



Vol. 41 No. 1 Winter 2019

Book Dealers World

National Association of Book Entrepreneurs

**Fall 2018
Pinnacle
Book Achievement
Award Winners**

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Carol Sanford, author of a provocative new series of award winning business books for entrepreneurs and large corporations who want to offer innovative new answers to the challenges faced in today's business world. See page 3 for her eye-opening story.

From The Editor's Desk



Dear Friends,

It is that time again--a New Year full of dreams, expectations and hope for the future. With luck and determination, we should be able to solve most of our pressing problems and leave a better world for our children and grandchildren.

This issue of **BDW** spotlights our Fall 2018 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. See pages 22-23 & 25 for a list of the award winning books. Check out some of our wonderful entries and authors today.

In this issue of **BDW**, John Beede shows us "The Benefits of Using Celebrity Testimonials in Book Marketing," John Allo reveals "3 Types of Free Content to Help You Grow Your Email List," Sid Smith explains "How Book Design and Book Marketing Will Keep Your Book Alive," Lisa M Umina says "You Won an Award, 10 Things To Do Now," and Bob Burnham writes about "Internet Book Marketing, An Author's Secret Weapon." Plus a whole lot 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 2019 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.

Hope the New Year brings you all the things you want including health, good friends and family, fun activities and of course, plenty of good books.

Al Galasso, NABE

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Our 39th Year

NABE

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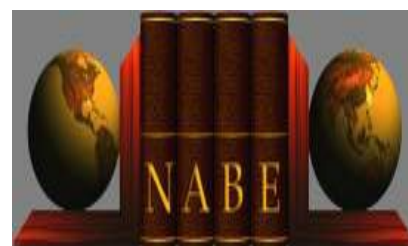
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**National Association Of
Book Entrepreneurs**

BOOK DEALERS WORLD

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**PUBLISHER'S
PROFILE**

Carol Sanford
Author of

“The Regenerative Business”
“The Responsible Business”
“The Responsible Entrepreneur”

Carol Sanford is a consistently recognized thought leader working side by side with Fortune 500 and new economy executives in designing and leading systemic business change and design. Through her university and in-house educational offerings, global speaking platforms, multi-award winning books, and human development work, Carol works with executive leaders who see the possibility to change the nature of work through developing people and work systems that ignite motivation everywhere.

For four decades, Carol has worked with great leaders of successful businesses such as Google, DuPont, Intel, P&G, and Seventh Generation, educating them to develop their people and ensure a continuous stream of innovation that continually deliver extraordinary results.

Carol’s work is deeply rooted in the belief that people can grow and develop beyond what their leaders or anyone sees possible: to be increasingly entrepreneurial, innovative, and responsible in their business



Carol Sanford

and personal actions. She approaches her work as an ecosystem with stakeholders to the business in order to create the organizational conditions and human capability for people to innovate and contribute. Through a Socratic and contrarian approach, backed by research and stories, Carol challenges leaders to rethink everything they currently know about leadership, management, and work design. In the end, she guides people to find their individual and collective “promise beyond able-ness,” embedding enormous possibilities into an organization.

Carol is the author of *The Responsible Entrepreneur*; *Four Game-Changing Archetypes for Founders, Leaders, and Impact Investors*, *The Responsible Business: Reimagining Sustainability and Success*, and most recently, *The Regenerative Business: Redesign Work, Cultivate Human Potential, Achieve Extraordinary Outcomes*. Her books are required reading at leading business schools including Harvard, Stanford, Haas Berkeley and MIT.

Carol also partners with producing Executive Education through Babson College, Kaospilot in Denmark and University of Washington, Bothell.

Among her many recognitions, Carol was recently named Executive in Residence and Senior Fellow in Social Innovation at Babson College, was honored with Thought Leader Lifetime Achievement Award from Trust Across America-Trust Around the World, and received the Athena Award for Excellence in Business, Mentorship and Community Service.

Carol is often called a visionary who offers revolutionary new ideas. But most importantly, Carol offers a pathway to extraordinary results for businesses, and their stakeholders.

For more info on Carol and her dynamic business books, visit www.CarolSanford.com

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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 **39th successful year of showcasing books**, experience you can count on!

Oregon-Washington Library Assn Joint Conference & Show Vancouver, Washington April 17-19 2019

Display your book in this show and get two shows for the price of one. Reach public, county, city and academic libraries from all over Oregon and Washington. Expose your book not only to librarians but to hundreds of potential buyers. 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. Show only takes place once every five years and it has a good turnout each time.

California Book Trade Show Burlingame, California Sept. 20-21 2019

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!

Pacific NW Booksellers Show Portland, Oregon Oct. 6-8 2019

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 Library Assn. Show Pasadena, California October 24-26 2019

Showcase your books, audios, videos and more in one of the largest library market shows of the year. You can sell direct to libraries and pocket more profits. Or, you can help your distributor sell more books with this exposure to librarians from all over the Golden State.

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

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

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

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

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

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

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

C. Post it on your website

D. 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 websites in your area 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 webpage 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! Please visit our informative blog at <http://halopublishing.com/blog/> for marketing and writing ideas.

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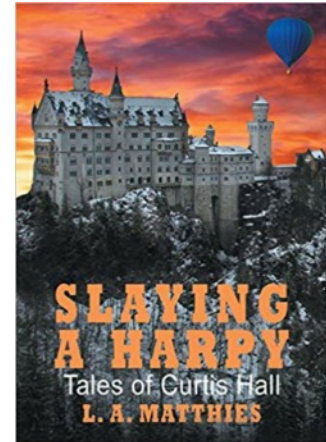
Final Deadline: April 20th, 2019
 See Next Page For Publishers Preview

Slaying A Harpy Tales of Curtis Hall

L.A. Matthies 1079 Westminster Ave. Dix Hills, NY 11746
Phone: 631-526-2427 E-Mail: craftyme0909@aol.com
Web: www.SurvivingCurtisHall.com

Tristen and his two best friends, Billy and Sasha, transferred to Curtis Hall so their parents could enjoy peace of mind that their kids would receive the best education while escaping the messy, complicated teen world of their hometown of Hibernia, New Jersey, a half hour away. Little did their parents realize that although their boys had received lacrosse scholarships to an incredibly prestigious school rivaling even the most extravagant college campuses, they now had stumbled onto its secrets as well. Starting to fit in at the elite boarding school, the teens find themselves faced with an even more imposing threat than the immortal vampires who have befriended them.

