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Book Dealers World

National Association of Book Entrepreneurs



Donna Seebo, award winning author of "God's Kiss" and her latest book just released, "The Magic Hat." Read about her inspiring story on page 3 in the Publisher's Profile.

NABE
Summer & Fall
2015 Pinnacle
Book Achievement
Award Winners

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Dear Friends,

The new year is upon us and hopefully, it will be one of peace, hope, prosperity and love for all the people of the world. Being informed is our way of making a difference and it starts in our own communities. Let's bring back the real values and the American dream of safety, prosperity and hope for all of our residents.

This issue of **BDW** spotlights both the Summer and Fall 2015 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Check out pages 20, 22-23 and 28 for a list of the award winning books. As I have often said, independently published books have come a long way since I started this business over 35 years old and they are some of the finest books being published today. Check out some of our winning books and authors.

In this issue of **BDW**, Lisa M. Umina tells us, "You Won An Award: 10 Things To Do Now," Karen E. Williams reveals "10 Strategies To Market Your Book Online," Sandra N. Peoples shows "What Celebrities Can Teach Us About Book Promotion," and Bette Daoust, Ph.D. unveils "How to Capitalize on Your Writing Career with Press Releases." There is a Publisher Profile on Donna Seebo, author of "The Magic Hat," 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 Winter and enjoy all your favorite indoor and outdoor activities, including curling up with a good book.

Al Galasso, NABE

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**National Association Of
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PUBLISHER'S PROFILE

Donna Seebo Author of *The Magic Hat* *God's Kiss*

When Donna Seebo was a sophomore in high school, a teacher in a creative writing class said to her, "Donna, if you write as you speak, you will be a wonderful writer."

Those prophetic words have come true. Her children's book series started with a story she wrote to friends as a Christmas gift enclosed inside a holiday card because she had no money to buy them gifts. The response was enthusiastic and 20 years after the first story, "God's Kiss" was written with the enchanting artwork of Ed Gedrose gracing the pages. It was the beginning of a new career for Donna.

"God's Kiss" won many awards including a Pinnacle Book Achievement Award and Donna marketed her book all across the country. She joined Al Galasso at many of the NABE Book Showcase Exhibits. Thanks to all of her active marketing efforts Donna sold thousands of her first title.

Other publications evolved because of her dedicated work in the arenas of paranormal, psychic and mind subjects. She wrote magazine columns and offered her books in audio formats as well.

This year Donna is launching her latest children's book project, "The Magic Hat."



*Donna Seebo with Ingrid Crawford
and Al Galasso at the 2015 California
Library Assn. Show in Pasadena.*

It is now available as an e-book and will soon be available in printed format. "The Magic Hat" is about miracles of love, imagination and faith. Everyone who reads the story is moved to tears and then to joy as the story of love's magic weaves itself into one heart and mind. Just like her first book, it features beautiful illustrations.

Besides being a prolific author, Donna is also a radio broadcaster. In 1979 Donna was asked to do a television appearance in Hayward, California for a local talk show. The host was amazed at how comfortable Donna was in front of the camera. The program was very successful and the telephone lines were buzzing.

Passion for broadcasting only increased with the years of on-air experience. During the 1980's and 1990's Donna had her own programing both on TV and radio. Her successes just kept expanding. Many broadcasting professionals encouraged her to develop her own show format.

In April 2001, "The Donna Seebo Show" started on KLAY 1180 AM. A five day a week program, the theme was totally oriented to empowering people in their daily lives and featured many prominent guests including Mark Victor Hanson, creator of "Chicken Soup for the Soul."

In October 2004, a second daily program started on KKNW AM in Seattle and it was streamed live on the internet. By 2006 Donna went exclusively to Internet Radio on www.BBSRadio.com

"The Donna Seebo Show" is now part of a new radio network, Delphi Vision Broadcasting. Currently heard in the U.S. and more than 43 countries worldwide, listeners can hear the show live or download previous shows whenever they want to.

For more information on Donna's books and radio offerings, please visit her on the web at <http://www.delphiinternational.com> She interviews fascinating authors on her show every day and is always looking for new guests who fit into her upbeat radio format.

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

Our NABE BOOK SHOWCASE EXHIBITS are bright, well-decorated, and colorful. We offer drawings, free gifts and giveaways to increase booth traffic. A few years ago, a publisher who had placed her book in 3 different combined exhibits in the same show, told us that after visiting the other two places, she couldn't believe all the buyers and the activity that was taking place at the NABE Booth. Authors are encouraged to make an appearance at shows if they wish. Even if you cannot attend any of the shows, you can be assured your book will be shown to all potential buyers. We are unlike any exhibiting service you have ever used. This is our **34th successful year of showcasing books**, experience you can count on!

◆◆◆◆◆ **Oregon Library Assn Show** Bend, Oregon April 20-22, 2016

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

◆◆◆◆◆ **Seattle Gift Show** Seattle, Washington August 13-16 2016

Showcase your book or product to gift buyers from all over the Northwest, as well as to greeting card shops, bookstores, hospital gift shops, department stores, specialty shops, travel venues and more. The gift industry buys a wide variety of interesting gift books, children's titles, cookbooks, humor, gardening, travel & leisure, sports, health, poetry, inspiration and more.

◆◆◆◆◆ **Pacific NW Booksellers Show** Tacoma, Washington Sept. 30 - Oct. 2 2016

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

◆◆◆◆◆ **California Book Trade Show** South San Francisco, California October 2016

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....

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

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

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

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

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Rod Collins

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

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

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

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

Bryan Heathman

When you write a book, getting book distribution is a major component of publishing success. Getting the widest distribution possible for your book should be your main goal. Once you've gone to the trouble of writing your best ideas and publishing them, you'll want as many people as possible to engage with you.

As a publisher, a number of the authors I coach come to me with many misconceptions about book distribution. They think that all they need to do is publish their book on Amazon Kindle, and they'll have a best seller on their hands.

In reality, Amazon represents a fraction of the book market. Of the scores of methods for distributing your work, online retail is just one of them. Likewise, there are many money-making derivatives for your work. eBook sales comprise only a fraction of the revenue you can make when you publish intelligently.

