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Book Dealers World

National Association of Book Entrepreneurs

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Robert G. Williscroft, Ph.D. author of "Slingshot" a Pinnacle Book Achievement Award winner. Read about Robert, his incredible life, and his other exciting novels in the Publishers Profile on page 3.

From The Editor's Desk



Dear Friends,

A new year is upon us, filled with new hopes, dreams and great chances to make this a memorable one for ourselves, our family, our friends, our country and the world. Read. Take an active part in what is going on around you. Listen. Care. Help someone in need. Let us make a better world for our children and grandchildren. It all starts with us.

This issue of **BDW** spotlights our Fall 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. Each year the books get better and the writers provide us with knowledge and information we can use. Check out some of our entries and authors.

In this issue of **BDW**, Kathleen Gage tells us how to "Get Noticed by the Media by Newsjacking Your Book," Pam Perry reveals, "Six Smart Book Marketing Tips to Reach Amazon Bestseller Status," Carole P. Roman and Julie A. Gerber unveil "Innovative Book Marketing Ideas For New Publishers," Dr. Jamie Fetting shows us "How to Create a Media Frenzy For Your Book," and Bob Baker lists "Nine New Year's Book Publishing Resolutions." Plus, we have a Publisher Profile on Dr. Robert G. Williscroft, Ph.D. author of three exciting 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 2017 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 early Spring. Enjoy new life experiences and when you are ready, settle down with a new book.

Al Galasso, NABE

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**National Association Of
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PUBLISHER'S PROFILE

Robert G. Williscroft, Ph.D.
Author of
"Slingshot"
"Operation Ivy Bells"
"The Starchild Compact"



Dr. Robert Williscroft

To say that Robert Williscroft, Ph.D. has had an amazing life would be an understatement.

He served 23 years in the U.S. Navy and the National Oceanic and Atmospheric Administration (NOAA), commencing his service as an enlisted nuclear Submarine Sonar Technician (like Jonsey in *Hunt for Red October*). He graduated in 1969 from University of Washington in Marine Physics and Meteorology, then returned to nuclear submarines as the Navy's first Poseidon Weapons Officer. He served as Officer in Charge of the Navy Saturation Diving School, and then assumed command of the Test Operations Group out of the Submarine Development Group One in San Diego, conducting deep-ocean surveillance and data acquisition – which, he says, is code for being an underwater spook. This part of his life is the subject of his bestselling Cold War novel **Operation Ivy Bells**. The book was just designated a Notable Indie Book in Shelf Unbound's 2016 Best Indie Book Awards, and has won a Pinnacle Book Achievement Award in the Thriller category as well.

Operation Ivy Bells is about a super-secret, off-the-books spy organization; a security-clearance starting at Top Secret and going up from there; an attack by giant squid during a thousand-foot dive while breathing an exotic gas; a cat's whisker escape from death during a three-day decompression, and that's just the beginning, before the action really gets underway.

In NOAA, Dr. Williscroft directed diving operations throughout the Pacific and Atlantic. As a certified diving instructor for NOAA, the National Association of Underwater Instructors (NAUI), and the Multinational Diving Educators Association (MDEA), he has taught over 3,000 individuals both basic and advanced SCUBA. He also served three shipboard years in the high Arctic conducting scientific baseline studies in and out of the water, and thirteen months at the geographic South Pole in charge of the National Science Foundation atmospheric research projects.

Dr. Williscroft's hard Science fiction novel, **Slingshot**, is a recipient of the NABE Pinnacle Book Achievement Award for Science Fiction. It tells the story of building the first Space Launch Loop, and was released August 2015 at the International Space Elevator Conference in Seattle. Bestselling **The Starchild Compact** is based on the premise that Saturn's moon Iapetus is a derelict starship. This is the second, or possibly third, book in *The Starchild Series*. The next book in the series, **The Iapetus Federation**, tells of global Jihad and humankind's exodus from Earth to establish itself throughout the Solar System. It will be released in 2017. A proposed second book in the series, tentatively titled **Mars Calling**, features the leader of the Iapetus expedition in *The Starchild Compact*, Jon Stock. In *Mars Calling*, Stock is the second in command on the first Mars mission. After a tragedy kills the leader, Jon heroically saves the mission and brings the crew home.

After retiring in 1985, Dr. Williscroft served as CEO of the largest editorial service in the United States, and founded a publishing company. He sold the publishing firm to serve as Chief Staff Officer for a consortium of five marine industry related firms in San Diego. In 1994 he moved to Philadelphia, and focused on writing, real estate, and the stock market. In 1997, he joined Morgan Stanley in Los Angeles as a Series 7 stockbroker. Since 1999 Dr. Williscroft has been independent. He is the author of the recently published popular book on current events: **The Chicken Little Agenda – Debunking Experts' Lies**, and of the popular children's book: **Starman Jones – A Relativity Birthday Present**. Dr. Williscroft is a former Board member of the Adventurers' Club of Los Angeles, and the Editor of their monthly magazine: *The Adventurers' Club News*. He is the CEO of BestLife International in Clarkston, Washington, the maker of MAXelence the healthy sports/energy drink. He also continues to consult and write.

Dr. Williscroft is married to Jill Steele Mayer. He has a biological son who lives in Chicago, and a step-daughter and twin step-sons who live with the family in Lewiston, Idaho. For more information on Dr. Williscroft and his books, visit www.argee.net

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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 **35th successful year of showcasing books**, experience you can count on!

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Reach public and academic libraries from all over Oregon. 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. Many libraries do not just lend books, they sell books as well. They are one of the biggest untapped sources of ongoing revenue for authors. This show has a good turnout every year.

Int. Assn. Of School Libraries Show **Long Beach, California** **August 5-7 2017**

Showcase your books, audios, videos and more to librarians, school teachers, library educators, administrators and more from all over the world. Take advantage of this one time opportunity. In recent years this conference was held in Japan, Australia, Indonesia, the Netherlands and Portugal, among other countries. Elementary, middle school, high school and college oriented books are all welcome. First time in the U.S. since 2008.

Pacific NW Booksellers Show **Portland, Oregon** **October 7-10 2017**

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. Many of these booksellers are seeking independently published titles on a variety of different topics including children's books, fiction, non-fiction, how-to, self-help and much more. This show gets bigger every year.

California Book Trade Show **South San Francisco, California** **October 19-20 2017**

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. These stores are looking for new titles and authors and will help promote your title to their buyers. Make certain your book is displayed to this great audience!

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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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Six Smart Book Marketing Tips to Reach Amazon Bestseller Status

by Pam Perry

Marketing is not hard but it is strategy. You must know how to do all the steps, in sequence, and have good timing. For a book to sell, it has to have a digital component, sold digitally and marketed digitally.

And if you have video, like our client Dr. Cindy Trimm had, you got a winner!

So, what does "smart" marketing look like?

Here are some book marketing tips:

1. Tying a book and book marketing to a news event.

If your book can tie in current news events - you have built-in buzz (especially if you don't have a strong platform or brand). And it doesn't have to be a tragic event. You can your book launch with a sports event or the Olympics, a hit movie and Black History Month. It doesn't matter, long as there are people talking about it and feasting on more information about the subject. If you have a book on health and wellness, tie into the conversation about Obamacare or the "Let's Move" campaign by Michelle Obama. Finding the right HOOK is key and timing is everything.

2. Creating intrigue and curiosity is critical.

If you can create curiosity around your book, then you'll create quite a bit of buzz before the book ever comes out. It's no different with movies. A good movie trailer will have buying a \$20 for a movie (for two) in no time. No different with a GOOD book trailer. We specialize in developing book trailers and creative ideas that fit the authors brand.

3. Making use of technology to sell your book



Pam Perry

Yes, YouTube is a great tool for selling a book. But notice that it's not about the book at all. It's the back story - the platform you've developed OVER TIME that has folks watching your video and opening your emails and participating in your podcasts like crazy.

4. Creating joint ventures for more book sales

I don't know how many people you have on your email list but if you could double your list and reach several thousand more - wouldn't that be a coup? That's what we did for Dr. Cindy Trimm. We did an email and social media campaign to her list and our partners and increased her exposure to several hundred thousand people! So a smart move would be to find just a few joint venture partners for your book and you'll have people flocking to your website.