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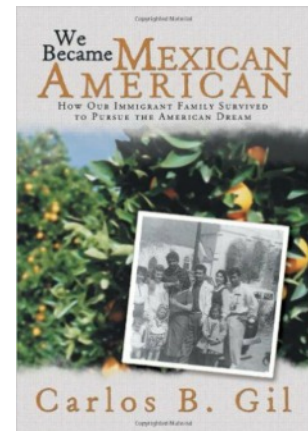
We Became Mexican American

How Our Immigrant Family Survived To Pursue The American Dream

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Discover what it's like to emigrate from Mexico to the United States based on one family's account. This highly readable award-winning book tells the story about the shock of arriving in the U.S. for the first time in the 1920's including the cultural conflicts and other difficulties connected with raising children in a new society. The author will be talking about his book throughout Washington State in 2019 sponsored by Humanities Washington.

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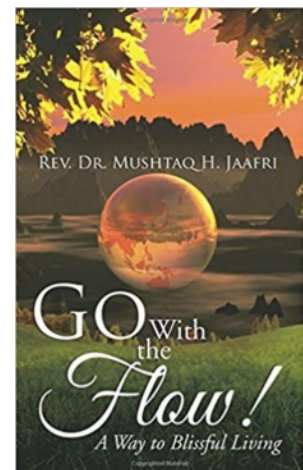


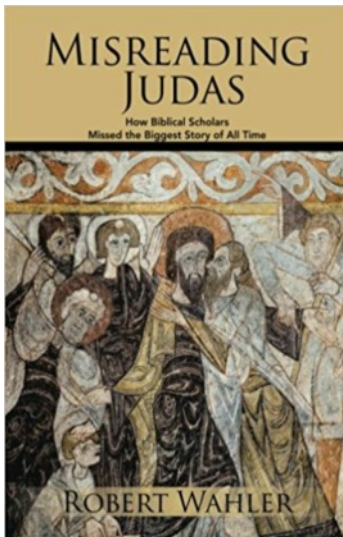
Go With The Flow A Way to Blissful Living

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One of the most difficult things for people to realize is that we as human beings are more than a body, mind, thoughts, emotions or feelings. Our Soul is who we are. It is the highest aspect for ourselves, where we and God are one. This book provides a variety of tools and time tested techniques that allows you to experience yourself as Soul—and as one with God. Dr. Jaafri takes readers on a journey toward enlightenment with the easy to understand techniques that can be implemented quickly. This book contains the exact 30 days mind-theory challenge that enabled him to experience himself as Soul not just in theory but a reality in his daily life. Amazing secrets revealed. Results guaranteed. Full refund is available if the mind training system does not work for you.

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Misreading Judas

How Biblical Scholars Missed the Biggest Story of All Time

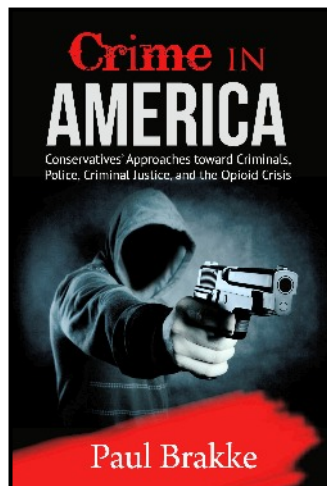
Robert Wahler Authorhouse 1738 Braddock Ct San Jose, CA 95125

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Crime in America

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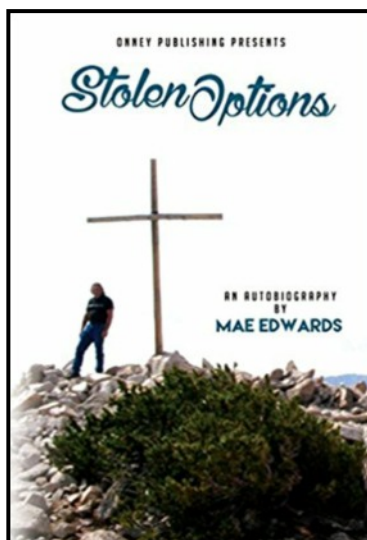
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Crime in America examines what's wrong with the criminal justice system and how to fix it. The book examines the police, courts and prisons and provides some suggestions of what to change. It helps citizens understand what's going on so they can take some action, from contacting their legislators and the media to organizing local groups to improve their community.

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Stolen Options

An Autobiography by Mae Edwards

Mae Edwards 522 Elm Street Waller, TX 77484

Phone: 832-372-9449 E-Mail: mae@stolenoptions.com

This is the story of how Mae Edwards survived, by faith, the constant moving from one foster home to another, being a plumber in the Air Force, surviving an abusive husband, cancer and beyond. Upon surviving some of the toughest years in an unhealthy marriage, Mae later got remarried, this time to her high school sweetheart. Her story continues with their hikes, motorcycling and four wheeling in Colorado and Wyoming.