Having a publisher on your side will help you navigate the maze of details involved in getting your book to market. A good assisted self-publishing company will have access to hard numbers you may not even have considered before as an author. They will also have inside connections you just can't leverage any other way.

Shhhh! Libraries Are Publishing's Best Kept Secret

When you publish your book, one of the best ways to ensure that you have a captive audience is to distribute your book through the public library system and a network of corporate libraries. For you as an author, this could mean having a printed volume of your manuscript available in every town and city in the country. There's nothing sweeter than that sweet "Shhh" of success when you show up for your book signings.

Libraries procure huge quantities of books all the time. Why not yours? To get started, first you'll need to understand how they buy and what influences them to make those buying decisions. Once you know this, you can sell untold volumes of your book (pun intended - sorry).

The reality of this distribution tactic depends on how popular your book is to start. Unless you have a team of sales people promoting your book to libraries through their own catalog, your book would need to be immensely popular in order to shout above the noise of the overcrowded book marketplace.

On the other hand, having a sales team promoting for you is not some pipe dream, as many might expect. For the authors I work with, it's a reality.

Just about everyone agrees that library distribution sounds like a great idea. But how do you actually make it happen? For the answer, let's take a quick look at how today's libraries came by their current circulation system.

How To Get Your Book Into Libraries

At one time, Andrew Carnegie was the richest man in history. He made enormous gobs of money in the steel industry, and he became famous as a philanthropist. In fact, he spent the first half of his life making money and the second half giving it all away.

Carnegie was influential in promoting lending libraries throughout the U.S. The story goes that he would approach cities and towns, Chambers of Commerce and local fraternal organizations with an offer to help them build a library. He would put up half the money for the library if the townspeople would come up with the other half through taxes or other fundraising. This meant a boom to the existing library system, and the result is what we see today throughout the U.S.

To put books into the branches, committees discuss the topics and authors that people want to read most. The library commission meets regularly, usually annually, to decide generally what should go into the library. Libraries can order books for their patrons, and they often keep track of the most requested books.

There is also an inter-library lending system. If you order a book from your local library in Seattle, your cherished volume may come to you from as far away as Boise, Idaho. The Internet has changed much about the way libraries work, including speed, but the lending concept remains the same.

Each library has a procurement officer who decides which books to buy to put on the shelves locally. If there's enough demand for a book and they have the budget, they will buy it.

On the other side of this equation, publishing companies have teams of sales people who meet with the book buyers at libraries and library conventions, convincing them to order the books in their catalogs.

Many libraries will only work with a restricted number of catalogs. This means if you're a lone wolf trying to get your foot in the door at your local branch, you may have a bit of a hurdle to get over. The place to start is the procurement office at district headquarters.

One author created a musical stage play for children to promote his children's book, complete with 5 actors and dancers. The author took his troupe on the road to local bookstores, libraries and schools to perform a live musical depicting characters from his book "The Kid with the Red Juice Mustache." Parents of children attending the show lined-up to buy his book, as did the librarians hosting his events.

Having a publishing house do the ground work for you is ultimately the easiest option for increasing your book's distribution. This is true not just for getting your book into libraries, but getting it into the scores of other outlets clamoring for new books to loan or sell.

Next, you'll want to get access to more strategic insights from Bryan Heathman. Bryan is known as a rainmaker and marketer by some of the world's most successful thought leaders. He is President and Publisher of Made for Success, and he's been featured in the Wall Street Journal, Inc. Magazine, NBC News and Sirius XM Radio.

As a compelling speaker, Bryan has addressed enthusiastic audiences at the National Speakers Association, American Marketing Association and the Direct Marketing Association. As a publisher and consultant, he has worked with bestselling authors such as Zig Ziglar, Donald Trump and John C. Maxwell.

Become a select member of Made For Success, and receive free weekly gems from Bryan on the topics of Publishing, Marketing and Leadership, visit <http://MadeForSuccess.com>

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How To Build a Million Dollar Business in Record Time

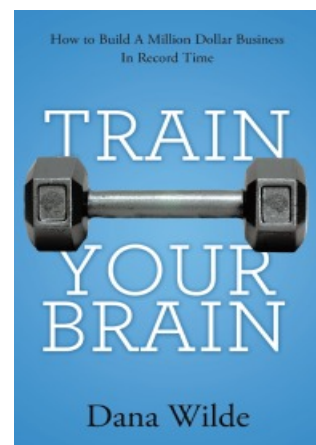
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Train Your Brain is the ultimate business guide for entrepreneurs. Dana Wilde teaches the mindset secrets she discovered when she built two businesses to reach over a million dollars in less than 19 months each. Dana's simple strategies not only allow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

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

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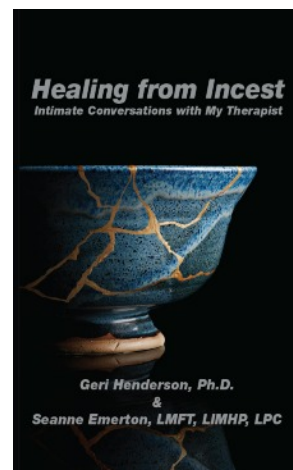
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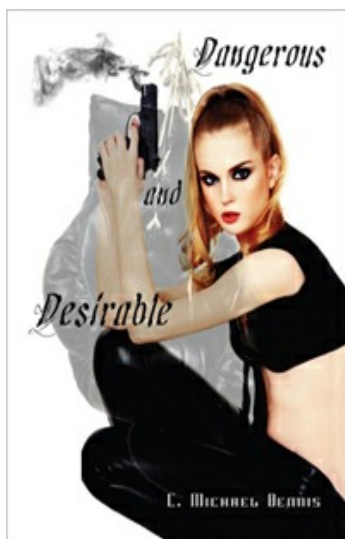
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"Healing from Incest" tells the journey of a victim-turned-survivor, working with her therapist to find healing. Readers are pulled into the therapeutic process as Henderson relates her conversations and feelings as a victim of child abuse and Emerton interprets those feelings and describes interventions. For those who recognize this as their own story, this frank and genuine narrative will be reassuring in its descriptions of one woman's journey toward hope and healing.