5. Selling a book without selling a book

We are big fans of a "landing page" that sells people on not just the book - but the movement. See, you don't think you're buying a book - you are part of an event. See an example of what we created for Dr. Laureen Wishom at her informative site <http://www.fitfinefabbooklaunch.drlaureen.com> It worked!

6. Building a list

When you go to the landing page, you're really adding your name and email address to the author's list. They'll then be able to send you additional teasers leading up to the book so that you're ready to buy before it hits the streets. We offered Dr. Trimm's list tons of bonuses for ordering early and an opportunity to interface with her directly on podcasts. Then, we staggered the distribution of the pre-sold books out over several days so that they don't all hit at once.

A block of book orders shipped as one counts as "one" book on the Amazon best seller list. But, if you stagger the orders, you'll be more likely to hit that enviable best seller list. You are teased into signing up for the email so that you'll receive the "insider report." This "WOOs" people and keeps them interested until the official launch. And she did! #1 Best Seller on several lists, including Amazon and twice on the BCN (Black Christian News) List.

Pam Perry is known as the "PR Guru", "Marketing Whiz" and "Social Media Expert" by the national media such as Detroit Free Press, Publisher's Weekly and Gospel Today magazine. She was named more than once as one of the Top 50 Black Women Business Online by BBWO.

Perry has arguably been one of the more high-powered and visible figures in public relations. Her career serves as a notable example of the potency that personally handled promotion has acquired in the mass media. Perry's rise in the wrangling world of publicity began when she worked in public relations and advertising. Learning the business from the inside out, Perry and eventually formed her own firm, Ministry Marketing Solutions, Inc. in 2000 helping thousands of authors ever since.

For more info, head over to <http://www.pamperrymentoring.com> and watch the video on how Pam Perry helps people achieve their goals.

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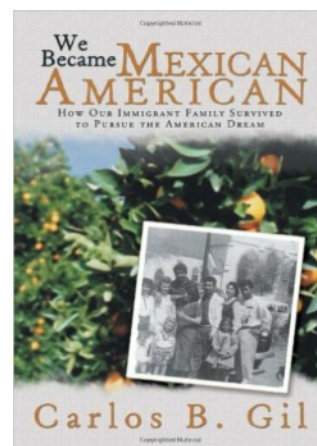
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Stillwell

A Haunting on Long Island

Carole P Roman, Red Feather Publishing

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E-Mail: cnbbook@gmail.com

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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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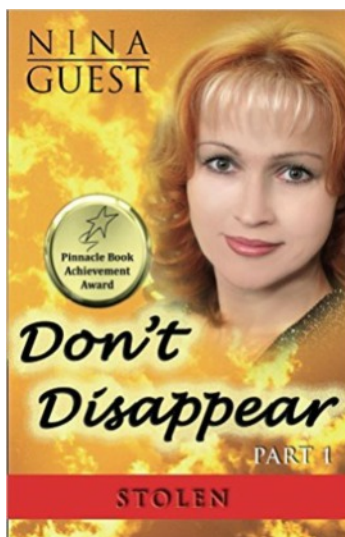
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In Acorn, Iowa, the days are becoming cooler, the leaves are changing and football takes priority at the local high school as the annual Fall Festival kicks off. Love is in the air for football star Nick Paxton and effervescent cheerleader Sarah Rogers, but little did they know an evil lurked in their midst. A serial killer had rampaged through neighboring counties killing at least three teenage girls, and Sarah Rogers was his next target. It's October of 1962, the country is on edge due to the Cuban Missile crisis, and Nick and Sarah must battle a diabolical kidnapper and killer. Will the country - and the teenage lovers - survive?

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Don't Disappear Part 1 Stolen

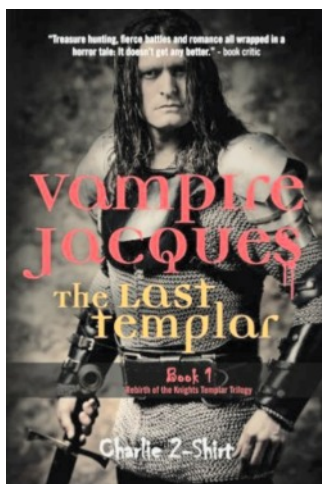
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At fourteen, she truly believes life has an Undo button, never thinking one mistake could turn into disaster. But, all too soon her survival instincts will be challenged. Russian girl Margo Russena is innocent and naïve when she meets and begins secretly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

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Book 1 Knights Templar Trilogy

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Jacques' newly found curse of immortality takes him across Europe, taking vengeance against the royals and struggling against other mighty supernatural creatures, including his own vampire kin. Weeks and months quickly blur into centuries as Jacques has many other strange, frightening encounters, sometimes with famous figures of the medieval and Renaissance periods. But ultimately, his greatest challenges come from within, as he must weigh his dark gifts and Templar morality against a chance to recover his soul and fight for a real future. Novel is available on Amazon, Goodreads, Barnes and Noble (\$9.65). Kindle (\$.99).

Write for wholesale quantity discounts.



Sparkle and the Gift

Ayn Cates Sullivan Infinite Light Publishing 5142 Hollister Ave

Santa Barbara, CA 93111 Phone: 805-350-3239

E-Mail: info@infinitelightpublishing.com

Web Site: www.infinitelightpublishing.com

A timeless fairytale for children for all ages. "Sparkle and the Gift" is the tale of a girl who decides not to forget that she is a radiant being of Light. Her mother is inspired to tell the story within the story of 'Kachina's Gift', a fairytale designed to remind us that everything we need is already within us. It is the first book in the award winning Sparkle series.

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One More Dance

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

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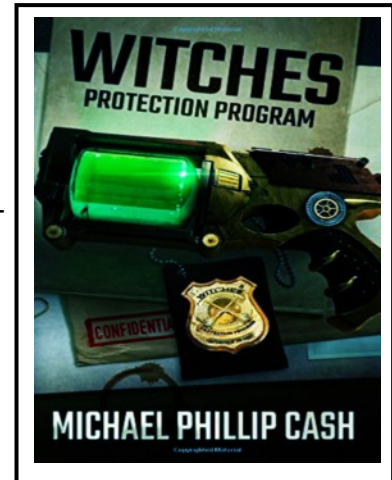


Witches Protection Program

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

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

Retail: \$12.99 Sample: \$12.99 ppd.
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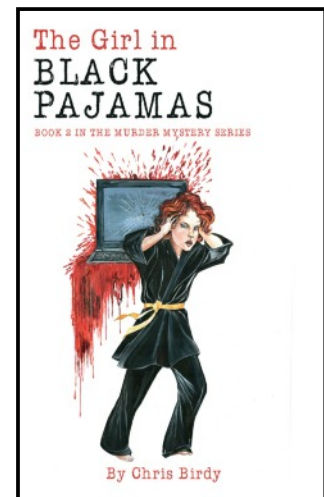


The Girl in Black Pajamas

Chris Birdy Createspace 53 Moreland Rd, Weymouth, MA 02191
Phone: 781-331-1690
E-Mail: chrisbirdy9@gmail.com
Web: <http://www.ChrisBirdy.com>

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

Retail: \$10.75 Sample: \$10.75 ppd.
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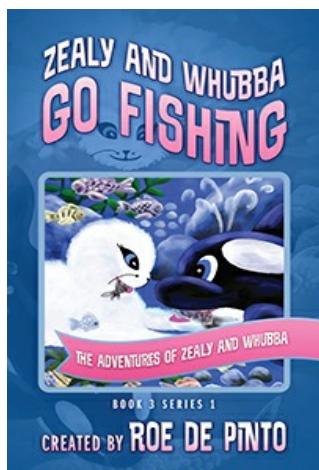
Zealy and Whubba Go Fishing

Book 3 Series 1: The Adventures of Zealy and Whubba

Roe DePinto Outskirts Press 140 Waterford Circle, Rancho Mirage, CA 92270

Phone: 914-879-1626 E-Mail: doctaroe@aol.com

Web: <http://www.outskirtspress.com/zealyandwhubbanewlife>



Zealy and Whubba embark on a day of fun while Daddy seal teaches Zealy to fish. Whubba practices with Zealy until she gets it and they make a tremendous catch. They all enjoy a wonderful picnic and Zealy learns her life lesson of catching fish which is their life source to survive. Zealy and Whubba share the catch with her family and the two characters grow closer and closer in loving and caring for one another. The unlikeliest of friends are our little ambassadors of peace, teaching children the importance of loving and protecting one another in family and friendships even with our foes.

