empower Yourself For An Amazing Career

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Retail: \$13.95, Sample: \$13.95 ppd.
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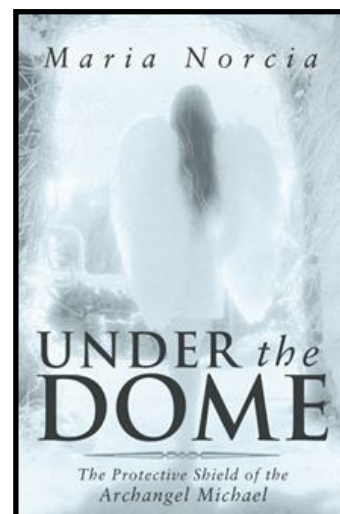
Under the Dome

The Protective Shield of the Archangel Michael

Maria Norcia, 63 Cormorant Crescent, Woodbridge, Ontario L4H2R1 Canada

Phone: 905-832-1093 E-Mail: maryn_39@hotmail.com

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



In her transformational new book, "Under the Dome : The Protective Shield of the Archangel Michael,Norcia shares stories from her life where she has felt the protection of Archangel Michael. She explains how her life has been changed by the guidance and protection she has felt while on her spiritual path. Norcia hopes these examples and messages will help relieve the fear readers have in their everyday lives and help them learn to turn to archangels for peace, love and strength on their own spiritual journeys. He is like a gladiator at your side, always fighting the enemy. He will remove the fear, give you strength , guide you in the right direction and make you feel free of spirit and loving life and the world around you.

Retail: \$8.99 Sample: \$8.99 ppd.

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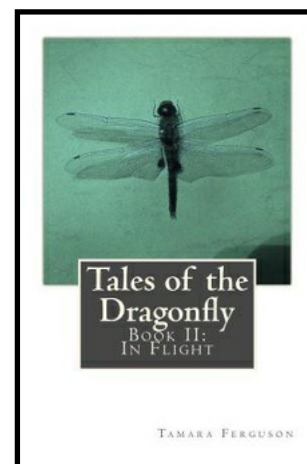
Tales of the Dragonfly

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 Break-through 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.

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Yarashell Abbily and Her Very Messy Room

Sybrina Durant, Sybrina Publishing, 506 White Oak Pointe, League City, TX 77573

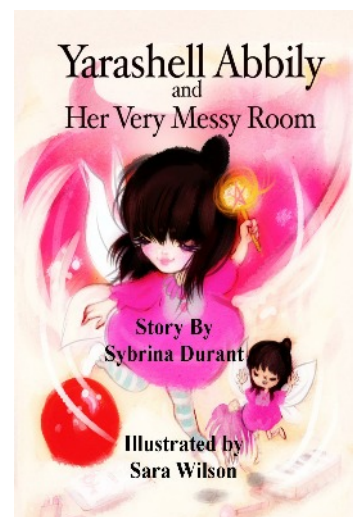
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Yarashell Abbily has a very messy room...like most little 3 year olds do. Mommy says to clean it up and so does Daddy, too. But she **LIKES** to mess up her room. A battle of wills soon ensues! How will Mommy and Daddy solve this dilemma? This book, with it's sing-song verse makes a great family read. The accompanying song can be heard for free at sybrina.com

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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?

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Learn How to Write a Book That Fills a "Hole" On the Bookshelf

By Nina Amir

To fill a "hole" on the bookshelf, you need to write a book that is original or unique and one that people want to read. You want to write a book that your potential readers are looking for or need. If you believe your idea fits this description, then you have a good, marketable book.

What if your idea doesn't fit this description? Unfortunately, it means that you won't sell very many books, which is why you need to research your subject before writing your manuscript.

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A competitive analysis is a very important part of becoming a successful author. You need to know what books are available on the topic you plan to write about and how they compare to the information you plan to use so you can make your book different. You conduct a competitive analysis when you create your book's business plan, if you choose to produce this plan-which I highly recommend. A business plan, as well as a competitive analysis, helps you fully understand what it will take to write a book with the potential to become a best seller.