Retail: \$14.95, Sample: \$11.25 ppd.
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Dangerous and Desirable

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

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

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

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Everybody's Little Book of Everyday Prayers

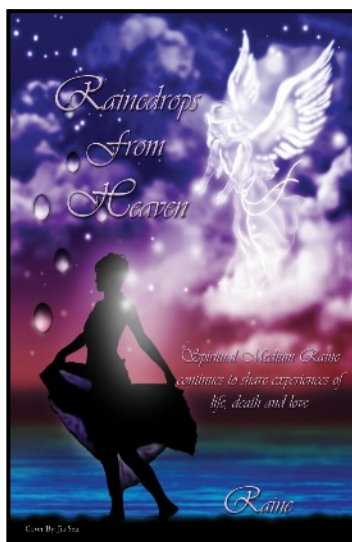
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People are often at a loss to find the right words to say in prayer. Whether you're a believer but unchurched or are a devout member of a religion, if you wish to expand your home worship, finding the right words to say to God can be a problematic issue. The prayers in *Everybody's Little Book of Everyday Prayers* are nonsectarian-suited for Protestants, Jews, and Catholics, as well as unaffiliated deists who believe in God but not in organized religion. They cover a raft of occasions on which individuals or families may wish to say a prayer. If prayer is an integral part of your life, or you would like it to be, you'll find the help you want in *Everybody's Little Book of Everyday Prayers*.

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

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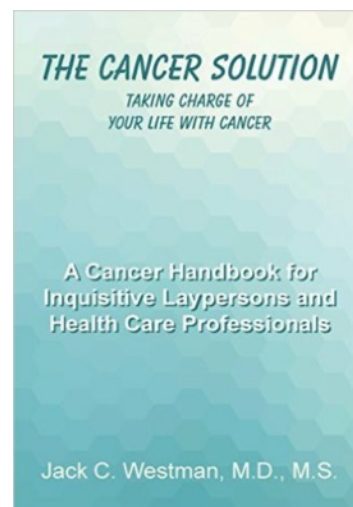
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Web: <http://www.thecancersolution.net>

"The Cancer Solution" is a cancer handbook for both patients and health care professionals. It features promising nutritional and life style strategies and techniques for complementing conventional cancer treatment by strengthening the body's immune system. It empowers patients to take control of their lives and to advocate for improving cancer research and treatment.

Retail: \$20.00, Sample: \$20.00 ppd.

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Witches Protection Program

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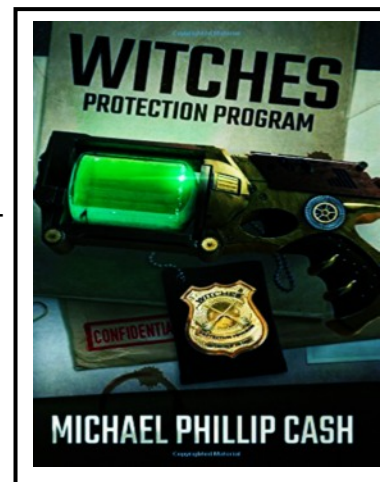
E-Mail: cnbbook@gmail.com

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

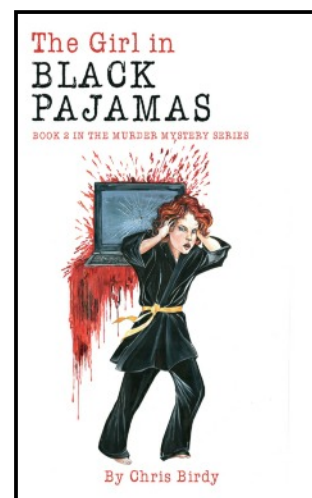
E-Mail: chrisbirdy9@gmail.com

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.

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

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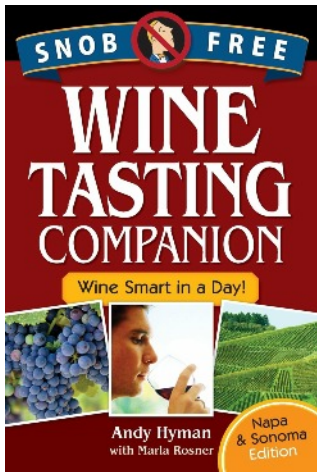
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Web: <http://www.snobfreewinetasting.com>



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.

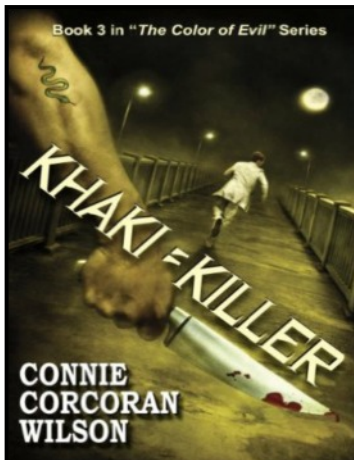
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Khaki=Killer

Connie Corcoran Wilson, Quad City Press, 2127 3rd St.B, East Moline, IL 61244

Telephone: 309-755-4350 E-Mail: Einnoc10@aol.com

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



"Khaki=Killer," the 3rd book in THE COLOR OF EVIL series, was named one of 2015's Best Thrillers by "Shelf Unbound" magazine. Said Living Legend William F. Nolan: "Khaki=Killer" more than gets the job done in holding a reader's attention from front page to last. I advise you to grab a copy for yourself and one for the teenager in your family. Trust me, you won't be sorry."

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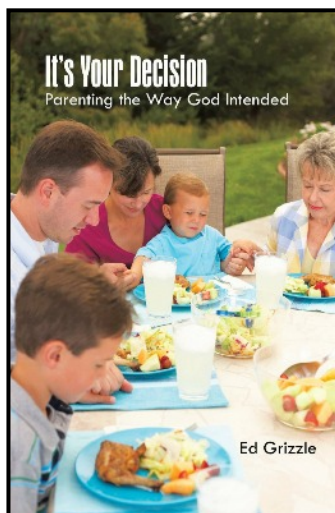
It's Your Decision:

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.

