



Vol. 44 No. 2 Summer 2022

# Book Dealers World

National Association of Book Entrepreneurs



Nanette Hucknall, author of "Higher Self Yoga: A Practical Teaching," one of many life changing titles she has written. See Page 3 for story.

**Winter 2022  
Pinnacle  
Book  
Achievement  
Award Winners**

## **IN THIS ISSUE**

**How Self-Published Books  
Create Highly  
Profitable Businesses  
*By Robert Skrob***

**How to Get Free  
Targeted and Sincere  
Reviews for Your Book  
*By Phyllis Zimble Miller***

**5 Tips on Creating an  
Author Website  
*By Karen Cioffi***

**How to Sell More by Giving  
It Away: The Profit in Free  
*By Scott Flora***

**How to Launch Your  
eBook Using Social Media  
*By Carolyn Cohn***

***Publishers Profile  
Book Dealers Dairy***

# From The Editor's Desk



Dear Friends,

As we hope to be seeing the end of this horrible pandemic, the world is facing a new crisis. The war in Ukraine should be a wake up call to the world that these tragic events must cease soon and we must find common ground for humanity all over the world to continue to exist. Our hearts go out to the brave Ukrainian people and we will support them in any way we can.

This issue of **BDW** spotlights our Winter 2022 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Take a little time out of your day to spend time reading and relaxing with a favorite book. Discover some new titles and authors you will enjoy. See pages 22 to 25 for a list of the award winning books. Check out some of our wonderful entries and new authors today. Let your imagination soar to a different era or place.

Our next show of this year will be Virtual just like last year, the NAIBA-SIBA Conference and Trade Show. They will be holding two shows, one this May and one coming up in August. Over all, the Virtual shows have brought out more leads since people can take part in the show no matter where they are, and they can stay safe as well.

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 Achievement Award eligibility.

Have a wonderful summer and return to some traveling and adventures that you missed the past few years. Wishing you a delightful Spring, Summer and Fall.

Al Galasso, NABE

## BOOK DEALERS WORLD

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### Our 42nd Year

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**Nanette V Hucknall**  
**Author of**  
**“Higher Self Yoga: A**  
**Practical Teaching’**

Interview with Nanette

BDW: Can you share some stories about people you met while researching/writing “How To Live From Your Heart”?

I didn't really research the Heart book but I did facilitate a couple of workshops on “Living from Your Heart” when I was writing the book. This gave me good feedback on the exercises.

BDW: What was the hardest thing about writing your latest book?

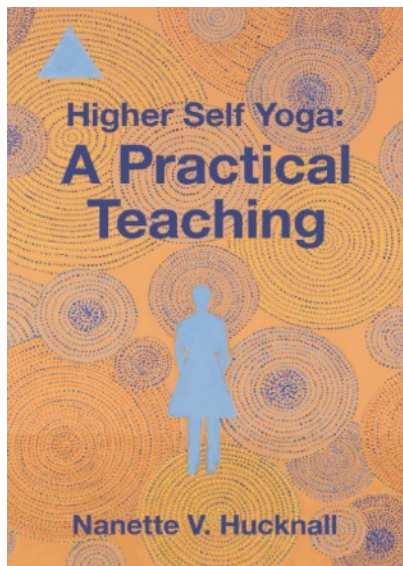
Writing the query letter and proposal to send to an agent and publisher. Also, I changed the title and subtitle many times.

BDW: Did you learn anything from writing this book and what was it?

It brought me a deeper understanding of what it means to work with the heart on a daily basis. It reminded me of how important that is.

BDW: Where do your ideas for your books come from?

All the inspiration for my books comes to me during meditation.



BDW: Do you have any special writing rituals?

When I am in Florida for three months in the winter, I stick to a strict schedule of writing and editing from 25 to 35 hours a week. I stay at my sister's home on the ocean and in the evenings we watch TV. She doesn't tape shows like I do at home but likes to read a book during the commercials. Instead, I do my editing during that time. At home in MA, it's more difficult to keep to a schedule as I have a lot more happening that takes up my time.

BDW: Pen, typewriter or computer?

Only computer. Before computers, for my first book, I spoke into a tape and transcribed it on the typewriter. Big job. Love the computer.

BDW: Do you write with music playing or in silence? (If you chose music, then what kind of music?)

Always silence.

BDW: Do you like to write alone or in public?

Alone.