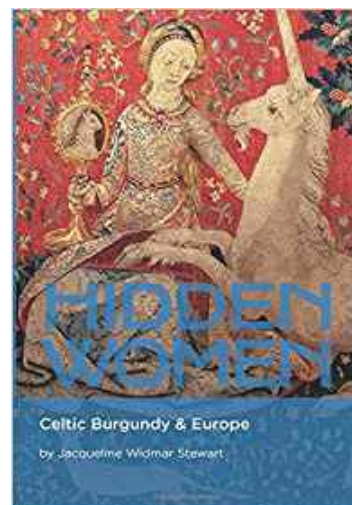
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Celtic Burgundy & Europe

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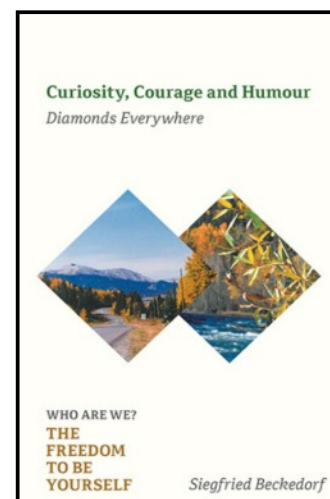


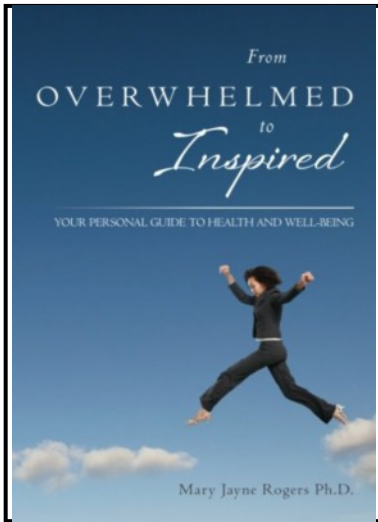
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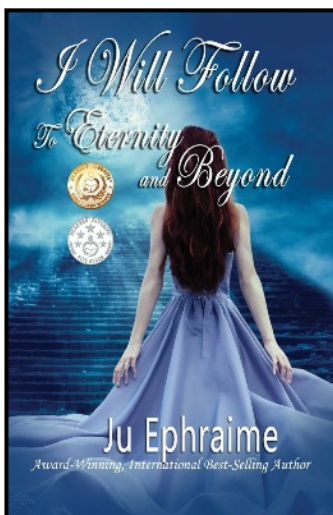
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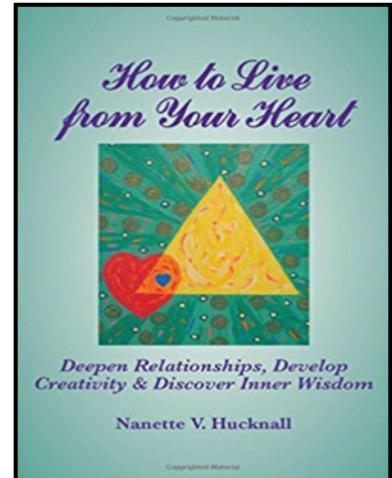
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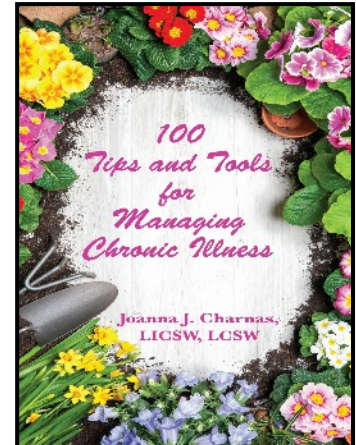


100 Tips and Techniques For Managing Chronic Illness

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Managing chronic illness demands constant mindfulness and management. It's a process that constantly evolves over a lifetime. 100 Tips and Tools for Managing Chronic Illness provides readers with one hundred different methods for accomplishing this task, offering personal examples that are humorous, heartfelt, and insightful. Anyone who lives with chronic illness or knows someone who does will benefit from reading this honest and entertaining book.

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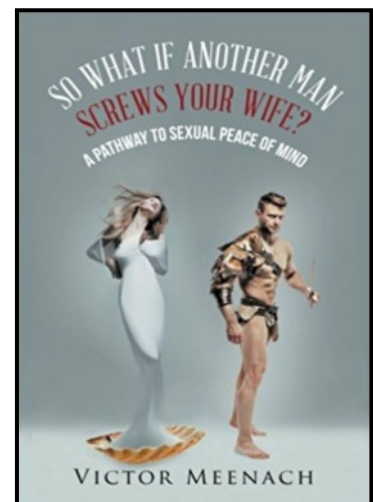


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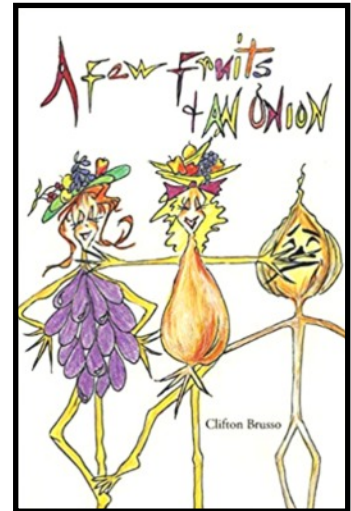


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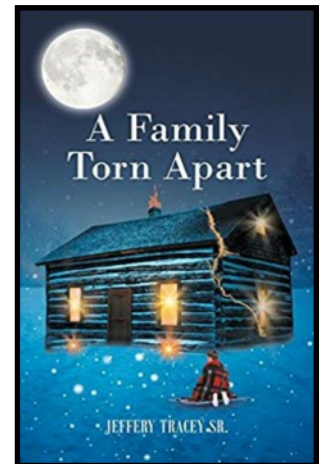


A Family Torn Apart

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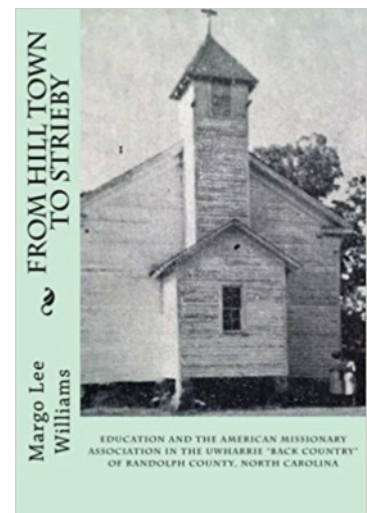
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The Benefits of Using Celebrity Testimonials in Book Marketing

By John Beede

Marketing is essential so your books will sell and business will flourish. As part of your book marketing campaign, any sharp businessperson would utilize testimonials to make their products appeal more.