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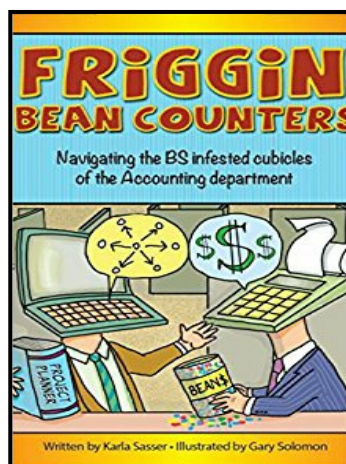
Friggin' Bean Counters

Navigating the BS Infested Cubicles of the Accounting Dept.

Karla Sasser, Simi Valley, CA 93063

Phone: 805-328-4523 E-Mail: karla@frigginbeancounters.com

Web Site: <http://www.FrigginBeanCounters.com>



Friggin' Bean Counters begins with an entertaining history of the accounting and IT relationship as it developed from ancient Mesopotamia through the Italian renaissance to personal computers to today's Internet-enabled global economy. Particular attention is devoted to the evolution of information technology and its role in accounting and corporate governance. IT and Project managers will understand regulatory and accounting requirements and how implement controls that satisfy crucial regulations and reduce the risk of financial statement fraud.

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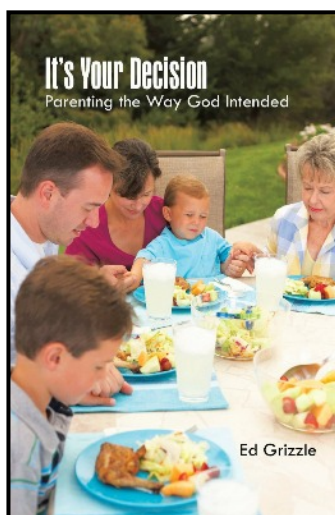
It's Your Decision:

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.

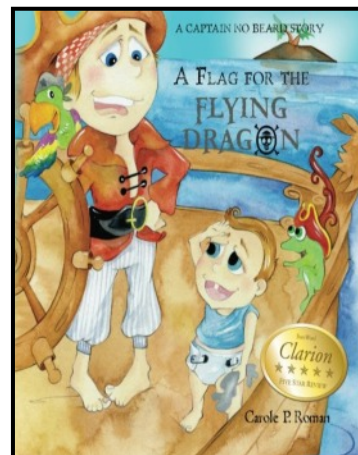
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A Flag For the Flying Dragon

A Capt. No Beard Story

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

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

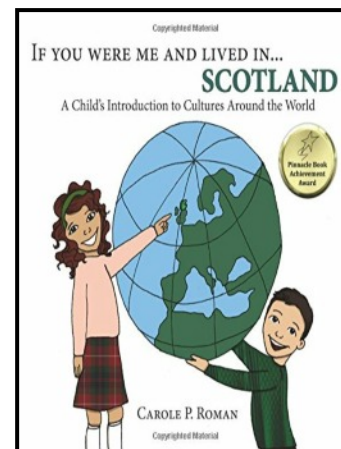


Retail: \$10.99, Sample: \$10.99
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If You Were Me and Lived In... Scotland A Child's Introduction to Cultures Around the World

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

Carole P. Roman is taking students to Northern Europe again and this time it's to visit Scotland. You'll learn about the fascinating architecture that was inspired by ancient Greece and Rome. Whether your name is Ian, Connor, or Malcolm, you'll follow along and visit Loch Ness and hope to get a sighting of its famous occupant, Nessie. Perhaps you'll try haggis or tatie scones and finish your meal with a 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!

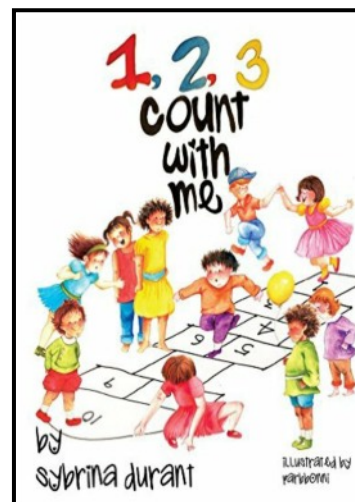


Retail: \$9.99, Sample: \$9.99 ppd
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1, 2, 3 Count With Me

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

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



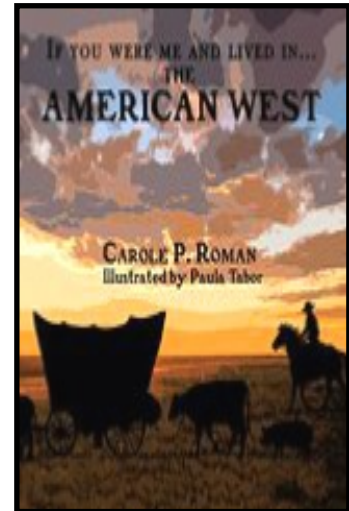
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If You Were Me and Lived In... The American West A Child's Introduction to Cultures Around the World

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1211 Stewart Avenue Suite 104, Bethpage, NY 11714
(516) 375-9550

E-Mail: cnbbook@gmail.com

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



Transports children on a wagon train journey across the American West, highlighting the difficulties that pioneers faced while traversing thousands of miles to reach their new homesteads. It also gives an informative look into the everyday lives of the settlers who farmed the land. Features colorful, bright illustrations and lots of historical information kids will find fascinating.

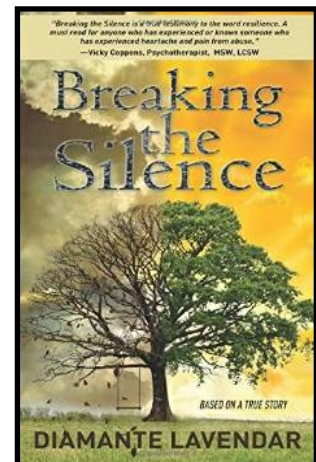
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Breaking The Silence

Diamante Lavendar D&L Productions
PO Box 8213 Green Bay, WI 54308
Phone: 920-288-9929

E-Mail: diamantelavendar@yahoo.com

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



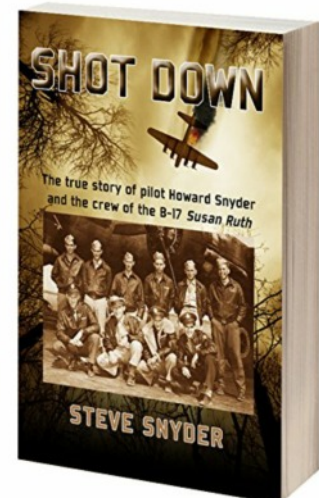
Based on a true story, a tale of hope and redemption. Journey with Joan, a victim of abuse, as she writes in her diary to unravel the pain of her past. On bed rest for the duration of her pregnancy, she decides that no matter how high the hurdles in her life are, she will conquer them without looking back; not only for herself but also for her unborn child.

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Shot Down:

The True Story of Pilot Howard Snyder and the
Crew of the B-17 Susan Ruth
Steve Snyder Sea Breeze Publishing LLC, 601 Sea Breeze Drive
Seal Beach, CA 90740 Telephone: 562-598-6902

E-Mail: Steve@SteveSnyderauthor.com Web: <http://SteveSnyderAuthor.com>



Winner of 19 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: What is the National Association of Book Entrepreneurs?

A: It is an international book marketing organization, started in 1980, to help independent publishers promote and market their books through a variety of unique and cost-effective marketing channels. Over the past 26 years, our members have sold millions of dollars worth of books.