BDW: Any tips for other writers on how to get through the dreaded writer's block?

Fortunately, I never have experienced that. I have worked with people who had creative blocks and have found that they can come from a past life where they did the same kind of work, and failed, or were victimized for it. Doing a past life with them can clear that up. Sometimes a major block is caused by feelings of unworthiness coming from childhood. I think it's important to just write anything and not worry about whether it is good or not. Just do stream of consciousness and get into the rhythm of writing every day even if it's only for half an hour.

Nanette V Hucknall is an award-winning author, psychotherapist, teacher, lecturer, and the Founder and President Emeritus of Higher Self Yoga. She has spent a lifetime studying spirituality and psychology, and has used her learnings to help others on their own personal journeys. With a background in Agni Yoga and Psychosynthesis, Nanette has combined her practical knowledge with her own spiritual wisdom and insights to create her latest book, “Higher Self Yoga: A Practical Teaching.” It recently won the Pinnacle Book Achievement Award in the category of Self-Help.

For more information on Nanette and her wonderful line of books, please visit her informative website at [www.NanetteVHucknall.com](http://www.NanetteVHucknall.com) Dealer inquiries are invited and you can find a wealth of information on how to overcome negative traits and accentuate positive ones, especially for the times we live in today.

## **How Self-Published Books Create Highly Profitable Businesses**

**By Robert Skrob**

Customers expect a book to cost \$9.95, \$19.95, or perhaps as much as \$49.95. With production costs, that doesn't give you a lot of money to promote your books and generate sales. It depends on your income goals, but if it consists of selling your books alone, you'd have to sell hundreds or thousands of books a month to earn any substantial income. Your operation costs and marketing expenses would quickly exceed the revenues.

There is a better way. When you use your self-published books as a sales tool to identify customers and make additional sales, then your self-published books become a money-generating tool that can drive a million-dollar business.

Here Are 3 Examples of How Your Self-Published Books Can Create a Highly Profitable Business:

1. Well-known speaking and presentation skills coach builds a massive list of targeted, hungry prospects and a multi-million dollar business with a self-published book.

Speaking and presentation skills coach, Susan Berkley self-published her book, *Speak to Influence: How to Unlock the Hidden Power of Your Voice*. Check out her website: <http://www.speaktoinfluence.com>

The book has sold over 14,000 copies, is now in the second printing of its second edition, and continues to sell every month. Susan still gets quoted from her book, even though it is over seven years old. In fact, the book recently scored blurbs in *Glamour* and *Self* magazines without even trying.

More importantly, Susan invites her book buyers to sign up for her free e-zine through her website. In the e-zine, Susan offers subscriptions to her monthly paid newsletter, and promotes her products, teleseminars and consulting/coaching services. The revenue from these additional services and products is many times higher than anything she has received from publishing her book. Best of all, Susan can easily market new products whenever she likes. If she decides she needs more money, she creates another program, sends an e-mail to her list, and makes sales—all from a list created through her self-published book.

2. A mortgage expert increases web traffic and generates millions of dollars of revenue for his mortgage brokerage company from his self-published book.

Brian Sacks' self-published book, *Yes, You Can Get a Mortgage: Even If You've Had a Bankruptcy, Foreclosure, or Other Credit Issue*, <http://www.marylandloantips.com> has helped thousands achieve the American dream of home ownership. For Brian, this \$19.14 book has generated a constant flow of great customers and millions of dollars of revenue for his mortgage brokerage company.

Brian invites book readers to visit his website for more information and a personal evaluation. Quite often, this evaluation leads to mortgage services with fees ranging from \$5,000.00 to \$15,000.00.

3. The source for accurate celebrity contact information creates monthly, recurring revenue from his self-published book.

Jordan McAuley self-published his book, *Contact Any Celebrity*, <http://www.IMACelebrityResource.com> and sold it for \$55.00.

This book that provides contact information for celebrities is useful for authors who want positive quotes from celebrities to put on their book covers, fans seeking autographs, and charities looking for celebrity endorsements.

Even though \$55.00 for a book is a great price, Jordan didn't stop there. He created a membership website with data that wouldn't fit into the finished book. Jordan includes publicist information, additional phone numbers, and charities the celebrity already supports. It's a lot of useful information specifically for authors and charities. Jordan charges only \$9.95 a month for membership and promotes this option throughout his book. So instead of selling a book and getting paid once, Jordan has created monthly, recurring revenue from individuals who want constant access to more extensive and constantly updated information.