Celebrity endorsements are even more effective. As a matter of fact, people will buy the instant they know that their favorite celebrity endorses the product. Incredible but true; celebrity testimonials and endorsements work like a charm!

So what really are the benefits of using celebrity testimonials? Let me share the details.

When celebrities, who your customers know, like, and trust are endorsing you, that familiarity, likeability, and credibility are all automatically transferred along to you. So even if the market doesn't know you, the product will still appeal to them.

Celebrity testimonials make you look like a well-networked expert. Thus, this increase in value will allow you to charge more for your service and products.

People want to be associated with big-named personalities. This is exactly why 'People Magazine' sells so well. Having celebrity testimonials is like 'piggy-backing' on their fame resulting in your market to like you and your product.

Your customers will see you as a celebrity yourself. Ever noticed how celebrities hang out with other celebrities?

If you have big names endorsing you, the perception will be that you are hanging out with these people, bringing you a lot of respect, credibility, and prestige.

The approval and endorsement of others will generate more appeal than the ads on the paper. Think about it. Which will you pursue? An ad in the paper for a new restaurant or a neighbor telling you where he just had a wonderful grilled shrimp pasta?

In reality, customers are very skeptical and selective when it comes to purchasing as they have probably been probably in the past. They don't want to spend; they want to invest.

In contrast, when a prospective customer reads a testimonial about your book, product, or service -- the ranting and raving will be seen as objective feedback. So, it is therefore seen as more trustworthy. Testimonials provide instant credibility in your market's perspective. Endorsements from well-known experts will make your products appear as the 'real thing' with no catch at all!

You get instant sales and marketing copy with testimonials. Some of the absolute best copy you can put on your marketing pieces are your endorsements from other people. You can scream at your client with a megaphone all day, telling him or her how great you are, but it won't be as effective as having a handful of other people talk about you and the great book, service, or product that you offer.

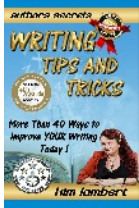
You will be perceived as an insider. With all the big names endorsing your book, service, or product, your clients have no choice but to distinguish you as someone who

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To sum it all up, using celebrity testimonials will save you time, reduce workload and stress, build customer loyalty, increase conversion ratios, and ultimately, make more money!

For a Step-By-Step Guide showing you how to get 30+ celebrity testimonials and endorsements for any book, product, or service, visit our informative web site for authors at www.GetCelebrityTestimonials.com

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May 29th-May 31st: Book Expo America, New York, NY 800-840-5614.

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Internet Book Marketing An Authors Secret Weapon

By Bob Burnham

The internet has opened up a whole new world and made book marketing exciting, creative, and yes it can be lucrative too.

The first thing you think of when you think of the internet is likely a website and yes, a website is important however there are many other fantastic internet tools and resources that can make internet book marketing a breeze.

Blogs, are a fantastic tool to communicate with your current customers as well as your prospective customers. You can have a formal and authoritative tone to maintain your 'expert' credibility and status. You can also take a more conversational tone and develop a more friendly or informal relationship with your customers and readers.

Forums, chat rooms, and social networking Now I am not suggesting that you go and get a Facebook page and begin chatting, however many artists and authors do have Facebook pages. What I am suggesting is that you take advantage of the forums and interactive websites that cater to your target market. There are forums and online social groups on just about every topic imaginable from hobby trains to gardening, from rock climbing to pet care. Find these groups, register, and mingle. You never know who you might meet and by placing a link to your book's website in your signature you are connecting with potential customers.

Email, is a powerful tool for an internet book marketer. As you collect email addresses from associates, from your website visitors, and from folks you meet, your list will grow. You can use this list in any number of ways. Many rich authors choose to send their email list a regular email newsletter which informs and also announces any promotions or new products.

Others choose to simply contact their list when they have good news, like reaching no. 1 on the Amazon Best-sellers List.

Websites, of course it is important for you to have a website too. A website can, and should, be more than just a brochure type page where people can read about you and or your book. Your website can link to bookstores where people can buy your book. Your website can offer a newsletter subscription. It can promote your book with testimonials and reviews and your website can offer a shopping cart so people can purchase your book right then and there.

The internet has many many tools for internet book marketers and we have only scratched the surface. Advertising, links, online magazines the sky is the limit. Get online and get marketing!

Bob Burnham Entrepreneur, Consultant and # 1 Amazon Best Selling Author of "101 Reasons Why You Must Write A Book" For Information on How to Write and Publish your Own Book go to Expert Author visit : <http://www.expertauthorpublishing.com>



Book Dealers Diary

Spritzing to Success with the Woman Who Brought an Industry to Its Senses is the story of Annette Green, who served as Executive Director and President of the Fragrance Foundation, a non-profit, educational organization, for 40 years. Her new memoir focuses on the concepts she instituted to help drive the small six-figure industry to its current multi-billion dollar stature. For more information, visit www.spritzingforsuccess.com

An Endless Quest for Spiritual Truth: A Practical Guide to Everyday Spirituality by Eric Chifunda is a quest for the truth beyond what the human eye sees. Our daily actions, successes, failures, relationships, events, accidents, though mundane on the surface, all have their attendant spiritual aspect, which is the higher version of reality of the physical act. For more info visit www.ericchifundabooks.com