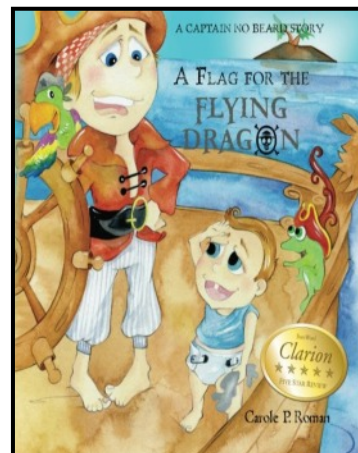
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A Flag For the Flying Dragon

A Capt. No Beard Story

Carole P Roman, Red Feather Publishing
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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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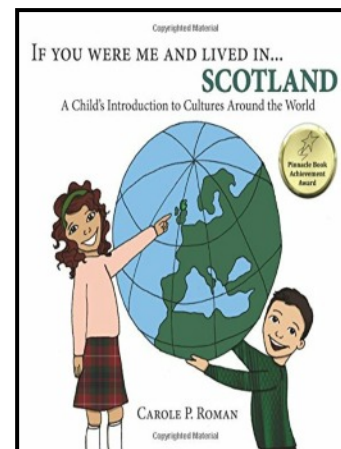
If You Were Me and Lived In... Scotland

A Child's Introduction to Cultures Around the World

Carole P Roman, Red Feather Publishing
1211 Stewart Avenue Suite 104, Bethpage, NY 11714
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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 cloodie. 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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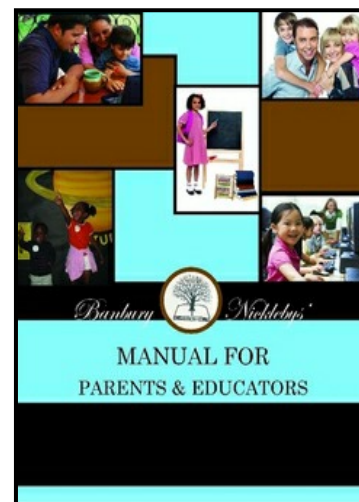
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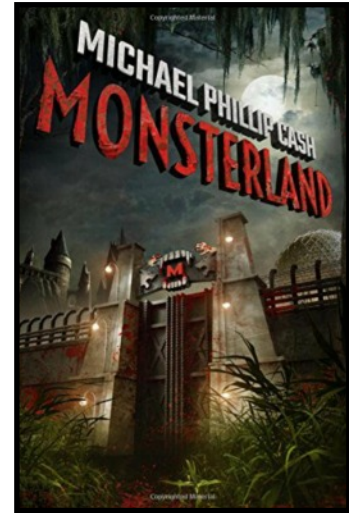
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Monsterland

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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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Steve Blacker, 132 Scott Drive West, Westhampton, NY 11977
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Shot Down:

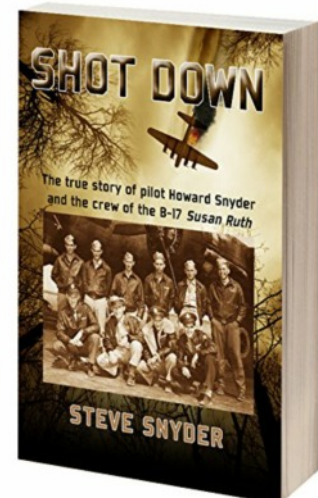
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Steve Snyder, Sea Breeze Publishing LLC, 601 Sea Breeze Dr,
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E-Mail: Steve@SteveSnyderauthor.com Web: <http://SteveSnyderAuthor.com>

Winner of 15 national book awards, SHOT DOWN is set within the framework of World War II in Europe and recounts the dramatic experiences of each member of a B-17 bomber crew after their plane, piloted by the author's father, was knocked out of the sky by German fighters over Belgium and the efforts of courageous Belgian people who risked their lives to help them.

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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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What Celebrities Can Teach Us About Book Promotion *by Sandra N. Peoples*

When a celebrity becomes an author, it seems as if the whole world knows about it because their book promotion team works hard to make that happen, right.

So why doesn't the whole world know about our books as self-published authors?

One big thing that I have noticed about celebrities is that everything they do, their fans (and even those of us who could care less) know about it. And it seems as if the whole world shows up in droves in order to show their support of the endeavor.

Authors are celebrities, but the vast majority of us have not embraced that fact just yet because many of us just don't see ourselves as such.

If we did, we would understand the importance of having a book promotion team, a glamour team, a publicist, and so on and so forth,

Notice I said team. You have to learn how to delegate in the areas where you are not the strongest, or those areas that are going to take too much of your time away from writing. (That's what authors do is write, right?)

A book promotion team can help us to get the word out about our books much faster than we can doing everything alone.

We need book bloggers because their job is to blog about books, and the more blogs our books appear on, the better our chances are of having our books purchased.

Our glamour team can make sure that we look good for any photo opportunities that may arise. You know what they say, you never get a second chance to make a first impression.

Our publicist can make sure that the newspapers and magazines know who we are and when we will be in town signing books, or when we will be having our next big event, and so on and so forth. They work hard to publicize us so that people know why they should take notice of us.

If we really understood the celebrity status we possess as being authors, we would really start to treat our book promotion as an integral part of our career.

Celebrities go all out. They happen to show up where they know cameras and other influential people will be so that they stay in the forefront of the lives of their loyal fans and followers. They constantly tweet about their contests and update their statuses (well, it's probably someone they have paid to do it, but, you catch my drift).

We like and share their statuses, we follow them, we retweet them. Why? Because they are someone who we admire, right?

As authors, all of our teams working together should make us someone whom our readers admire. Someone that our readers want to retweet and follow and be wherever we are.

So, I want you to take a look at what you are doing to promote your book. Are you seriously taking your career as an author as seriously as you should? Be honest. Most of you, the vast majority of you, are not. Don't feel bad. I said the vast majority (myself included).

Start to take your own writing career seriously. Build your team of people who are going to work to make you stand out so that you too can become a household name.

Start embracing your celebrity.

Sandra N. Peoples is an award-winning, bestselling Author and Publishing Coach who is known for her easy to follow publishing tutorials on Kindle Book Formatting and designing simple book covers in GIMP. She is a specialist in making the process of becoming your own publisher and building a business around books relatively easy.