Indie authors are responsible for conducting their own competitive analysis, so don't skip this very important step. If you do, you may discover your book is too similar to others already published to sell or that there is just not a market for it.

Traditionally published authors produce this analysis in their book proposal, which is a refined business plan for a book.

To conduct a competitive analysis, look for the bestselling books or the most popular ones already published in the same genre or category as your book. Next, compare them to the contents of your book. If you already have your business plan written, you'll have the table of contents and a summary of each chapter to use while conducting your comparison. If not, you can still compare these competing titles to whatever material you already have related to the content of your book.

To get started, compare the following information:

Table of contents

Introduction

Front and back cover

Price

Page count

Format

How published

You'll also want to compare as much of the content as time allows. As you make the comparison, take notes on how your content compares to the other books in the following areas:

What are the pros and cons of the other books?

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What can you do to make your book better and unique?

Your goal is to write a book that readers will choose over all the other books already published in your category. If you're having trouble finding books to use as a comparison, the Top 100 books in your category on Amazon.com provides a place to start.

How to Use the Information You Collect.

After analyzing all the information you collected, take some time to study your notes. Use this information to determine what you can do to make your book better and unique. If you don't see any way to make your book stand out from the competition, then you don't have a way to fill that hole on the bookstore shelf. On the other hand, if you see a way to give your readers a unique perspective on the subject or more interesting content than what then what is already on the market, you're ready to get started.

If you can write a book that provides new information, solves problems no one else has solved or that offers readers a unique experience they only can get when they read your book, then you have successfully created a book that fills a hole on the bookshelf.

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The Big Event

MARCH

March 20-22: Portland Gift Show, Portland, Oregon, NABE Book Showcase, 541-942-7455.

APRIL

April 14-16: London Book Fair, London, UK, More info, e-mail to: lbh.help@reedexpo.co.uk

April 15-17: Oregon Library Assn. Show, NABE Book Showcase, 541-942-7455.

MAY

May 15-17: South Carolina Book Festival, Columbia, SC 803-771-2477.

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/>

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How to Sell Books at Evening Launches in Pubs and Restaurants *By Kim Stafflund*

Here are some tips on how to plan an evening book launch in a pub or restaurant.

Choose the Venue Carefully: Depending on the genre and target audience, you might plan your launch for a pizza restaurant, a 50s-style diner, an upscale Italian restaurant, or an Irish pub. What fits best with the theme or main topic of your book?

Shop Around: There's probably more than one local establishment that will be suitable for your launch, so shop around for the best deals on space, food, and drink. Ask about the options for a Tuesday evening launch, when the restaurant is likely to be less busy, versus a Friday evening launch. Be sure to tell the venue about any activities you are planning, such as a reading or presentation, or extra considerations you might need, such as a sales table or audio visual equipment.

Book the Launch: Once you select a venue, book the launch at least two months in advance. Then start planning by ordering everything you need (including books!) so it has plenty of time to arrive. Consider your launch date carefully, avoiding holiday seasons and major sports events. Firm up your guest list; don't forget to invite local media and bookstore owners!

Advertise the Launch: Tell everyone about your launch, in person and via social media. Look for local event calendars to which you can submit. Look into television, radio, and/or newspaper advertising. Ask the pub or restaurant if they can help; this is good publicity for them too. The venue may have a robust social media following that will bring attention to your book from an entirely new audience or be willing to share advertising costs.

Keep the Launch Moving: The entire event should last less than three hours. Keep speeches short. Ask another local author or a friend (preferably one who's read the book) to introduce you. Briefly discuss the book and your reason for writing it. Provide freebies, such as discussion questions for book clubs, to guests, and offer to chat about those offerings after the launch (make sure everything you give to guests has information on how they can stay in touch with you through social media and your email list). Don't leave your audience hanging; if you have activities such as a reading planned, stay on schedule. Ask a friend to help out with book sales so you can be more available to your guests. Offer a few door prizes at the end of the launch as an incentive to stay for the entire launch.