The Gifted Storyteller: The Power Is in the Story You Tell by Gregg Korrol is the story of Michael who followed "the plan" and did everything he was supposed to for life to be successful: great job, money, dates, yet despite it all, everything wasn't the dream he expected. One night after work, he meets a beautiful and mysterious woman named Jeannie, who introduces him to the Gifted Storyteller, and changes his life forever. For more information, visit www.TheGiftedStoryteller.com

Everyday Enchantments: Musings on Ordinary Magic & Daily Conjurations by Maria DeBlassie is a love letter to the magic of everyday life, the sweet moments and the profound that we often overlook in our hurry to get from one place to the next. This collection of essays reminds us to find beauty in a simple cup of tea or rereading a beloved novel and joyfully let our world turn upside down. For more info, send an e-mail to mdeblassie@aol.com

In **Sometimes Naughty-Always Loved: Mary and Her Big Cat Brain** by Arleen Alleman a lovely tabby cat named Mary uses her intelligence and instinct--her big cat brain--to sort out what her human parents want her to do, and how to avoid being "naughty." For more information, visit www.arleenalleman.com

DROP the BS (Belief Systems) and BE by Keli Adams take you on a brief, sometimes humorous, always thought-provoking roller-coaster ride of bizarre experiences. She offers you a simple yet powerful way to shift your perceptions and change your own life instantly and profoundly. For more information visit www.keliadams.com

I Am Super Me by Sylvia Vowless lets children know that they have super powers too that they can use each day. They can pursue their dreams with enthusiasm and the certainty that yes they can do it, they can achieve their goals. For more info, visit www.sylviovowless.com

Reflections of A Love Supreme: Motown Through The Eyes of Fans by Tom Ingrassia tells the story of Motown through the eyes--and camera lenses--of its fans. Many of the photos included have never been published before. They are personal, behind-the-scenes glimpses of the people, places and things that made Motown the music that inspired the generation. For more information, visit www.ingrassia productions.com

Venetian Blood: Murder in a Sensuous City by Christine Evelyn Volker is the story of Anna Lucia Lottol who comes to Venice to visit an old friend, but instead of finding solace, she is dragged into the police station and accused of murdering a money-laundering count with whom she had a brief affair. For more info, send e-mail to christinevolker@gmail.com

In his second book, **Beyond the Opened Door: Grief as an Opportunity to Rediscover the Self**, Yehuda Jacobi shares his experiences with grieving after the loss of his partner, friend and Teacher in the Taoist tradition. His psychologist recommended that he keep a grief journal to document his mourning process. Using those journal entries, he shares his dreams, life events, and commentaries, as well as his shock, anger and fury. For more information visit www.chazakpress.com

Lifting People Up: The Power of Recognition by Susan Smith Kuczarski and Thomas D. Kuczarski is a must read for any leader searching for techniques to cultivate and motivate people, a team's most valuable asset. Activate six leadership tools, listen, include, free, trust, use rewards, and praise plus much more. For more information visit www.kuczarski.com

Never Too Late: From Wannabe to Wife at 62 by B. Lynn Goodwin tells the story of a woman who's never been married and wants to find happiness with a two-time widower seeking his third wife on Craigslist. Whether you've been single forever, are trapped in an unhappy marriage, or you're simply curious, you'll find secrets to a happy marriage in this eye-opening book. For more information, visit www.writeradvice.com

Retire Securely: Insights on Money Management from an Award-Winning Financial Columnist. Julie Jason is the author of this accessible, easy-to-read collection of need-to-know facts about a process that can be intimidating to even the most knowledgeable investors. Jason discusses investor protection, estate planning, college, 401(k)s and IRAs, the stock market, and more! For more info, visit www.juliejason.com

Your Soul Is Calling by Jerry Hirschfield, Ph.D. introduces the Energy Model of the Omniverse comprised of innumerable multi-universes plus the infinite energy within it. The book also defines ego addiction and describes the rampant forms of it existing everywhere in this ego-created physical illusion, causing pain and suffering for most people. For more info, visit www.hiconnections.com

God for Dummies by Lee Dobry attempts to break down some of the basic parts of religious dogma that have so often been deflected by the standard response of "It's a mystery." This book is an attempt to unwrap some of this "deep theology" and just lay it out flat in plain English. It doesn't have to be as complicated as the elites and deep thinkers try to make it. For more info, send an e-mail to lcd1828@verizon.net

Tripi Visits France: The Amazing Adventures of Tripi the Fly by Lori London is about a fly with cannot fly. He has just landed on his first transatlantic flight -- Chicago to Paris! Transported in record time aboard the big jumbo jet, Tripi is now fluent in French. For more info, visit www.lorilondonentertainment.com

Four Legged Heroes: The Mama Magina Books by Mary Virginia McCormick Pittman presents three incredible stories that will transport you into a world of canine courage, endurance, bravery, and fortitude, which can be called nothing less than miraculous. For more info, send e-mail to mvp.texas@yahoo.com

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www.spritzingtosuccess.com

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Continued on Page 25

12 Ways to Keep Your Nonfiction Book In the News

by Sandra Beckwith

Publishers are willing to publicize nonfiction books when they're released, but they rarely do much after the launch to keep books in the news, even though most deserve ongoing media exposure. Here are some easy things you can do to generate continuing publicity for your title. Use a mix of these ideas to develop a 12-month publicity plan that will provide the support your book needs.

Turn the advice in your chapters into a series of monthly tip sheets. A tip sheet is a press release that offers tips or advice in a bulleted or numbered format. Start your tip sheet with an introductory paragraph that explains why the tips you're offering are important, list your bulleted advice, then tie it all together at the end with a concluding paragraph. Send it to appropriate media outlets; the distribution list will depend on your topic.