Q: How is NABE different from other associations?

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

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

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

Q: What type of marketing opportunities does NABE offer?

A: You can display your books at our **NABE Book Showcase Exhibits**, held at major trade shows throughout the country. Mail order firms will see your book in our **Publishers Preview** section. Our responsive **Mailing Lists** are available for rental. The **National Press Release Program** will help you get publicity in scores of newspapers, TV & radio outlets. Our **Promotion Express Program** gives you a page on the world wide web. Our **Hot Books To Promote** section brings you internet buyers for your book. Members receive a **Free Book Review** in our Book Dealers Diary section, a **Free Classified Ad**, and are eligible for our annual **NABE Pinnacle Book Achievement Awards**. Plus, members can save over \$1000.00 on a whole year's worth of marketing with our **Super Book Marketing Deal**.

Q: What does a membership in NABE cost?

A: It costs just \$90.00 to join and you get a Two-Year Membership for the price of one (\$95.00 for Canadian members & \$110.00 for foreign members.) Other associations charge hundreds of dollars for annual memberships. You get real value with NABE and you won't have to renew every year. Plus, when renewal time comes, you still receive our Special Low Renewal Rates and additional bonuses as well.

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"It is my belief that most good books are still unwritten. They are still in the minds of you, me and countless others. When I wrote my first book, "When You Can Walk on Water, Take the Boat," I was lost in a sea of red tape and horrible misinformation about publishing. Thanks to you, NABE and your helpful magazine, "Book Dealers World," I started off on the right foot. You are a great help to many an aspiring author."
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Why I Speak for Free

by Harriet Hodgson

Some authors get hundreds of dollars for speaking. In addition, their travel, lodging and food expenses are paid by the group or organization that invites them to speak. For these authors, giving talks about their books is a second income.

Preparing a talk takes time, thought, practice, and confidence. Author talks can be in-person talks, television talks, or video talks. Webinars are another trend and good publicity for authors. No matter what the genre, authors work hard on their talks. If they happen to get paid, good for them.

I'm a low-tech author--no webinars or Internet talks for me. However, I speak to community groups, have been on television dozens of times, scores of blog talk radio programs, and usually speak for free, a fact that is hard for some groups to believe.

"Really?" one person asked.

"Yes," I replied, "but if I have to travel, I'd appreciate gas money and lodging. You don't have to pay for my food because I would eat anyway." Why don't I charge for speaking?

Speaker's goal. A bereaved parent and author of eight grief resources, I speak about grief reconciliation, recovery, and creating a new life. I also give workshops about creating happiness. I don't charge for these presentations because I don't want people to think I'm trying to make money from their sorrow.

Public perception. I want community groups and organizations to be able to afford me. In August I'm speaking to a St. Paul, Minnesota group that provides in-home health



Harriet Hodgson

care. Charging for the talk would make me feel uncomfortable. When the conference planner asked about my fee she was relieved to hear I don't charge for presentations. I asked if she would be willing to pay for my gas and she was more than willing.

Author branding. Giving talks and workshops helps me to develop my brand as a health and wellness writer. Varying my talks helps listeners to learn about me and the books I've written. In addition to speaking for free, I provide handouts for audience members. Handouts help them remember me and, thanks to the contact info at the bottom, makes it easy for folks to contact me.

Several years ago I gave a workshop about anticipatory grief. A woman approached me afterwards and said, "I've had these feelings for years. Because of your workshop I can name them. Thank you." Giving to others helps me and that's the main reason I speak for free. We're all in this life together and speaking for free makes me feel good inside.

For more information on Harriet's products and services, visit her on the web at her informative website <http://www.harriethodgson.com>

5 Must Do's To Get Traffic From Twitter

by Aurelius Tin

Are you struggling to harness the power of Twitter for your blog? Tweeting the title for your blog post and a link to direct visitors to your site is not good enough. You actually need to be more creative, active as well as connect more with people. Below are 5 tips to help you get traffic from Twitter.

1. Use hashtags

Hashtags are crucial on Twitter because they allow you to label your content, making it searchable. It is one of the best ways to get your content seen by Twitter followers who are searching for specific keywords that you have used. Hashtags enhances your tweet's visibility and engagement even with people who are not following you.

2. Share your updates often

On Twitter, updates can actually disappear in matter of seconds. It is therefore very important to share updates often to get your tweets discovered. It is not good enough to just post a tweet once, instead you need to post it several times to reach several people who are using this this social platform.

3. Engage with your audience more

Just like any other social network, the more you engage with your audience, the better your chances of increasing your traffic. By engaging with others through tweeting, sharing and retweeting, your influence on twitter will quickly grow. Addition to that, retweeting other people's post will increase your chances of getting retweeted back, meaning that you will be able to reach more people.

4. Get visual

Most people usually think that Twitter is a text only social platform but that is not the case. Twitter now features visual content. This means that if you accompany your text with your visual content, you will increase the chances of it being viewed and shared by more people. Posting visuals that stand above others will go a long way in helping you get more traffic.

5. Use a call to action

Every aspect of marketing requires a well formulated call to action. Do you want your followers to download your new eBook or do you want them to read your latest blog post? It is important to let your followers know exactly what you want them to do.

The Big Event

MARCH

Mar 11-12 2017: Tucson Festival of Books, Tucson, AZ, 520-621-0302.

March 14-16 2017: London Book Fair, Olympia, London, England, lbf.help@reedexpo.co.uk

APRIL

April 3-6 2017: Bologna Childrens Book Fair, Bologna, Italy, valentina.calabrese@reedexpo.it

April 19-22 2017: Oregon Library Assn. Show, Salem, Oregon, NABE Book Showcase, 541-942-7455.

MAY

May 31-June 2, 2017: Book Expo America, New York NY, 800-840-5614

AUGUST

Aug. 5-7, 2017: International Assn. Of School Libraries Show, Long Beach California, NABE Book Showcase, 541-0942-7455.

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EXHIBITS**
See Page 7 for
Complete Details

Innovative Book Marketing Ideas For New Publishers

by Carole P. Roman
and Julie A. Gerber

Try to match your book to the right audience. Follow every lead and find new sites that reflect your genre. Make a chart to see which sites impacted the sale of your books.

Look for book clubs and offer to send a copy to each of the readers for a group reading and discussion group. You can volunteer to set up an appointment for a Skype or Facetime session that will allow for questions and answers.

If you are writing for children or young adults, it is time to send out flyers to local schools. Some schools will pay a fee for you to spend the day and read to the kids.

A local toy store created a pajama party for me once, where children arrived at the store for an all-day bedtime reading.

I've had booths at fairs as well as our local whaling museum. I've done a children's party. What can I say? I have no shame.

There are a million events around town, so be pushy and make yourself noticeable. Everybody loves a local author!

Call your local radio or television stations and send them a copy of your book. They may invite you for an interview to get the word out. Take them up on it if they do. Send a copy to all the newspapers in your community. Maybe they will do a feature article.



Carole P. Roman



Julie A. Gerber

Another great marketing tip: I carry books with me everywhere, giving them out in grocery stores, shopping centers, beauty salons, the diner, and anywhere families are congregating. I ask them to leave a review on Amazon or Goodreads and never imply it has to be positive.

See if your brick and mortar bookstore will allow a signing. Check for book fairs and holiday festivals. If you throw a million darts, one should hit a target. You never know what connection you may make that will push you into indie history.