Download Sandra's free book, "13 Ways To Rocket Your Book Sales" from her website at <http://www.sandranpeoples.com>

The Big Event

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April 12-14: London Book Fair, London, United Kingdom, E-mail: lbf.helpline@reedexpo.co.uk

April 20-22: Oregon Library Assn. Show, Bend, Oregon, NABE Book Showcase, 541-942-7455

MAY

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June 23-28: American Library Assn. Conference, Orlando, Florida, Tel: 312-944-6780.

AUGUST

August 13-18: Seattle Gift Show, Seattle, Washington, NABE Book Showcase, 541-942-7455.

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For Writers, Persistence Counts As Much As Talent *by Harriet Hodgson*

I've been a freelancer for 37 years. Along the way, I've learned many things, including the value of persistence. Personally, I think persistence is important as talent. Without persistence, a manuscript is never started. Without persistence, a manuscript cannot be revised. Without persistence, the right publisher for the manuscript is never found. Without persistence, books are unsold.

Writers have many challenges--rejects, lost paragraphs and pages, and in some instances, cranky editors. Yet authors have to keep at it and we do. Sure, I've had times when I wanted to give up, but I didn't. Instead, I chose to believe in myself and my work. Looking back, I think I learned persistence from my father. If something didn't work he tried again. If that didn't work he tried again, until he found a solution.

Persistence doesn't happen over night; it develops slowly and with life experience. The Merriam-Webster Online Dictionary defines persistence as "the quality that allows someone to continue trying to do something even though it is difficult." With persistence, the dream of holding a book in my hand becomes a reality. What are the pluses of persistence?

Persistence makes us focus on goals. We realize that we won't reach a goal unless we keep working at it. The path may be winding, and detours distract us, but we keep trying to move forward.

Persistence leads to new ideas. I just sent a manuscript to the publishing company owner. She read it and said I would receive a book contract if I followed her recommendations. When I saw the two-page list I groaned. After I revised the manuscript I realized her ideas made the book better.

Persistence connects us with publishing experts. Working with the owner of the publishing company has been an ongoing college course. She is a marketing whiz and thoughtful mentor--two things I appreciate. Without her expertise I wouldn't survive the changes in the publishing industry.

Persistence gives us the energy to try again. Revisions are hard, yet once we get into a project, we have renewed interest in it. Truth be told, I enjoyed revising my

manuscript and realized my groans were unnecessary. My publisher and I have the same goal--a quality product.

Persistence leads us to new projects and people. I give talks and workshops related to the books I write. These experiences have connected me with people I wouldn't ordinarily meet and led to new book ideas. After giving a recent talk, and audience member declared, "That's your next book!" She may be right.

I'm a grandmother and, despite decades of living, am still working on persistence. In 2007 my husband's aorta dissected and he had three emergency operations. During the last one he suffered a spinal stroke that paralyzed his legs. At that moment I became his caregiver. So now I have two occupations, family caregiver and freelance writer.

Some friends told me I would have to give up writing to be a caregiver. Why would I stop doing what I love? Persistence has helped me face new challenges and write new books. I'm grateful for the persistence I learned from my father. Hard as writing can be, I am glad to have joyful work and continue to work on persistence.

Harriet Hodgson is the author of thousands of articles and 35 books. Her latest releases are *Happy Again! Your New and Meaningful Life After Loss*, *The Family Caregiver's Guide*, and *Affirmations for Family Caregivers*. Please visit her website and learn more about this busy author, grandmother, and caregiver. Go to <http://www.harriethodgson.com>

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<http://www.johnsheirer.com>

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by Leaps and Bounds

David Grossman, ABC, APR

<http://www.yourthoughtpartner.com/book>

CHILDREN'S INSPIRATIONAL

Ostynn The Ostrich and
the Fantasy of Flight

Kermit Weeks

<https://www.fantasyofflight.com>

Xs and Os for Gabby Ann

Petrell Marie Ozbay

<https://www.mascotbooks.com>

CHILDREN'S BILINGUAL

Are You Eating My Lunch?

Dr. Nicole Audet

<http://www.DrNicolebook.com>

CHILDREN'S INTEREST

If You Were Me and

Lived in Greece

Carole P Roman

<http://www.caroleproman.com>

The Great Carp Escape

Irish Beth Maddock

<http://www.irishbethmaddock.com>

<http://www.irishbethmaddock.com>

B: The Tale of the Halloween Cat

E-Book

D.L. Luke

<http://www.bhallowecatbook.com>

A Flag For the Flying Dragon:

A Capt. No Beard Story

Carole P Roman

<http://www.caroleproman.com>

CHILDREN'S PICTURE BOOK

Larry the Lonely

Emlyn Chand

<http://www.EvolvedPub.com>

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Visiting Your Ancestral Town

Carolyn Schott

<http://carolynschott.com>

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Evil Within Yourself

Bill Hiatt

<http://billhiatt.com/>

FICTION

Carry Me Away

Robb Grindstaff

<http://www.EvolvedPub.com>

Amina: The Silent One

Fiza Pathan

<http://www.fizapathan.com>

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<http://www.thepraetorian.info>

JUVENILE FICTION

Nola The Nurse Remembers

Hurricane Katrina

Dr. Scharmaine L. Baker, NP

<http://www.NolatheNurse.com>

The Outside: A Minecraft Novel
Jason Hewitt and Victoria Hewitt

<http://www.hewittauthors.com>

MYSTERY

The Girl in Red Pajamas

Chris Birdy

<http://www.chrisbirdy.com>

The Deception (Book 3
of the Never Alone Series)

Doug Dorsey

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Mali Mann, MD

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***Awards Continued on
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Emily Lemole
<https://www.outskirtspress.com/HowToTameaMonster>

Drake
Lee Porter
<http://www.drakethedragon.com>

When Fred the Snake Got
Squished and Mended
Peter B Cotton
<http://www.petercottontales.com>

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La Llorona The Weeping Woman
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Bridges of Paris
Michael Saint James
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Lived in China
Carole P Roman
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Family Changes: Explaining
Divorce to Children
Azmaira H. Maker, Ph.D.
<http://www.aspiringfamilies.com>