Contact the press immediately when your topic is making headlines to offer your expert perspective. This is a sure thing with most local media outlets when it's a national news story because you're giving them a local angle. If you've done enough interviews to prepare for the big time, pitch the national news outlets, too.

Add the media to your newsletter distribution list. The same useful advice or information you offer subscribers in your print or electronic newsletter could be of interest to reporters covering that topic, too. I got a book contract several years ago from the publicity that resulted from adding the media to the distribution list of a newsletter I publish.

Repackage your book content into by-lined trade magazine articles.

Depending on the terms of your publishing contract, you might need to do some rewriting so it's "new" material. Make sure the author credit at the end of the article includes your book title.

Capitalize on holidays and special months, weeks and days by distributing a press release with useful, newsworthy information related to the topic, or by contacting the press to offer yourself as an expert information source. For example, many daily newspapers run articles in December about how the holidays are especially difficult for people who are grieving the recent loss of a loved one or facing the anniversary of a loss. This presents many coast-to-coast interview opportunities for the author of a book on grief and loss – but only if the author reaches out to the press.

Contact the public relations department of your industry's trade association to offer yourself for media interviews. Association public relations people are often contacted by writers looking for members with a particular expertise to interview. Make sure your association knows about your qualifications and the topics you can comment on, and you'll get referral calls.

Conduct a newsworthy and relevant survey on your topic and announce the interesting results in a press release. The author of a cookbook designed to make cooking simple and easy, for example, can survey people about why they don't cook more, and release the findings in a press release sent to newspaper food editors and cooking magazines. The release should include information about your book's connection to the survey topic.

Sponsor an attention-getting contest and announce the results in a press release. To promote my humor book about men, I conducted a

"Worst Gift from a Man Contest." The resulting press release led to nationwide media attention, including a holiday appearance on a national cable TV talk show.

Push your publisher's publicist to monitor ProfNet for reporter queries related to your topic all year. Alternatively, subscribe to ProfNet via its PR Leads reseller and respond to appropriate queries. A subscription via PRLeads.com is \$99 per month.

Monitor writer forums for source requests. Members frequently post requests on the magazines and newspapers forum for interview sources.

Tell the media when you're visiting their market. Reporters love to interview experts who aren't local, so if you're in another city for any reason, contact the appropriate media people two weeks before your trip to offer ideas for articles they can write based on an in-person interview with you. If you're in town to speak, send an announcement press release several weeks in advance and offer to do a pre-event telephone interview.

Re-purpose your best tips into a free booklet. Write and distribute a press release that describes the booklet and how people can get a free copy; make sure both the booklet and the release include information about your book, too.

Generating ongoing publicity is work, but it's not rocket science. Invest the time so you boost sales while contributing to your author platform. You'll see the rewards at the end of the year.

Sandra Beckwith, the author of two publicity books, teaches the online "Build Book Buzz" publicity course for authors. Sign up for her free book publicity e-zine at <http://www.buildbookbuzz.com>

3 Types Of Free Content to Help You Grow Your Email List By Jon Allo |

When you're managing an on-line business, one of the best assets you can work on building from the very beginning is your email list. Not only are people who sign up to your email list more likely to keep in mind who you are and keep returning to your website, they are more likely to buy your paid products and programs once you have them.

In order to build a good email list, you need a variety of ways through which it can be built and strengthened.

1. Competitions & Challenges

You need to have something where people have to give you their email address in order to move forward. A good way to get people engaged is by running competitions and challenges. Your readers have to send you their email address so that they can be got in touch with if they are a winner. In order to retain your reputation and credibility, you should ensure that you hold a legitimate competition and publicize a winner. Openly announcing the winner on your website (with their approval of course) will also motivate other people to sign up and submit their email addresses.

2. Offer A Freebie

You can give something free, such as an e-book, but tell your audience they need to give their

email address in order to get it. This means that they get what they want, and you get their email address to add to your list. If you're selling any products on your website, offer to give them a small discount if they subscribe to your newsletter or the mailing list. The majority of people won't think twice about giving their email address if it means they get to save some money in return.

3. Create A List Of Reasons To Subscribe

It's great if you can convey to your audience all the benefits of signing up to your emailing list. Instead than trying to be subtle, it's often better to be straight up about the fact that you're going to add them to your emailing list. If people are honestly interested in your online business they will be happy to receive updates.

The people who are genuinely interested are the most valuable ones to have on your email list, since they are more likely to click on the new posts and links which you send over to them. They are also the people most likely to buy your products and services.

Online competitions and challenges are a great way to build your email list and engage your audience. When people are engaged and interacting with your business it helps drive sales and profits. To learn more about running a competition business, download my free checklist, Running A Challenge <https://jonallo.com/challenge>

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www.fatherpetervu.org

An Endless Quest For Spiritual Truth

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www.ericchifundabooks.com

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The Spotlight: How God Is Operating in Your Life and Spotlight Prayers

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Lesa A. McClain

infinityrllc@aol.com

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Jacqueline Widmar Stewart

www.hiddenwomenbooks.com

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Best Book in the Category of YOUNG ADULT

Abby and Holly School Dance

Janice Spina

<http://Jemsbooks.com>

How Book Design and Book Marketing Will Keep Your Book Alive *By Sid Smith*

Too many authors spend all their time on writing, then scrimp on book design and book marketing. They hope that their publisher will handle all the details of book design and book marketing, so that they can just sit back and rake in the millions year after year.

Then, if these same authors decide to self-publish, they'll quickly get lost in the morass of print on demand publishers and the time and money sink hole of self-publishing. In fact, most authors would rather die than think about book marketing, or spend money on book design.

Facing your book marketing competition

In 2005, around 172,000 books were published with an ISBN number, according to Bowker, which compiles publishing statistics. An ISBN number will get you into Books in Print, and allows your book to be distributed to bookstores and online sites like Amazon and Barnes & Noble. According to some sources, nearly one quarter of these books were printed by Print on Demand (POD) companies.