Plan Carefully, then Relax and Enjoy: Don't let anxiety over the launch distract you from having fun at the actual event. Your guests will feel more comfortable if you are calm and confident. You have worked hard to make the event a success, so be sure to enjoy the results of all your efforts!

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BOOK DEALERS DIARY

Amazing Fireside Talks: Intriguing Thoughts To Awaken You by Dr. Charles N. Toftoy provides insights to help you cope with personal difficulties, make self-improvements, and assist or care for others. The book is beneficial for teenagers, adults, seniors, men and women. Provides practical, rubber-meets-the-road thoughts of inspiration. For more info, visit www.CharlesToftoy.com

A Fine Line the Beginning by JC Brennan is the story of a band of wounded Union soldiers helped by two runaway slaves. It is a spellbinding tale of the travesties of slavery, the horrors of war as well as an abiding love story. It is also a paranormal look into a world beyond reality. For info, send e-mail to jcbrennan68@gmail.com

Morning Nectar with Georgie Bee: More Stories from the Hive gives readers a glimpse into the unexpected life and times of an average swarm of honeybees. An entertaining, humorous tongue-in-cheek telling of three new stories about the utterly fascinating, often overlooked existence of the bees who populate the swarm, known as The Bee Society. For more info, visit www.beesociety.com

Digging Deep: A Journal For Young People Facing Health Challenges by Rose Offner, MFA and Sheri Brisson, MA is an interactive journal full of colorful art and targeted questions that will inspire you to explore your deepest feelings, challenges, hopes and dreams. By digging deeply, you will find answers, build resilience, and unleash the brilliance of who you truly are. For more info, visit www.diggingdeep.com

Jeremy's Mom by Lisa A. Dunn follows the life of a middle school student for a day. Jeremy has a problem. He doesn't want teachers and classmates at his new school to meet his mom because of a rather large scar on her face. Will things change when his dad reveals the origins of his mother's scar? For More information, visit <http://sbpra.com/LisaADunn>

If You Were Me and Lived in Peru by Carole P. Roman is the latest in her children's series about different cultures all over the world. Topics include language, cuisine, climate, history, and more. Beautifully illustrated. For more info, visit www.caroleproman.com

Scuba Jack Saves the Universe by Beth Costanzo is a hero's tale of adventure and discovery. An ordinary being must use his extraordinary magic to rid the world of evil. Scuba Jack encounters danger and adversity but continues with humor and determination on his noble journey to restore peace in the universe. For more info, visit www.adventuresofscubajack.com

What's The Story? by John Sheirer is the perfect cure for writer's block. It contains inspiring photographs and thousands of ideas to stimulate your writing imagination. Features sure fire story starters that are guaranteed to stimulate your creative brain. For more info, visit www.johnsheirer.com

I Won't Eat That! By Chenniah Patrick tells the story of a six-year old boy who always makes excuses to not eat certain foods. However, his parents explain not only why the food is nutritious, but how it helps the body stay healthy. Children learn about the major food groups, vitamins and nutrients, fiber, and why eating too many sweets is not healthy. For additional information, visit <https://JhaZamoraSPub.tripod.com>

Echoes of Earth: Finding Ourselves in the Origins of the Planet by L. Sue Baugh is an artistic, spiritual and scientific story of humanity's interdependence with the Earth. It is a beautifully designed top quality hardcover coffee table book featuring some of the most ancient landscapes on Earth, and how we are connected as human beings. For more info, visit www.wildstonearts.com

A Soul Whispers: Pictures and Poems From a Traveler by Edward Michael Tomasofofsky is a journey of fortitude that spans 35 years and 3 continents. Witness a global trek across sea, ocean, sky and land in search of humanity with the poet hoping a better person emerges from the journey. For more info, visit <http://sbpra.com/EdwardMichaelTomasofofsky>

The Message by Mary Berger is about a slick operator on an online dating site who talks widows into parting with their money for noble purposes..his. It proves the internet can be a dangerous place for mid-lifers like Mattie Mitchell who makes contact with the predator and hatches her own plan to stop him. However, Mattie's perfect plan backfires and she discovers her new friend Angela, isn't quite the person she appears to be. More info at www.mattiemysteries.blogspot.com