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Gollywood, Here I Come!
Terry John Barto
<http://gollywoodhereicome.com>

Luna's Lost Ball
RA Milnes II
<http://www.shilohandfriends.com>

If You Were Me and
Lived in Kenya
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Carol Margaret Tetlow
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Blind Spots
Patrick Garry
<http://patrickgarry.com/books/blind-spots/>

GENERAL INTEREST

Yield For Oncoming Greatness:
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Paint Program!
Gloria Beltran
<http://www.gotpaint.net>
<http://www.gotpaint.net>

INSPIRATIONAL

Live The Life of Your Dreams:
33 Tips For Inspired Living
Laura Ponticello
<http://www.divinephoenixbooks.com>

JUVENILE FICTION

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<http://www.drnicolebook.com>

Explaining Obamacare For Kids:
The Legend of Montooth
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Robert Jay
<http://www.montoothbooks.com>

Maxzyne and the Mannequins
Written by Caroline Lee
Illustrated by Jonathan Wolfe
<http://www.maxzyne.com>

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The Deception (Book 3 of the
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PJ Webb

scoweb55@gmail.com

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10 Strategies to Market Your Book Online

by Karen E Williams

There must be 101 ways to market your business book, and you don't have to wait until you've finished it to start. Actually the earlier you begin to promote your book and tell people about it, the more motivated you will be to actually finish it!

There are too many people who wait until their publish date before they do any marketing. Then they wonder why they don't have the right strategies in place to sell their book, and struggle to use it as an effective marketing tool to generate more clients and get more business.

If you don't have an effective sales funnel in place, if you do sell your book, it won't lead anywhere.

If you don't have a community of people waiting for your book, then no-one is going to know that it exists.

If you just let it sit on Amazon and hope, then writing it will simply be a waste of your time.

Let me give you an overview of some of the online strategies that you can take at various stages of your book's launch to market it online.

Book pre-launch

1. Tell people you are writing your book before you've even started. In the online world, this will probably be via social media or your newsletter list. There's nothing like someone asking you how your book is going to get you focused.

It's also a great way to tell people how you're getting on and get feedback from those who are interested in your business topic.

2. Get input from those you tell. Do a survey or find people to interview to get clear about what they want from your book. Some of my clients have found this to be a great way to build their community and reach more people than they may have done without the promise of a book.

3. When you're clear on your message and what you're sharing, use social media to share snippets and nuggets from your book and your blog to give some of the key messages. Canva is a great tool to create graphics to promote your book. Just make sure you include your web address with any of your tips.

4. It goes without saying (but I'll say it anyway!) that the message on your website needs to be congruent with the message in your book. But it's also about building a community of people who love what you have to say. Make sure you have an effective lead magnet on your website that enables you to create a list of people interested in your services and your forthcoming book. This will help you to find people who are ready to buy from you. Ideally this lead magnet feeds into your book, thus creating a demand, or you could give away a chapter or two of your book, just like some of my clients.

5. Pre-sell your book via a squeeze-page on your website. If you're worried about generating income whilst writing the book, want to fund publishing, or want to create an immediate buzz, then sell your book now. This is a great way to bring in some income and it certainly gives you the incentive to get it finished.

Book launch

6. Once you've published your book, having an Amazon launch is a great way to create a frenzy. There are simple tricks that will help you to have the perfect launch.

The secret is to get lots of people helping you to promote it on a particular day and give away great bonuses when people sign up. My first book reached #1 on Amazon by using the particular method that I share with my clients.

7. Even if you don't do a full Amazon launch, you can tell your list how they can buy your book and a webinar is a great way to get people interested in your message. Sharing some of the key messages, stories and details will help them to buy into what you have to say.

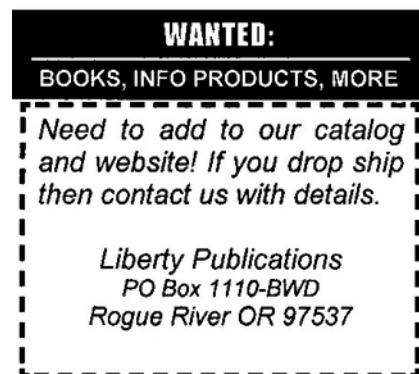
8. Get some great online PR for your book. You can guest blog for complementary business owners, write an article for an online magazine, or share your story with the Huffington Post.

9. Who else do you know who can help you? Ask people or magazines to review your book for you and share with their readers, and also remember to request that people share these reviews on Amazon.

Book post-launch

10. The online marketing for your book is not finished once you've launched it. You can continue doing some of the strategies above and ongoing promotion might include webinars, interviews, podcasts, videos or masterclasses, commenting on forums where you can share your expertise, continuing to give great content to your list, and working with joint venture partners to get your message out to more people.

Karen Williams helps experts to write a book that grows their business, raises their credibility and attracts higher-paying clients. She is the author of *Your Book is the Hook*, *How to Stand Out in Your Business* and the Amazon #1 bestseller *The Secrets of Successful Coaches*. Download Karen's free *How to Write a Book Checklist* at this URL <http://www.yourbookisthehook.com/book-checklist>



BOOK DEALERS DIARY

Michael and the Ice Princess by Mary Mendenhall tells the story of the forgotten princess of a crumbling kingdom and the wounded craftsman, Michael, two people whose lives intertwine in a romance of discovery. Written to engage and inspire, the novel is intended for anyone interested in folk tales, mystical spirituality or literary romance. For more information, visit www.marymendenhalletec.net

Wine Tasting Companion: Wine Smart in a Day by Andy Hyman de-mystifies the vocabulary and seemingly inscrutable rituals of wine appreciation. At last, someone who writes like the rest of us talk! Among other things, you'll quickly find out: how to get the most out of a wine tasting experience, what to expect and ask for in wineries, how wine gets from vine to bottle, how to understand what a wine label can tell you, and much more. For more info, visit www.snobfreewinetasting.com

Awakening To Me by Kerri Hummingbird Lawnsby is a work of naked truth about Kerri Hummingbird Lawnsby's struggles with borderline personality disorder, recovering from divorce after a 20 year marriage, and seeking love from outside herself. The story documents how alternative healing methods and mindfulness practices led to an amazing transformation. For more info, visit www.kerrihummingbird.com