This article has been excerpted from Carole P. Roman and Julie A. Gerber's informative new book, "Navigating Indieworld: A Beginner's Guide to Self-Publishing and Marketing Your Book." Join the authors on www.facebook.com/NavigatingIndieworld. Or visit their respective websites at www.CarolePRoman.com www.AwayWeGoMedia.com

BOOK DEALERS DIARY

Cooperative Wisdom: Bringing People Together When Things Fall Apart by Donald Scherer, Ph.D. And Carolyn Jabs introduces a novel approach to ethics that consistently dissolves conflict, restores goodwill, builds common purpose, and helps people thrive. Developed from years of scholarship and proven practice, this insightful approach to conflict resolution is effective in all kinds of environments. Visit www.cooperativewisdom.org

How to Write a Simple Book Review by Allyson Abbott takes the mystery out of this popular online activity. Sharing your opinion with people who want to hear it is fun. Your reviews help fellow readers find out if a book is worth their time and money. Authors appreciate the recognition of a review, no matter how long, and the insight of a review can show them where they need to improve. For more information, visit www.AllysonRAbbott.com

Heart Tugs, Hugs & A Few Tug of Wars is the prelude to *Finding Peace When Life's Manual No Longer Makes Sense*, both written by author Victoria Joyce. Even though you will find this book an easier read, the author doesn't lose her unique and eloquent style of writing or candor, as she touches on more of life's challenges. You will also sense the tremendous spiritual growth that overtakes her, as she continues to seek God for guidance and answers. Visit www.victoriajoyceministries.org

The Horse Named Dapper Dan by Gordon R. Perry and illustrated by Lauren Fast wasn't the fastest horse in the race and was not expected to win. But he did his best and accomplished his goal. Children learn to achieve anything they set their heart on in this beautifully illustrated book. More info at www.booksbygordon.com
<http://www.booksbygordon.com>

Colourful Travels Alberta: Sights of Canada by Barbara Janman is a coloring book that describes the areas, events, history and animals found in the province of Alberta. Create memories on your travel adventure and take along this calming, creative and educational friend. More info at www.colourfultravels.com

In **Festival of Fear** by Ron Parham, love is in the air for football star Nick Paxton and effervescent cheerleader Sarah Rogers. But evil lurks in their midst. Several local girls have gone missing and when they are found dead, Sarah becomes the next target. The kidnapper is cunning, devious, and determined. Can anyone find him in time to save Sarah and Nick? For more info, visit www.Pen-L.com

Communism: The Great Misunderstanding by Gennady Ermak explains that for centuries, this social, political and economic force has been terribly misunderstood by "communists" and "anti-communists" alike. This book effectively analyzes why communism has been so misunderstood, where we are now, and where the world will go from here. For more information, send an e-mail to gennady.ermak@gmail.com

Like a Southland Mist by Tess Walden takes place in rural Alabama, in the summer of 1966, where nine-year old Ella Clayton, sassy, quick-witted and sharp as a tack, has stumbled across a secret while searching for an old haunted shack up in the hills behind a waterfall. She will carry that secret until the end of summer. For more information, send an e-mail to southlandmist@yahoo.com

In **My Sign's Bigger Than Your Sign** by Autumn Stanley, childhood is the place where children one-up each other with shouts of "My dad is richer than your dad," "My bike is bigger than yours," etc. Only in this book, two adult guys shout their boasts at each other. Yes, competing but in an unusual way in the small town of Littleford. The surprise ending will have you laughing at the outcome. For more information, visit on the web at www.HeartToHeartPublishers.com

Science Stumpers: Brain-Busting Scenarios Solved With Science by Keegan Burmark and Kevin Brouger is a fun-filled collection of bite-sized science mysteries. Each brain teaser-like Science Stumper consists of two pages. The first page provides the set-up, a mini-story that uses fictional characters to describe a set of events that often have counterintuitive results. Each set-up ends by inviting the reader to speculate on the mysterious outcome that, as it turns out, can be predicted and explained through an understanding of scientific principles. The following page gives the answer along with supplemental information. For more information, visit on the web www.MissingPiecePress.com

In **Robert's Rules of Innovation II: The Art of Implementation**, innovation thought-leader Robert Brands introduces readers to the best and most recent thinking of his international network and shows how to permanently implement a culture of Innovation in one's work environment. For more information, visit www.robertsrulesofinnovation.com

Time Assassins by R. Kyle Hannah tells the story of history that has been manipulated by an ancient Guild of Time Assassins. Until now. Rick Brewer, assassin's apprentice, is sentenced to death for a crime he did not commit. He escapes to a distant past and, stranded in time, seeks revenge against the Guild by creating instability in the time-line by choosing powerful targets - The Presidents of the United States of America. Visit www.rkylehannah.com

Birds, Bees and Butterflies ABCs: How They Help Our Food to Grow by Heather Conrad is a children's picture book for ages 4 - 8. Color photographs of birds, bees and butterflies from around the world illustrate the alphabet. "Can you find?" activities and illustrated text provide simple explanations of pollination and bird, bee and butterfly behaviors that help plants grow. A valuable enrichment book for classrooms, libraries and homes. Over 70 color photographs. For more information, visit www.lightportbooks.org

The Bumbling Colossus by Henry Field provides a different approach to health care in the United States. By empowering patients directly, through redesigned health savings accounts, true universal coverage can be achieved without the inevitable cost explosion. This promotes patient satisfaction, creates real universal coverage and real cost constraints. For more information visit on the web at www.thebumblingcolossus.com

The Girl Who Could Read Hearts by Sherry Maysonave is the story of Kate, a precocious 6 year old who can see colors and images in people's hearts. This captivating novel explores issues relevant to many of today's societal woes: prejudice, abuse, eating disorders, and limiting belief systems. It delves into the mysteries of death and of angels, plus intuition, finding God in all, and true love. Full of spirit, this poignant story brims with inspiration, daring, and hope. For more information and dealer info, visit on the web www.TheGirlWhoCouldReadHearts.com

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The Pilot's Mate
Marty Duncan Ed.D

www.martyduncan.us

BIOGRAPHICAL FICTION

Envoy of Jerusalem:
Balian d'Ibelin and the
Third Crusade
Helena P. Schrader

<http://defenderofjerusalem.com>

BUSINESS

Robert's Rules of Innovation II:
The Art of Implementation
Robert F Brands with
Martin Kleinman

www.robertsrulesofinnovation.com

Agile Scrum: Your Quick
Start Guide with Step-by-Step
Instructions

Scott M. Graffius

www.scottgraffius.com/agile.html

CHILDREN'S ADVENTURE

The Big Cheese Festival
S. Jackson & A. Raymond

<http://whenangelsfly.wordpress.com>

CHILDREN'S HEALTH

June the Prune & Lady Bird
Cancer Stinks!
Gracie Bradford

www.authorgraciebradford.com

CHILDREN'S HISTORY

If You Were Me and
Lived in Viking Europe
Carole P. Roman

www.caroleproman.com

CHILDREN'S INTEREST

Birds, Bees and Butterflies ABCs
How They Help
Our Food to Grow
Heather Conrad

www.lightportbooks.org

My Sign's Bigger Than Your Sign
Autumn Stanley

www.HearttoHeartPublishinginc.com

The Horse Named Dapper Dan

Writer: Gordon R Perry

Illustrator: Lauren Fast

www.booksbygordon.com

COOKBOOK

Homestyle Icelandic
Cooking for American Kitchens
Heidi Herman &

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www.heidiherman.com

CULTURAL ESSAYS

I Can't Save You
But I Will Die Trying:
The American Fire Culture
Dr. Burton A. Clark, EFO

www.premiumpressamerica.com

FANTASY

In the Company of the Dead:
Book 1: The Sundered
Oath Series

Ciara Ballintyne

www.EvolvedPub.com

FICTION

Waking Up In Medellin
Kathryn Lane

www.kathryn-lane.com

Too Close For Comfort
Carol Margaret Tetlow

www.carolmtetlow.co.uk

Like a Southland Mist
(Summer of 66)

Tess Walden

southlandmist@yahoo.com

HEALTH

Our Parents in Crisis:
Confronting Medical Errors,
Ageist Doctors and
Other Healthcare Failings

Ann G. Sjoerdsma

www.improbablebooks.com

HEALTH CARE

The Bumbling Colossus:
A New Progressive's
Guide to Health Care
Henry Field

www.thebumblingcolossus.com

HISTORICAL FICTION

The Wrong Side of Eternity:
A Present Day Passion
Mary Mendenhall

www.marymendenhalletec.net

Circle of Time

Debra Shiveley Welch

www.DebraShiveleyWelch.com

HOW-TO

How to Write a Simple
Book Review

Allyson R. Abbott

www.AllysonRAbbott.com

INSPIRATIONAL

The Girl Who Could Read Hearts
Sherry Maysonave

www.TheGirlWhoCouldReadHearts.com

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JUVENILE FICTION

Lucy in Her Secret Wood:
The Lucy Series Book One
Christina M. Pages
www.waldorfpublishing.com