Nirmala: The Mud Blossom by Fiza Pathan graphically depicts the travails, discrimination, and abuse faced by female children in India from the cradle to the grave. The story of Nirmala is typical of what females must endure in Mumbai and how she rises above the stigma to rid herself of harassment. For more info, visit www.fizapathan.com

Straight and Lethal by Carlo Antico is a collection of six short stories that all have a music theme. One story begins in the 40's and is a tribute to the Beatles. Another features a voodoo priest who promises a New Orleans sports writer that all his wishes will come true. For more info, visit www.carloantico.com

The Time of the Kachinas by Barbara Winther takes readers to a Hopi Indian village in Arizona to watch a ceremonial Kachina year through the eyes of two Hopi children. They learn that Kachinas are messenger spirits essential for Hopi survival, for they bring rain to the arid land so the crops will grow. For more info, visit www.BarbaraWinther.com

Aegis Rising by SS Segran is about a small plane with five teenage friends that flies into a freak storm. Struck by lightning, the aircraft is forced to crash land, casting the passengers into a life-changing adventure. Features a spellbinding plot with fascinating characters, captivating imagery and compelling action. For more info, visit www.aegisnovel.com

Tempesta's Dream: A Story of Love, Friendship and Opera by Vincent B. "Chip" LoCoco is an Italian opera love story, with an ending that is both an emotional and poignant moment for both friendship and love. "The author's contagious love of opera and his faith in human decency sing through this loveable page-turner of a story," says Susan Nicassio, author of "Tosca's Rome". For more information, visit www.vincentlococo.com

The Daughter of the Sea and the Sky by David Litwack takes us to a time after centuries of war when the world has been split in two--the Blessed Lands for the faithful, and the Republic, where reason reigns. A mysteriou 9 year old sails into the lives of a couple in the Republic. Is she a troubled child longing to return home or a powerful prophet sent to unravel the fabric of the Republic? Explores the clash between reason and faith. For more info, visit www.davidlitwack.com

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The Five Elements Of Successful Online Marketing

By Joseph C Kunz, Jr

If you have any hopes of making money with your self-published book, you will need to become familiar with online marketing. But, if you self-published your book just for the sake of seeing your name in print, that is fine too. But if you want to share your book with the world, and make some money doing that, you will need to treat your book like a business. And that means learning about marketing, especially online marketing. Here are the five basic elements of a successful online marketing plan.

1. Credibility

Credibility refers to the impression we make on our readers. Credibility is by far the most important part of marketing. Without this trait, our marketing efforts will not work. With this trait, your readers, your followers, your buyers, your customers, will listen to your message. They will spend those extra minutes on your website. They

will take a chance and buy from you.

2. Usability

Usability refers to how well people can use and understand your online marketing. All of your online marketing efforts need to be as user-friendly as possible. This means that your website needs to be easy to understand and use. It's navigation buttons need to be easy to see and follow. Your contact information needs to be easy to find.

3. Visibility

Visibility refers to your ability to get noticed. The whole point of marketing is to get you and your book noticed. We do this by utilizing social media such as Twitter, Facebook, LinkedIn, YouTube, etc. We can get interviewed on the radio, or in a magazine, or write a guest blog post, or get our book reviewed. The number of ways to get noticed are limitless. Of course, your own website will have links to all of the places that you get mentioned, as well as to all of your social media pages.

4. Sellability

Sellability refers to how well you can show and tell about yourself and your book. People need to understand why your book is worth buying from you. We can help this process with press releases, videos, and testimonials. Having credibility, usability, and visibility all together

make you and your book much more sellable.

5. Scalability

Scalability refers to the momentum that your marketing efforts will achieve over time. This momentum will happen when you continue to improve your credibility, usability, visibility, and sellability. Constantly working on and improving these five elements will make them more powerful and make your marketing efforts more effective.