Good Posture Made Easy: Look and Feel Your Best For Life by Carrie Mayes, BS, MA, DC is an illustrated, easy-to-read guide that will help anyone who works/plays at the computer, sits, drives, sleeps or stands, to ensure that their daily activities are supporting their health and well being. During 14 years in private practice, Dr. Mayes has also taught youth and adult workshops on posture and performed ergonomic consultations for computer work stations in businesses. For more info on her book and services, visit www.goodposturemadeeasy.com

Manifesting 123 and You Don't Need 3 by Ken Elliott is a delightful book about manifesting things, filled with down to earth common sense. In a humorous vein, Ken reveals easy techniques that have produced extraordinary results. For more info, visit www.manifesting123.com

Priorities: Understanding the Difference Between Wants and Needs by Elizabeth Stuart-Grimes shows readers how to get back to basics while still progressing forward. Learn about empathy and sympathy, how to co-exist with other's beliefs, and how to see personal challenges as a plus. For more info, visit on the web at www.Stuart-Grimes.com

The Sum of His Worth by Ron Argo is a novel about a prize-winning author who returns to his Alabama childhood in 1958. It is a coming-of-age story of love, heroism and murder in the vein of *To Kill a Mockingbird*. Sonny Poe worries he'll start ninth grade without a girlfriend when in the midnight woods he witnesses the most violent of racial horrors, the gruesome lynching of a black boy. Terrified, he runs. But his life is now irrevocably changed. For more info, visit www.ronargo.com

The Grass in Greener Right Here by David Ault reveals the collective struggles and triumphs we face in partnering with self-love, honoring the emotions of loss, celebrating diversity, keeping curiosity alive and championing our personal reinvention. For more information, visit www.davidault.com

Blind Spots by Patrick Garry is a well written crime and courtroom drama. A mother and her three children are shot to death in their home. A suspect is placed in jail who first says he is innocent and then decides to confess to the murders. Full of plot twists and intrigue, it will keep you on the edge of your seat. For more info, visit <http://patrickgarry.com/books/blind-spots/>

Gollywood, Here I Come by Terry John Barto is a colorful children's story that taps into the pop culture trends of TV shows like "America's Got Talent," and the public's fascination with celebrities. It leaves young readers with the positive message that you can do anything if you work hard and never give up. For more info, visit <http://gollywoodherecome.com>

A Thinker's Daily Challenge by Ken Havelock masters the formula of making "learning fun!" Its inspiration and driving force is the popular old adage, "you learn something new every day." The volume follows a unique "daily format," covers geography, history, and the sciences. It features rebus and word finder puzzles, image identifications, short stories, questions presented in a number of formats, and many surprises! For more info, visit www.howlitepress.com

Perla Garcia and the Mystery of La Llorona, The Weeping Woman by Rodolfo Alvarado is the story of Perla Garcia and Valiente, her trusty side-kick. They have a new case! La Llorona, the weeping woman, is haunting the arroyo, the stream. She's chasing children and scaring them with her cries, but was it La Llorona or their imagination? This bilingual book series is for readers 6 and up. For more info, visit www.PerlaGarciaMysteries.com

What To Do With Your Stuff by Lois G. Tager details the aspects of storing, assigning, allocating, organizing, and even the disposing of your possessions. It will hopefully encourage the reader to avoid unnecessary conflicts through a process of thought provoking and early decision making. Problems with moving and downsizing are also addressed. For more info, visit www.whattodowithyourstuff.com

Perfectly Broken by Maegen Abel tells the story of Zane Tishler who has moved in with his brother after his nightmare divorce to find that he had taken in a "stray", a punk chick with a bad attitude. Liliosa Cortez found a place to start over in a city built for hiding. But, when her roommate's brother moved in, she pegged him for a pretty boy with plenty of baggage and major hostility toward women. For more info, visit www.foreverredpublishing.com

The Girl with Ten Names: My Escape from Laos to Freedom by Mary Albanese and Choua Lee is about a girl, who was forced to flee from her mountain village in Laos with her family in the aftermath of the Vietnam War. It is a story of courage, determination and their love that guided them through a dangerous time. For more info, visit www.MaryAlbanese.com

Live the Life of Your Dreams: 33 Tips for Inspired Living by Laura Ponticello is a collection of healing graces, healthy practices, and inspirational words to help readers on their path to empowerment as they explore achieving personal fulfillment. Real women have provided their personal stories of triumph, and acquired wisdom. For info, visit www.lauraponticello.com

Becoming Moon by Craig A Hart is the poignant coming-of-age story about a young man struggling to be himself amid pressure from a conservative family. Following his dream of becoming a writer, he turns away from everything he knows, and enters adulthood embittered, angry, and resentful. Info, www.craigahart.com

You Have Won an Award 10 Things to Do Now!

By Lisa M Umina

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

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

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

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

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

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

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

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

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

A. Local editor of the weekly town paper.

B. All the contacts in your email file

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

D. Post it on your website

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

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

4. Include the award in your online signature for email and your bio on every web page and account you have: Joan Jett, Author, Winner 2015 Best Author On the Planet.

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

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

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

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

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

10. Create a meme from the picture of you and the award. Visit <http://www.imgflip.com> and upload your photo and add a few words.


Share the picture everywhere on the web and include a link back to the press release and/or where they can buy your book.

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

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

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 - The ad is run free in three issues of **The Marketing Guys & Gals Marketsmart Newsletter**, which has 1000's of subscribers. Includes a link to the web page.
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Learn How To Market Online Like The Pros!

How to Capitalize on Your Writing Career With Press Releases *by Bette Daoust Ph.D.*

I want to do press releases for my new book's launch but I haven't any idea how to write an effective one. Can anyone help me with quick tips to make this happen so I don't tear my hair out?

Writing effective press releases is truly a skill! Not a lot of people do it right. Press releases are a dime a dozen, so to speak, and unless they stand out from the crowd, they are not likely to get noticed.