I'd estimate that number to be much higher, as many small publishers are having their books printed by Lightning Source, which also provides printing for many of the larger POD companies.

Additionally, Lulu Press, who publishes over 1500 books per week, says that only about 5% of their books get an ISBN number. That's another 80,000 or so books circulating in the market each year, although most of Lulu's books are only sold through Lulu Press on their web site.

The definition of "Best Seller" has changed

It only takes 300 book sales to get on Lulu's all-time top 100 bestsellers list. 300 books! For some people, that can be attained simply by selling books to

their extended family. While AuthorHouse, iUniverse, Xlibris, and other big players in the POD market might print more books with ISBN numbers, their sales records aren't much better.

Some sources estimate that the average book sells no more than 150 copies, and other sources put that number at below fifty copies. In many cases, authors end up losing money on their books, which is why Lulu Press is so popular. At Lulu, you can upload your book interior and cover (you do all the design work), and have a book on your doorstep within days - all for the "cost of printing" (which is highly inflated, by the way).

The services and prices of POD companies vary widely, which is why we're in the final stages of creating a comprehensive guide on self-publishing. It can be a confusing morass of information and data, with many unsubstantiated claims. The truth shall be revealed.

Will you be one of the winners, or part of the majority?

Will your book be dead before it hits the streets? If you have any intention of selling more than 50 books, then you'll have to invest time - and money - into the production and marketing of your book. Here are the basic steps you'll have to consider:

1. Write a great book that's got an audience.

One of the biggest mistakes people make is to assume that people will read their book just because it's "good." People will read a book if it is either applicable to their lives (non-fiction), or if it really is a damned good book (fiction). Even then, you'll have to market your book. "How to sell a book" or "How to market a book" are two of the top questions we get, and search engine analysis shows that these are frequent search terms. If you haven't written your book with an audience in mind, then you're down to three legs on your four-legged marketing stool.

2. Spend some money on book cover design and book editing.

The second leg of book marketing is the interior and exterior design of the book. People do judge a book by its cover, so if you're not spending some money on getting an outstanding cover, you're losing sales. Then, people will open the book and read the intro or first few pages. Is it well-written? Easy to read? Is the interior book design clean, consistent, and well-implemented. I've seen many POD books in which the margins were too small, the fonts poorly chosen, and the images fuzzy. Who's going to buy a book like that?

There are many great book cover designers. Then for editing, contact Charity at Mighty Pen Editing for your editing needs. Don't scrimp on the editing because you WILL make mistakes (trust me on this - there are probably a few in this article).

3. Choose a good quality publisher.

Lulu Press is great if you just want to print a few books for your friends, or create a low-cost galley to send to editors, agents, or distributors. You'll often be asked to send a "galley" of your book, which is simply a printed copy of your book with a blank cover. Lulu Press is great for creating galleys at minimal cost.

As we'll show you in our upcoming comprehensive guide to self-publishing, which POD company you choose depends on your intentions and desires. If you want to have your book professionally edited and the cover professionally designed by your publisher (instead of outsourcing to some unknown person), then companies like Cold Tree Press might be a good choice. Other companies offer a varied level of marketing packages. Personally, I'd rather stay away from having these publishers market my book, and instead go to a good book marketing expert or media specialist.

But, there are a few small publishers (like Cold Tree Press or Arbor Books) who have excellent book marketing packages, ranging from several hundred to several thousand dollars (you get what you pay for!).

4. Take a "no holds barred" approach to book marketing.

If your book is your life, or is a major part of your business marketing plan, then spend some money on publicity and book marketing. Too many people, especially business people, write a book, put a page up on their web site (and on Amazon), and hope that they'll get some sales. Your book is like a 250 page business card, and it should be used accordingly.

If your book is your life story or a novel, you still need to spend some money on marketing, although your approach will be different. Definitely check out a media relations specialist Marika Flatt on the web at <http://www.prbythebook.com> or Book Marketing Specialist Penny Sansevieri.

5. Use the Internet to market your book.

The old ways of marketing books, such as book tours, are dead and gone. Sure, you can still do them, but if you really want to sell books, you'll have to go online - and not quietly.

Use techniques such as blogs (blogging), Podcasting, and Videocasting (something like online infomercials). Be sure to check out the advanced book marketing teleseminar series at <http://www.writeandpublishyourbook.com>. You should also learn how to do a Virtual Book tour (a class Penny Sansevieri will be teaching through Write and Publish Your Book).

So, write a great book, find a good book cover designer and book editor, work with a quality publisher, market the heck out of your book, and use the Internet to market your book with podcasts, blogging (an author blog), videocasts, and virtual book tours.

Good luck. Good writing. Good selling.

If you're a writer or solo entrepreneur, then you need to visit the www.writeandpublishyourbook.com website. Tips & resources for writers; advice on publishing or self-publishing, and relatively unbiased media relations assistance. Check out our Advanced Marketing teleseminars on Podcasting, Self-Publishing, Publishing and Marketing for writers and solo entrepreneurs.

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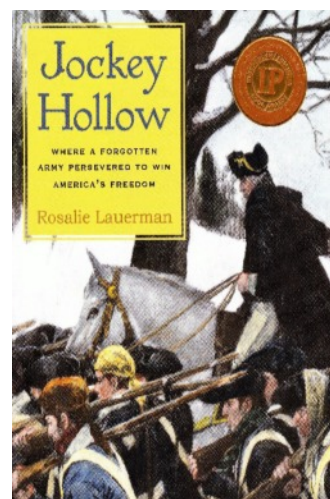
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When You Speak to Community Groups, You Sell Books

By Harriet Hodgson

Even if your publisher has a slick catalog and an appealing website, you need to market your book. My recent work focuses on loss, grief, and recovery, a hard sell in the book business. So I signed a contract with a professional book marketing firm. I learned a lot from the company, but its publicity efforts did not lead to a surge in sales.