Conclusion

Each of these elements has a major role to play in ensuring that your online marketing strategy can help you achieve the higher book sales that you seek. They will not necessarily create a larger market for your book, but they will put you in the strongest position possible to make it happen in accordance with your long-term strategy for your book's success.

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Fracking Pennsylvania: Flirting with Disaster by award-winning journalist Walter M. Brasch digs into the natural gas industry and extracts the truth about fracking. Combining both scientific evidence and extensive interviews, he concludes that errors made by the natural gas industry as well as the process itself have caused significant public health, and environmental problems. For more info, visit www.greeleyandstone.com

Lady Justice and the Pharaoh's Curse by Robert Thornhill concerns an artifact that is stolen from a King Tut exhibit. Then a string of bizarre murders happen. A local author releases his novel which attributes the deaths to an ancient prophesy. Are they the result of the curse or modern day mayhem? For more information, visit <http://booksbybob.com>

Ten Little Tricksters by Penelope Anne Cole is a charming ten to one reverse counting Halloween book that features a number of cute little creatures on each page. It is a picture book for ages 4 to 7. Combines expert storytelling with beautiful illustrations. For more info, visit <http://penelopeannecole.blogspot.com/>

The After House by Michael Phillip Cash is a cabin built on deck, near the middle of a whaleship, used to escape the elements. A mother and daughter are rebuilding their life after a failed marriage. Little do they know another occupant is lurking in their new home. Will the After House be their shelter or their tomb? For more info, visit www.michaelphillipcash.com

Precious Scars: My Journey to Freedom Through Forgiveness by Yehuda Jacobi tells his story of his abusive childhood. Suffering from years of low self-esteem, severe abandonment issues and contemplating suicide, he becomes involved with a devout Taoist who helps show him a path of healing. For more info visit www.chazakpress.com

Of God, Rattlesnakes, and Okra by Bennett Easterling brings readers a slice of old-fashioned Southern storytelling. Soaked in faith, people overcame tough times and left a legacy. For more info, visit www.msipress.com

Shatter Point by Jeff Altabef is the story of Maggie who met Cooper at a young age. When her sons discover she has been taken, they set out to rescue her and uncover nefarious family secrets. All the while Maggie struggles to outwit her tormentor in a life and death struggle. For more info, visit www.jeffaltabef.com

The C Enigma by Spiros Gratsias is a fast paced thriller based on actual heroes who gave their lives in order to fight the dark evil that Hitler's Nazism represented. It explores the premise that each and every one of us has the personal responsibility to fight for freedom, justice, and the forces of good. An individual's actions can have a drastic impact on the outcome of any battle, war, or campaign. For more info, visit <http://authorspirogratsias.com>

Don't Forget To Smell the Sawdust: A Contractor's Tale of Supporting His Wife Through Cancer by Scott Stevenson is a story of love as the couple journey through hospitals, reconstructive surgery, hardware stores and forest fires. They share their joys, tears, laughter, anger and most of all what it takes to support, through thick and thin, the one you love most. Info at www.smellthesawdust.com

I Only Feel You by Cadence Donovan is the story of Chalice, a devout Christian, and Jackson, an actor and musician from Australia, who couldn't be more opposite, but despite the differences in their ethnicity, age, upbringing, and lifestyle, they form a strong relationship when Chalice introduces her husband to a more spiritual and fulfilling way of living. But outside forces and a series of horrific events threaten not only their commitment to each other, but also their faith in God. For info, visit www.cadencedonovan.com

Death For a Starter by Percy Chattey is a story set in the 1800's describing the O'Dowd family, who flee from Ireland and the potato famine. In their haste, they are involved in a dreadful deed. Will they ever be able to put it beside them as they build a new life for themselves? For more info visit www.percychatteybooks.com

Limited Government and the Bill of Rights by Patrick Garry suggests that the Bill of Rights is all about limiting the power of government. It is consistent with the overall scheme of the original Constitution, which sought to define and limit the power of the newly created federal government. More info: e-mail pgarry@usd.edu