There are a few rules that need to be adhered to in order to use the proper format. These are not difficult. The biggest difficulty is getting your press release read and getting the right people to read it.

So let's look at what you can do to make this process very simple.

First, let's look at the formatting rules.

One inch margins. White space makes it easier to read your release.

Double spacing is the maximum but you can use 1.5 spacing. Once again this makes your release easy to read.

Make it short (one page is best). Although you can use two pages, the likelihood of the second page being read is negligible. Do not use abbreviations.

Proof read everything. If you have a grammatical error or spelling error, that fact will take over what you write and the delete key will be used quickly.

Use a catchy title and subtitle (the first five words are the key to catching attention.) Include contact information. Why send a release if you are not giving the reader the ability to connect with you for more information. Include phone, email, and other ways to contact you plus include the best times to be reached. Include pricing and availability of your book. Even if your book is only on Amazon, include that fact with the link to the book.

Use a quote out of your book. Find a quote that ties in with the release. Do not be random with your choice of quote. It needs to be poignant and relevant.

Prepare a media list for your release (be specific about who will get the release, not everyone wants to read it). Choose only connections that do book reviews!

Now, here are some simply ways to getting your press release read:

The goal of the first sentence is to have the second sentence read. It is that simple. If the person cannot get past your first sentence, then the rest of the release is not worth anything. Make your first sentence about the reader and how you can emotionally tie them into reading more.

The goal of the second sentence is to get them to read the third sentence. State your reader benefits, one sentence at a time, drawing in your reader. A press release is nothing more than another story with a twist. The twist is to create enough emotion to push the reader to read the next sentence.

Continue to do the same for the first paragraph. Writing five sentences in the opening paragraph with the goal of getting the reader to read the next sentence is crucial, however, the last sentence in the paragraph must drive the reader to read the next paragraph.

Add the details of your press release by infiltrating facts one emotion at a time. If you can't grab the reader, then your press release will be subject to the delete button.

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. Her companies include <http://www.PowerfulPublishingTips.com> and <http://www.BetteDaoust.com>

FALL 2015 PINNACLE BOOK ACHIEVEMENT AWARDS

SELF HELP

Awakening To Me: One Women's Journey to Self-Love
Kerri Hummingbird Lawnsby
<http://www.kerrihummingbird.com>

SUPERNATURAL FANTASY

E-Book

Part One: Prince of the Blood Transformation
PJ Webb
scoweb55@gmail.com

THRILLER

Broome Time Serenade:
Book 1: The Oz Files
Barry Metcalf
<http://www.EvolvedPub.com>

WOMEN'S INTEREST

Be Your Own Brand of Sexy
Susan L. Edelman, MD
<http://www.optionspress.com>
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Finding the Rainbow
Rachel McGrath
<http://www.rachelm McGrath.net>
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YOUNG ADULT

Dream Warriors: A Jerry Cola Novel
D. Robert Pease
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**See Page 7 for
Complete Details**



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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BOOKS

A love triangle traverses two alternate realities, amid crippling economic collapse. To save her future worlds, Elle Serrano must return to her beginning in the novel www.amongthegrackle.com

"The Praetorian and the Emperor's List" is a powerful novel set in ancient Rome that follows two young men who join the elite Praetorian Guard. www.thepraetorian.info

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>

YFOG explores the roots of socioeconomic issues in the U.S. and offers sensible solutions for a better America. Available on Amazon. www.yfog.us

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.lindabellorui.com/>

Seniors Fighting Crime! Laugh out loud as scrappy seniors give Lady Justice a helping hand in the six volume Lady Justice series. <http://booksbybob.com>

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Nancy M. Thurston's *Nautilus Silver Award Winner Big Topics at Midnight* excavates history-personal, familial, global-for the sake of cross-generational healing and transformation. <http://www.nancymthurston.com>

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Buck Jones new book, "Wait For the Thunder," covers the period from 1949 to 2012, capturing the essence of western lifestyle through true situations and events his characters encounter. For more info e-mail buckjones@waitforthethunder.com

Signs of Destiny: this fictional romance intertwined with a paranormal twist depicts how the human spirit can find true love, happiness and meaningful relationships, despite the seemingly powerful force of destiny. <http://www.cmichaelbennis.com/>

SHOT DOWN: The true story of pilot Howard Snyder and the crew of the B-17 Susan Ruth ISBN: 978-0986076008. The experiences of each member of a B-17 crew after their plane was knocked out of the sky by German fighters over Belgium during WW II. For more info, visit SteveSnyderAuthor.com

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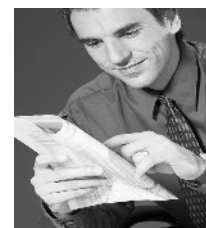
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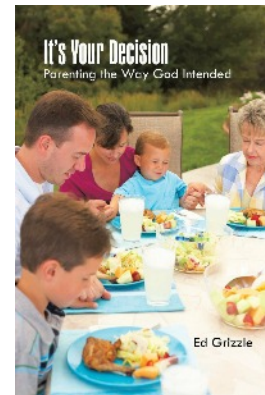
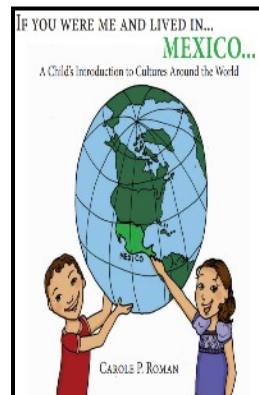
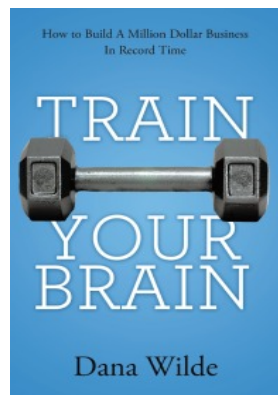
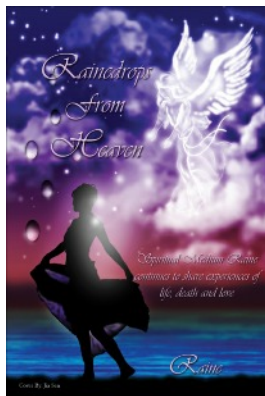
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