Frendyl Krune and
The Blood of the Sun
Kira A. McFadden
www.EvolvedPub.com

Sunborn Rising: Beneath the Fall
Aaron Safronoff
www.sunbornrising.com

NOVEL

The Grace of the Ginkgo
Michael R. Hardesty
www.michaelrhardesty.com

Spirit Lake
Dwight Dixon
www.amazon.com

PARANORMAL SUSPENSE

Whispers of the Serpent:
No Rest for the Wiccan
CL Roberts-Huth
www.EvolvedPub.com

PARENTING AND FAMILY

Roxie the Doxie Finds
Her Forever Home
Jody A. Dean, Ph.D.
www.TallyHoPublishing.com

POETRY

Autumnal Heart:
The Collected Poems
of Sue Scalf
Sue Scalf
www.premiumpressamerica.com

RELIGIOUS FICTION

Freak Fall
Dave Cheadle
www.premiumpressamerica.com

SCIENCE

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Brain Busting Scenarios
Solved with Science
Keegan Burmark & Keving
Brougher
www.MissingPiecePress.com

SCIENCE FICTION

Dragon of the Stars
Alex J. Cavanaugh
www.dancinglemurpress.com

Red Death
Jeff Altabef

www.EvolvedPub.com

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Live on the Wings of Love:
A Journey to Peggy Sioux
R.L. Leebrick II
www.peggysioux.com

Cooperative Wisdom:
Bringing People Together When
Things Fall Apart
Donald Scherer and Carolyn Jabs
www.cooperativewisdom.org

SPIRITUAL

Heart Tugs, Hugs and a
Few Tug of Wars
Victoria Joyce
www.victoriajoyceministries.org

TIME TRAVEL

Time Assassins
R. Kyle Hannah
www.rkylehannah.com

THRILLER

the Actor? A Thriller
and Love Story
at the Height of the Cold War
Lee Welling
www.theactor.biz

Red on the Run:
Syndicate-Born Trilogy Book 1
K.M. Hodge
www.EvolvedPub.com

THRILLER

Festival of Fear
Ron Parham
www.Pen-L.com

Operation Ivy Bells
Robert G Williscroft, Ph.D.
www.argee.net

TRAVEL ADVENTURE

Quality of Quantity
James J. Houts
www.jamesjhouts.com

TRAVEL JOURNAL

Sights of Canada
Ontario Colouring Book
Barbara Janman
www.colourfultravels.com

WOMEN'S FICTION

Shattered Lies
S.J. Francis
www.sifranciswriter.com

WORLD HISTORY

Communism:
The Great Misunderstanding
Gennady Ermak
www.amazon.com

WRITING

Navigating Indieworld
Carole P. Roman and Julie A.
Gerber
www.caroleproman.com

Blitz Your Book To a
Best Seller 21st Century
Joyce Foy & Virginia Clark
www.vegaspublisher.com

YOUNG ADULT

Davey & Derek Junior Detectives:
The Case of the
Magical Ivory Elephant
Janice Spina
<http://jemsbooks.com>

5 Essential Things Your Sales Letter Needs to Help You Sell Your eBook

by Ruth Barrington

For most people, writing an eBook isn't the difficult part. It's selling it. And selling it starts with a great sales page.

When it comes to marketing your latest eBook, it's said (and it's true), that it's easier to sell a mediocre product with great marketing than it is to sell a great product with mediocre marketing.

So in order to make your sales page great there are 5 things it must include.

1. A Compelling Heading

Your sales page heading only has one job. To entice the reader to read more. It needs to be targeted to your market. One of the easiest ways to invoke instant curiosity is by posing a question. So your heading could be something like, "Do You Know the Easiest Way to Write an eBook?"

2. An Emotional Opening

Your first paragraph needs to lead your reader further into the desire to buy your eBook. This is where emotion comes into play. Tell them how difficult their current life/business is because they don't yet own your eBook. Then give them a glimpse of how great it could be.



Ruth Barrington

3. Tell a Story

It's been proven through many studies that people not only learn better through the telling of stories, but it's easier to retain information. This is why the Buddha taught through parables and stories over 2,000 years ago and Jesus did the same a few hundred years later. So once you've drawn your reader into your sale page, tell them a story about life with and without your eBook, how it came to be and all the great changes it can provide or has already provided to others.

4. Sell With Bullet Points

We've all seen these on sales pages. A list of features and benefits, usually presented with bullet points. Bullets are used to sell all the benefits of owning your eBook. In other words, what's in it for the customer? How is it going to improve their life and/or business.

5. A Strong Close

This is where you wrap it all up and put your offer squarely on the proverbial table. You can also add in any bonus products that they'll receive as well. A time limited discount sometimes helps to propel people from readers into instant buyers.

Naturally, there is more you can add to a sales letter, but those are the necessary basics:

Heading
Opening
Story
Bullets
Close

Plus plenty of emotion to help your readers really "feel" the need for your eBook.

Want to find out more about how to really sell an eBook and have instant customers? Read the latest article by Ruth Barrington, "Four Things That Will Make Readers Want to Buy Your eBook Instantly" at <http://ruthiswriting.com/articles/2016/buy-ebook-instantly.html>. And while you're there sign up for her regular emails and receive 4 free eBooks for writers.

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Book Dealers Diary

If You Were Me and Lived in Viking Europe by Carole P Roman lets you travel through time as she visits a Viking settlement in the year 890 AD. Learn what your name could be and the kind of food you might eat. Read about the different levels of society, how they affect where you would live, and the type of clothing you might wear. Mateya Arkova's beautiful illustrations illustrate what Vikings ate and their children did for fun. For more info, visit www.caroleproman.com

Our Parents in Crisis: Confronting Medical Errors, Ageist Doctors and Other Healthcare Failings by Ann G. Sjoerdsma tells the story of her mother's illness which was misdiagnosed by a succession of physicians until the family arranged for her transfer to Duke Medical Center. Ann discovered a new calling and passion: medical advocacy. She became a dedicated bedside advocate, representing her parents' interests in all healthcare venues and doing extensive research about medicine, diseases prevalent in older age, and the facts of normal aging, all of which she shares in this impressive book. For more info, visit www.improbablebooks.com

Live On Wings of Love: A Journey to PeggySioux by R.L. Leebrick II is the story of PeggySioux, a "child" of addiction, but the tribe called out of nowhere to save her is larger than her struggle with death... Their soaring promise lives on wings of love. For more information, visit www.peggysioux.com

Homestyle Icelandic Cooking For American Kitchens by Heidi Herman & Ieda Jonasdottir Herman is a collection of 25 traditional everyday Icelandic recipes, translated with step-by-step instructions. These are some of the simple classic favorites that truly reflect the home-style Icelandic flavors and heritage. For more info, visit www.heidiherman.com

Roxie the Doxie Finds Her Forever Home by Renee Smola, MS, LPC is based on a real dog and her experiences, and is designed to help children through the often complicated process of adoption and other family transitions or moving between one separated parent and another. For more info, visit on the web at www.TallyHoPublishing.com

Waking Up in Medellin by Kathryn Lane tells the story of Nikki, who accepts a life threatening assignment. In the midst of the male-dominated business world in Colombia, she investigates mismanagement allegations and uncovers a sinister plot involving fraud, and possibly murder. She also discovers an attractive man who seems to have feelings for her. As her relationship with him grows deeper, so does the level of danger she finds herself. For more information, visit on the web at www.kathryn-lane.com

Blitz Your Book to a Best Seller 21st Century by Joyce Foy and Viriginia Clark reveals how to utilize today's technology, to execute a successful marketing tour within the comfort and convenience of your home and make your book a bestselling sensation. It's jam-packed with sources, resources, 100's of website links, and helpful hints to guide you to become a marketing guru. For more info, visit www.vegaspublishing.com