Raegan and RJ in Space: Satellite Rescue by Richard Collins tells the story of the first Christians to leave Earth and travel to another star system. It is an award-winning graphic novel series. In this installment, a very expensive satellite is out of orbit and heading for Earth. Can Raegan and RJ save the day? For more info, visit www.raeganandrjinspace.com

Consumed by Michael W. Bugni is a high energy free fall through the twisted inner sanctums of Seattle's high tech elite. It has all the elements of an excellent thriller; a beautiful and cunning woman, a susceptible admirer, a meticulous investigator, huge amounts of money, and more. Features plenty of plot twists. For more info, visit www.consumedthebook.com

Crash Course in Family History by Paul Larsen is an easy step-by-step illustrated guidebook and comprehensive resource directory. It is also an indispensable guide to tracing your own family roots and stories. Includes great tips and tools to guide beginners and empower experts. Previews of key websites. Top 10 websites to search. For more information, visit www.EasyFamilyHistory.com

Second Best by Charmaine Pauls is the story of juvenile delinquent Molly van Aswegen who has survived the horrors of an industrial school and grows into a tough and troubled woman who has sworn never to love anyone. When Malcolm McLeod, rebel journalist and soldier, comes home from war to save Molly, he starts fighting a different war altogether, the battle for their souls. It is a tender story about the scars of the human soul, and the road that leads to healing. For more info, visit www.chamainepauls.com

Lucy's Magical Five Leaf Clover by AJ Grace tells the story of Lucy whose birthday is coming up, and she wants to make a very special wish. In order for her wish to come true, she must find a magical five leaf clover. On her trips to the meadows she encounters a leprechaun. Lucy's new friend helps her on her journey. For more info, visit www.agepublishinggroup.com

Golden Quest by John Warner is a story about British journalist Raymond Barton who arrives in Germany in 1990 to cover German reunification. Unsuspecting, he is caught in a murderous intrigue to recover a cache of Nazi gold. For more info, visit www.iltynproductions.com

25 Tested Marketing Tips for Self-Published Authors by Harriet Hodgson

When you finished your book, chances are you thought the hard work was done. You had an idea, planned the book, and wrote it. In truth, the real work of book publishing is just beginning. Self-published authors are in charge of their own marketing, a daunting task to say the least. Where do you begin? How can you continue to market your book?

I've been published by royalty publishers and Print-on-Demand (POD) publishers. What's more, I have worked with large book marketing companies. Some marketing ideas didn't work, and others worked better than I thought they would. If you're a self-published author you need to create a marketing plan and work your way through it. These tips will get you started.

Create a flyer that describes your book. Be sure to tell readers how and where they can find it.

Large conferences usually have their own book stores for attendees. Arrange for your book to be sold in conference stores.

Always have a book with you. This way, when someone asks about your book, you can show them a sample.

Send press releases to local radio/television stations. Include a sample copy of your book with each release.

Create and maintain a website that supports your book. Your website should have a heading that tells what you write.

Offer free handouts and podcast links and website visitors.

Create a blog and/or become a guest blogger.

Get on blog talk radio.

Ask friends to write Internet reviews.

Speak to local book clubs. Your talk should be an extension of your book, not a commercial for it.

Get a graphic designer to create a bookmark that advertises your book and give them out whenever you can.

Use article marketing to get the word out about your book.

Speak to local churches and service organizations.

Add a Kindle edition of your book.

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Email a notice to your alumni office, along with the cover of your book.

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Autograph books and affix "Autographed Copy" stickers to the covers.

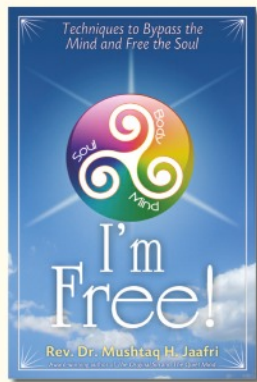
Write and distribute a brochure about your book.

Give away books, one of the cheapest forms of advertising.

Many of these ideas cost money and you will have to decide how much you're willing to spend on marketing.