How do you sell books? Local publicity is one of the best ways. During my 30+ years in the book business I have come to realize that giving talks to local community groups -- churches, service organizations, and support groups -- sells books. At the end of every talk I tell people that I enjoy speaking, speak for free, and ask them to refer me to another organization.

Several weeks ago I gave a presentation to a Kiwanis group. The group met at 9 a.m. and I was surprised at the huge turnout. After a brief business meeting I spoke for 25 minutes, which left time for questions and answers. Some Kiwanis members were surprised at the number of books I have written. Several thanked me for coming. "Harriet's presentation should make us grateful for this day," one man commented.

I have several talks and all are about the multiple losses I suffered in 2007, the year my elder daughter, father-in-law, brother, and former son-in-law died.

My daughter and former son-in-law died in separate car crashes. Their deaths made my twin grandchildren orphans and my husband and me GRGs, grandparents raising grandchildren.

This week I am speaking to a grief support group. These members will not ask the same questions as service groups members. I know some of their questions will be painful and will do my best to answer them, for I understand bereaved people and they understand me.

I recently talked with a new author about book publishing and marketing. She paid for the printing, paid for the design, paid for a poster, paid for conference advertising, paid for travel to the conference, paid for lodging and food. Like many authors, she knows she may not get this money back. "I sell books when I speak to small groups," she explained. "But I need to sell more." We agreed that we do not write books to make money, we do it to help others.

Book talks can spark sales. But this statement has several qualifiers. I think an author needs to have several talks on hand. You should be able to modify these talks to fit a specific group. Though you should cite information in your book, I think you should also expand this information.

You may add another story, for example, or cite new research.

I still speak for free. If I have to travel, however, I ask the group to pay my travel expenses and lodging, but not for my food. I will pay for that. And I will continue to give book talks, to tell my story of grief, recovery, and hope.

Harriet Hodgson has been an independent journalist for decades. She is a member of the American Society of Journalists and Authors, Association of Health Care Journalists, and Association for Death Education and Counseling. Her 24th book, "Smiling Through Your Tears: Anticipating Grief," written with Lois Krahn, MD is available from Amazon.

Centering Corporation has published her 26th book, "Writing to Recover: The Journey from Loss and Grief to a New Life" and a companion journal with 100 writing jump-starts. Hodgson is a monthly columnist for the new "Caregiving in America" magazine. Please visit her on the web at her popular website www.harriethodgson.com and learn more about this busy author and grandmother.

Become a Member of The National Association of Book Entrepreneurs

See Pages 16-17 for Complete Details and Benefits

Your Book Marketing Plan: How Much Should You Budget to Promote Your Book?

By Dana Lynn Smith

To promote your book successfully, it's important to budget funds for book marketing. While it's certainly possible to do online book promotion on a shoestring budget, you will still need to invest in promoting your book.

The amount you should budget depends on your book marketing plan. Here are some expense categories to consider and some money-saving tips:

Blog/Website: Website design and hosting fees. If you use a blog-based website, you'll minimize costs for online book promotion.

Graphics: Design of website header and graphics, design of printed materials, purchase of stock images for blog/website, and a photo shoot for your author photo. Services such as Killer Covers and eCoverBee can provide lower cost website graphics.

Printing: Business cards, bookmarks, postcards, flyers, and posters for personal appearances. In addition to local printers, check prices for online printers such as Printing for Less.

Copywriting and Editing: You may want to hire a professional copywriter to help you write effective sales copy for your web-

site and other book promotion materials. It's also a good idea to have an editor or proofreader review your website and marketing materials.

Email Marketing: You will pay monthly or per mailing fees to the company that manages your opt-in mailing list. Some services, like Mail Chimp, waive their fees until your list gets to a certain size.

Review Copies: Printing, packaging and postage for review copies sent through the mail.

Publicity: There are a number of free online press release services, such as PRLog and Free Press Release. To get wider distribution for your most important releases, you will need to use a paid service like PRWeb.

Learning: There are a number of blogs and newsletters with helpful book marketing information. But don't forget to budget funds for books, teleclasses and other opportunities to get more in-depth education about publishing and book marketing, and for dues to writing and publishing organizations. You'll be more effective at promoting your book if you know how to do it properly.

Administrative: You may need help in implementing your book marketing plan, especially if you have a day job. There are a number of virtual assistants who specialize in working with authors. You may also want to invest in consulting services

from a publishing or book marketing coach to help you develop your book promotion strategy.

Other Expenses: Additional expenses may include travel, book fairs, book award entry fees, advertising, and administrative expenses such as postage and internet access.

The best way to develop a budget is to assign a projected cost to each element in your book marketing plan. Then you can break down your expenses by month, to arrive at a monthly budget.

Dana Lynn Smith is a book marketing coach and author of the Savvy Book Marketer Guides. Get your free free book marketing plan outline at The Savvy Book Marketer blog, and follow @BookMarketer on Twitter for more book promotion tips.

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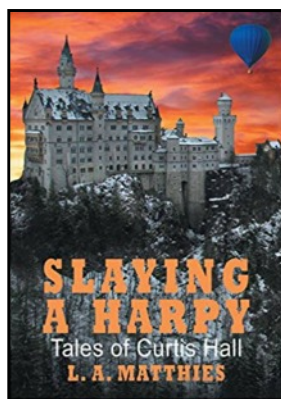
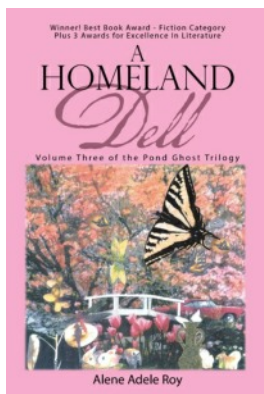
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