Too Close For Comfort by Carol Margaret Tetlow is the story of Ellie, who has just become a GP, returned home to practice and finds out that both her parents are trying to protect her from an awful secret. When Ellie finds out and the situation turns out to be far worse than anyone expected, she has to face the realization that things are going to change forever. For more info, visit www.carolmtetlow.co.uk

the Actor by Lee Welling tells the story of George Toomey, a successful Broadway actor. His life is one of celebrity, leading ladies, and dinners at Sardis. One day in 1959, everything changes for George. He is approached by the CIA to enter the U.S.S.R., during the Cold War, as an entertainer in a cultural exchange tour. The job is simple: handle messages and documents given to him and, of course, give a stellar performance that will make Russian audiences fall in love with him. Behind the Iron Curtain, however, the job gets more complicated than George or his handler could ever have anticipated. For more information visit www.theactor.biz

Frendyl Krune and the Blood of the Sun by Kira A. McFadden is the story of Frendyl Krune, who wants to be a knight, to serve his family and his people and never fear what may come for him. His goal, however, slips from his grasp when rumors spread that his father possesses a rare and powerful gem. It doesn't take long for someone to break into his family's estate, determined to steal the gem. A young adult fantasy readers will love. For more info, visit www.EvolvedPub.com

June the Prune & Lady Bird: Cancer Stinks by Gracie Bradford tells the story of June, a 10 year old girl who goes on vacation with her brother and grandmother to Europe and has the time of her life. Six months after their return from vacation, a mysterious "THING" referred to as "Noma" attacks one of the travelers spiraling them out of control. June tells her story of being in a crazy and scary environment revealing unexpected powers that help in coping with loneliness. For more info, visit www.authorgraciebradford.com

Red on the Run by K.M. Hodge is the story of FBI Special Agent Alex Bailey, who takes on a new partner, Katherine Mitchel and a new secret mission. Before being assigned their first joint case, Katherine uncovers damning evidence against a major crime ring known as The Syndicate. The group controls key members of the D.C. Metropolitan Area Police, the U.S. Congress, even the FBI, and they will stop at nothing to protect their interests. With her life on the line, Katherine is forced to put her faith in Alex as she flees from Washington D.C. and enters the Witness Protection Program. For more information, visit www.EvolvedPub.com

The Case of the Magical Ivory Elephant by Janice Spina is the story of Davey & Derek Donato who are twins who love adventures and enjoy being junior detectives. In Book 3 of this series their help is enlisted to find an ivory figurine that has been taken from the local museum. There are many suspects and danger is not far from the boys as they learn more magic and use their skills to find those responsible for the theft. Their Aunt Gigi is close by to lend a hand and at the same time help the twins hone their magical gifts. For more info, visit <http://jemsbooks.com>

Down to Dirt by Kevin Killiany is YA hard science fiction with an attitude, full of technical details as engaging as the characters. It is the story of Mara, born and raised on Tombaugh Space Station, who is training to be part of humanity's first mission to the moons of Jupiter. But her parents are determined for her to understand her family's past before she embarks on her future in deep space. She must meet those she is leaving behind, her relatives who have failed. She must go down to dirt. For more info, visit www.EvolvedPub.com

**Promote Your Book in
Publishers Preview**

See Page 7 For Details

How to Get Your Book Reviewed in Magazines

by Sophfronia Scott

How do you get your book noticed, let alone reviewed, when it is just one among stacks of books in an editor's office? Here is how to help map out a winning strategy...

In one of my past magazine jobs my office was next to that of the book editor. He would get boxes and boxes of books daily. There was a separate room devoted to storing these books, but that still didn't keep them from piling up in his office. Whenever he returned from vacation he practically had to use a bulldozer to get his door open!

You see the problem, right? How do you get your book noticed, let alone reviewed, when it is just one among stacks of books in an editor's office? Here are a few tips to help you map out a winning strategy.

1. Determine which magazines are the best for reaching your target market.

As you plan to market your book, decide first who your ideal reader is. Is it a 35- year-old urban professional man? Is it a stay-at-home mom who lives in the Midwest? Is it female college graduates who also happen to be sports fanatics? Once you decide who you're targeting, ask yourself: What magazines does my ideal reader read? Those will be the magazines you'll focus on. That way, you won't waste time and money pursuing dozens of magazines which, even if they did review your book, wouldn't give you much in terms of gaining readership.



Sophfronia Scott

With my novel we focused on magazines with large female audiences. Ideally you should be doing this a few months before your book comes out because the goal here is to either write a story for the magazine or get interviewed in the magazine, and have the article appear before or just as your book is published.

2. Find out what the editors need.

When you have chosen the magazines, buy them and read them. Do they have a certain writing style? What kinds of articles appear in the magazine again and again? If you can, write, email or call the features editor and find out what kinds of stories the magazine is looking for. You'll have more success if you can fill the editorial holes the magazine is already working on.

3. Let an editor know what you have to offer.

Start sending query letters to get article assignments. If you have a particular expertise, you can let an editor know that you're available for interviews if they ever need an expert on a particular subject. Often an editor will assign a story to a writer and give them a few possible interviewees to help them get started.

I contacted editors at Essence a full year before my book came out to let them know that I was working as a personal and career coach. Within a few weeks I began getting calls from reporters to interview me for working mom stories for Essence.

4. Mention your book or get it mentioned.

When your article gets published, make sure you get the little italicized blurb at the end that says that you are "a writer whose next book, *The Best Book in the World*, will be published this month by Big Press, Inc." You get the idea. If you are being interviewed for an article, chances are they won't have room to mention your book but you should still tell the reporter about it anyway. You can even ask them to put it in their notes. As the story gets discussed in meetings, someone might say "Did you know she also wrote a book?" This builds awareness.

5. Check in with your contacts, but don't pester them.

Once your book is sent out for review, you can call or email to make sure that the editor got the book, but leave it at that. You've done all you can. I've never met the book editor at Essence, but when I heard that he was aware of my novel I was totally psyched. I kept my fingers crossed after that. One last note: Some magazines and newspapers don't review self published books. Find out beforehand so you can make your efforts elsewhere if that's necessary.

Author and Writing Coach Sophfronia Scott is "The Book Sistah". Get her FREE REPORT, "The 5 Big Mistakes Most Writers Make When Trying to Get Published" and her FREE online writing and publishing tips at <http://www.TheBookSistah.com>

How to Create a Media Frenzy for Your Book

by: Dr. Jamie Fettig

Prepare talking points before making media appearances.

Many new authors spend so much time and energy trying to get in the newspaper or on radio that when they get there, they don't know what to say. But if you take an hour to prepare concise, compelling comments about your book, you'll come off as a real pro, increase sales, and maybe even be asked back!

The average radio interview lasts five minutes, of which three might be broadcast, and on average you might get six inches of coverage in your local newspaper. You don't have a lot of time to waste hemming and hawing about your book, and the journalist interviewing you doesn't want to waste his or her time either. So before you even start soliciting press coverage, write down and memorize your talking points.

Talking points are your lifeline. I suggest preparing a list that looks like this:

- A. What's the "elevator pitch" (a 10-second summary) of my book?
- B. Who is my book targeted to?
- C. How did I decide to write it?
- D. What are three passages in my book that I want to quote?
- E. What can people get out of my book?
- F. Where can people buy my book?

Write those down on note cards and memorize them, but keep the cards with you when you do interviews, just in case. That way, you'll come off more professional and make the most of the time you get.

Focus heavily on PR.

If you don't believe in the power of public relations and the media to turn an unknown book into a bestseller, I have two words for you: Oprah Winfrey. When she was on, 15 minutes on her show and authors could sell a million copies. That's the power of the media.

PR is your most powerful tool for creating awareness and selling books. So early on, while you're still in final editing, start making lists of media outlets, cashing in on contacts, making calls and sending out e-mails.

PR works because it's got credibility. Instead of a paid ad, people see an objective journalist reviewing your book, or a talk show host who's chosen to have you on her show because she liked your book. Media exposure carries tremendous weight with book buyers. Ask your friends how many books they've bought after hearing about them on "Fresh Air" on National Public Radio.

These are some of the PR avenues you can pursue:

Reviews in any and all publications, print and online especially.