Start with the cheapest ideas first and see if they spark sales. Keep in mind that there's often a lag time between when someone hears about your book and when they actually buy it. Book marketing is a daily job and you have to keep at it. Along the way, you'll meet interesting people, interesting self-published authors, and learn about the book marketing world. You're in good company!

Harriet Hodgson has been a freelance author for 36+ years and is the author of 33 published books. Her latest releases are "Help! I'm Raising My Grandkids" and "Happy Again! Your New and Meaningful Life after Loss."



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Learn How To Market Online Like The Pros!

Marketing Your Book Offline

by Adam R Jackson

Most authors today recognize the benefits of using social media to raise their profile and promote their books. In fact readers expect you to have a Facebook fan page, tweet regularly, email newsletters, blog, guest blog, have a webpage and, oh yes, write more books.

Whilst having a social media presence is important do not forget the benefits of getting out there and meeting potential readers in person. There are huge opportunities to do this if you are prepared to do a bit of ground work and market your event.

Here are some ideas to get you started:

Run a workshop at your local library - this could be a reading or you might suggest some other type of event related to the content of your book, for example if your book is set in Victorian times you might give a presentation about an aspect of Victorian life. You could choose to do something practical, perhaps making a Victorian styled hat; this will engage potential readers and raise awareness of you and your books.

Run a workshop at the local school - if you have written a children's book then consider offering to run an activity at a school. Perhaps the children could act out a scene from your book, or maybe you could run a

session on writing a short story. You could even collate the stories and self-publish them for the children, or their parents, to purchase.

Do a book signing at your local bookshop - as a local author your bookshop will be only too happy to accommodate you. Do some marketing to ensure the event is a success; also consider offering "something extra" to those who come along and buy a book.

Be interviewed on local radio - local celebrities who are happy to talk about their work, their book and their interests appeal to local listeners.

Be a guest speaker for a local group - if you can talk with enthusiasm about a subject related to your book - perhaps the topic itself, the location, or some character trait then there will be many groups happy to have you as a speaker. You may even get paid! In any case you can take along copies of your book to sell.

Now you will have noticed that these ideas are local (to you), that's because the very fact you are a local writer makes you interesting. However, run a great event and your new fans will recommend you to other groups, bookshops and schools outside of your local area. Before you know it you will be in demand and, if you are in demand, your book will be in demand.

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Adam Jackson has written books on writing and self-publishing. He blogs regularly on being a productive writer at <http://writepublishsell.blogspot.co.uk/>

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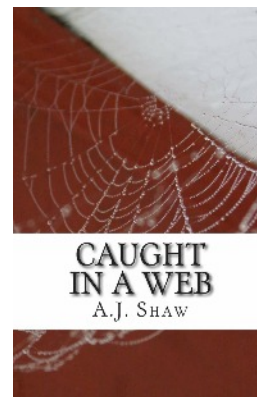
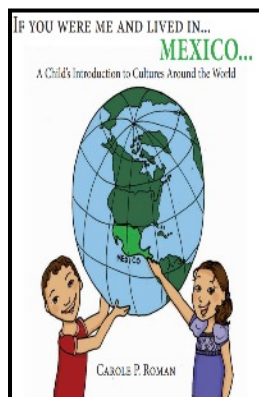
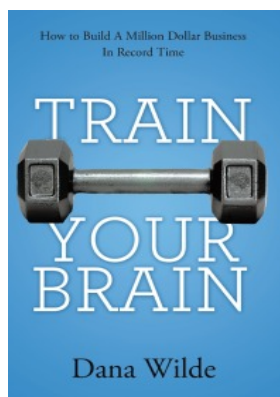
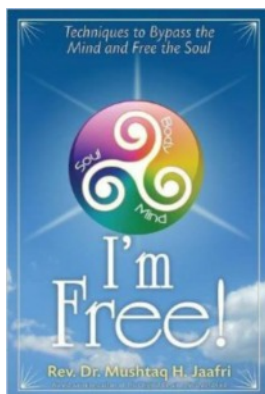
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