Features in print and online publications.

Radio interviews.

Television interviews.

A regular column in a magazine or newspaper or online.

Speaking engagements.

A role as an "expert source" for one or more journalists.

Creating press events.


Tying your book to a charity or cause.

It all begins with your press kit. That's a snazzy folder that contains the press release about your book's publication, a bio of you, a black and white photo of you (professionally done) and any press coverage you may have already received. Once you've identified your media list, send that kit to the key contacts at each paper, magazine, TV or radio station.

But don't stop there. PR is about relationships, and you've got to strike the right balance of "eager to help" and "respecting your time." Follow up your press kit with an e-mail in a week or so, and stay in touch. Offer story ideas or to be quoted for a feature. Make yourself an asset to journalists and editors and you'll be surprised at the results.

Always include your Web address in your PR, stories, interviews, etc. Always get reprints, videotapes, etc. of your press coverage to use later.

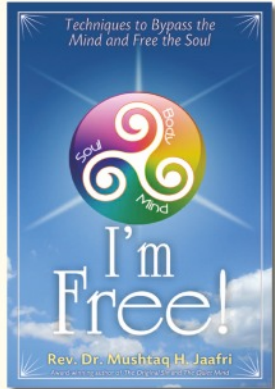
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Get Noticed by the Media by Newsjacking Your Book

by Kathleen Gage

The first time I heard the term Newsjacking I was a bit taken back. Newsjacking? What the heck is that? It brought up images of criminal activity.

But upon a bit of research, I realized that Newsjacking is a powerhouse way to get noticed by the media AND potential clients.

According to the official site for Newsjacking it is the art and science of injecting your ideas into a breaking news story and generating tons of media coverage and social media engagement.

That's quite a mouthful to basically say, "Newsjacking is a way to utilize trends in the media to enhance traffic to various locations including your social media channels and your blog posts."

Finding Trends

So how do you find trending stories? It's actually as close as Twitter, Google, and virtually any search engine.

According to David Meerman Scott, who wrote the book on Newsjacking, "When there is news in your marketplace reporters and analysts are looking for experts to comment on the story. Newsjacking gets you media attention." As a story develops in real-time, people, who could be potential clients, are interested in what's happening right now.

With all the forms of social media including blogs, podcast shows, videos and social networks like Twitter, Facebook, Instagram and so many others, this is one strategy that can be absolute game changer for you and your business.



Kathleen Gage

Specifics to Finding Trends

There are quite a few ways you can find what's trending in an up to the minute fashion.

A simple Google search with the key words, "Trending news stories" will bring up lots of locations you can get ideas for how to position your message.

Every major news outlet stays on top of trends. You can also go to Twitter and find out what is trending for Twitter users.

For example, let's say you are a company that provides storm protection insurance. At the time of me writing this post, there was a trending topic about a huge storm brewing off the coast of the United States.

What about those who deal with ethics in fundraising. With the Donald Trump situation about his fundraising practices, you could get a lot of mileage from Newsjacking the topic.

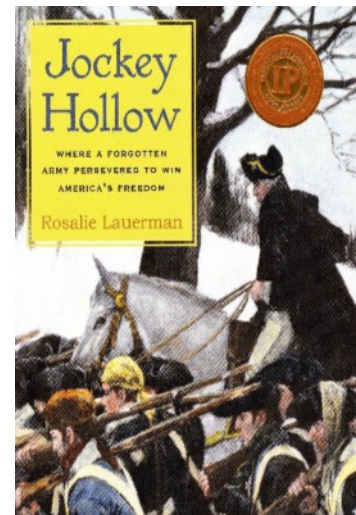
Then there is the trending topic of National Boyfriend Day. If you are a relationship coach, what better than to Newsjack this epic day.

If you have a book launch coming up, be aware of any holidays or celebration days you might be able to position a story around. As you get closer to your launch, check for hot trends.

During your launch, keep an eye out for anything trending that would allow for your book to have a connection to. This is Newsjacking at its best.

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Nine New Year's Book Publishing Resolutions

by Bob Baker

Welcome to January, a month of renewal and fresh starts. This time of year has special meaning for me. It was on the first day of 1987 that I came up with the idea to publish a local music newspaper in St. Louis. That idea led to Spotlight, a monthly magazine I published for the next 10 years.

And it was around this time of the year in late 1999 that I decided to get serious about using the Internet to promote my self-published books and my identity as an author. Because of that decision (and the consistent effort that followed), I am now a full-time author and publisher.

I share these details with you to point out that the New Year's resolution mindset can have a real impact on a person's goals and future success. Note: If you come across this article February through December, know that you can put these resolution principles to good use at any time of the year.

With that in mind, here are some ideas that can help you make this a great year for your book publishing efforts. I've divided my nine suggestions into three categories, so there's something here for everyone -- regardless of where you are on the publishing path.

If you aspire to publish a book this year ...

Choose a great title. The name of your book is actually one of its greatest marketing tools. Which title do you think would sell better: Wedding Planning Basics or How to Have a Spectacular Wedding on a Shoestring Budget (Without Driving Your New In-Laws Crazy)? Take time to pick a fantastic title. Then write a book that delivers the promise of your title.

Design the cover first. Yes, you should have a mock-up cover before you even finish writing a book. Why? It gives you something tangible to hold in your hands, which will motivate you to write. Simply having a vague mental picture of your completed book isn't as powerful.

Promote your book as you write it. I know, this goes against tradition (but then I'm not a traditional guy). Start a web site or blog on the topic of your book. Post chapter excerpts soon after they're written and circulate them as articles. Create a buzz about your topic so that you already have an audience by the time the book rolls off the presses.

If you are about to publish or have just published your first book ...

Give away free samples. Before people will line up to purchase your book in droves, lots of people in your target market need to know about it. Let readers download the first couple of chapters from your web site. Donate your book to charities that your potential customers support. Free samples bring awareness, which can later lead to sales.

Cross-promote with sneezers. A sneezer is an enthusiastic person who spreads an idea like a virus. If sneezers like your new book, they will recommend it to their networks of contacts. Make a list of people who run associations, newsletters and web sites that reach your ideal customers. Suggest cross-promotion ideas that benefit both of you.

Create a 12-month action plan. Even though most men supposedly don't like to ask for directions, people in general are better off when they start a journey with a roadmap. Grab a calendar and write down one or two marketing ideas for each month of the coming year. Don't overburden yourself with too many plans. Keep it simple. Then follow your plan throughout the year.

If you're a publishing veteran with one or more books under your belt

Develop spin-off products. If you've enjoyed even a small amount of success with a book, you owe it to your audience and to yourself to publish other titles on the same subject. This is one of the keys to making money long-term in publishing. If your mystery novel was a hit, bring the characters back for an ongoing series of books. If your outdoor gardening book was a big seller, follow it up with a book on houseplant care. The possibilities are endless.

Tie your PR into current events. A book you wrote four years ago may be old news to you, but it may be just the thing a journalist needs to interview you. Always keep a watchful eye on current events and ask if one of your titles would make you an ideal expert to quote regarding a hot item in the news.

Reinvent yourself. Like a shark, a book publisher needs to keep moving ... or it will die. What can you do this year to add a fresh spin to your marketing activities? How can you serve your customers better? In what new format could you produce your work (audio, e-book, CD-ROM)? What new ways could you use to reach people who really need your book?

Consider these ideas, combine them with your own thoughts, and go out there and make this your best publishing year ever!

Bob Baker is the author of "Unleash the Artist Within," "Guerrilla Music Marketing Handbook" and "Branding Yourself Online." Get a FREE subscription to Bob's newsletter, featuring inspiration and low-cost self-promotion ideas for artists, writers, performers and more. Visit www.Bob-Baker.com for details.

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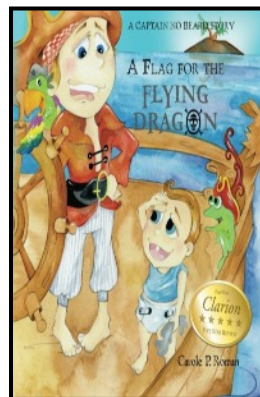
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