Final Self-Published Thoughts

Too many authors see the self-publishing of a book as their end goal. When that book hits bookstores, they breathe a sigh of relief and pat themselves on the back for a big accomplishment. Yes, you should be proud, but don't stop there. Self-publishing a book opens the door to hundreds of other business opportunities.

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Robert Skrob, can help you turn your self-published books into highly promote-able, highly profitable information marketing products like audio programs, DVD's, catalogs, online magazines, newsletters, membership websites, teleseminars, webinars, and tele-coaching programs. To receive a free two-month trial membership in the Information Marketing Association, visit: <http://www.JoinIMA.com>

## How to Get Free Targeted and Sincere Reviews for Your Book

*By Phyllis Zimbler Miller*

Getting free targeted and sincere reviews for your book requires research, commitment and follow through.

I'm going to share with you the mistakes I made and the things I did right about getting book reviews.

First the mistakes:

I waited until the book was published instead of sending out the manuscript or the first page galley from my print-on-demand publisher.

I used pay-for-review services whose reviewers were not committed to the subject of my novel — for them this was a job for hire.

I sent copies of the book to book bloggers who responded to my email that they indeed wanted to review the book but who never reviewed the book. I later realized that I wasn't anyone to them so my book obviously got buried in the avalanche of books they receive.

Now what I did right:

I researched on Amazon for reviewers who had written good reviews about similar-themed books. I contacted them through the Amazon friend feature and offered my book for review. (Note — there is no payment given for these reviews.) I got a few replies,

including some who told me they were too busy along with some who really wanted to review the book and did.

When I emailed these Amazon reviewers to consider reviewing the book, I gave them the link to my website with the first four chapters available for free. I suggested they read those chapters to see if the book might appeal to them. Obviously, if they didn't like the first four chapters, they probably wouldn't want to read the whole book.

I took a virtual book tour through virtual book tour organizer Pump Up Your Book Promotion, and several book bloggers agreed to review the book. (Again, no payment.) I said yes to providing a second free book for a contest connected with the review (or interview). And the winner of the contest often had her/his own book blog.

I started using social media platforms — especially Twitter and Facebook — to make "friends" online. Now when these people said yes to reviewing my book I was no longer a nobody to them. We had a relationship.

More valuable reviews from people who were interested in my book:

The reviews I got by approaching people interested in my book's fiction genre were much more valuable than the reviews I got using, for example, pay-for-review services where the

reviewer might not even like my type of book.

And, yes, doing the work to find and contact reviewers who like your type of book takes time and effort. It can be much easier to use pay-for-review services even though these reviews might not be as targeted and sincere.

If you do use pay-for-review services, ask if the reviewer will be someone who likes the genre in which you've written. You could even ask to see samples of the reviews the proposed reviewer has written on books of this genre. In this way you may have a better chance of getting a reviewer who will appreciate your book.

And if right now you're still writing your book or it's still in the publication process, this is an excellent time to start forming relationships on Twitter and Facebook. The key to both these social media platforms is to freely share information that can help others. If you do this wholeheartedly, in return your online "friends" may sincerely help you. — P.Z.M.

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Phyllis Zimbler Miller is a National Internet Business Examiner and can be reached at <http://www.InternetBizBlogger.com> She is also a book author, and her power marketing company combines traditional marketing principles and Internet marketing strategies to put power in your hands. Contact her at <http://www.MillerMosaicLLC.com>

## **Signings Offer One of the Most Cost-Effective Means of Promoting Your Book and Yourself**

**By Charles Jacobs**

Generating opportunities to sign and sell your book is a good deal more difficult than actually conducting the event, but well worth the effort. Invitations don't magically arrive on your desk. It is up to you to reach out aggressively and convince retail booksellers, libraries, organizations and other venues that they can benefit by your presentation. The most effective way to accomplish that is to offer to speak at the signing.

Most venues are aware that people generally look upon published authors with deference, and will gladly attend an event at which they speak. There seems to be, rightly or wrongly, a mystique surrounding writers that excites the general public. They are intrigued by what they imagine is our lifestyle, fascinated by our ability to place words on paper and curious to know how we go about doing that.

If you are targeting a library or an organization, it is essential that you deliver an interesting talk. When you finish speaking, the audience will have a chance to purchase your book, usually at a table set up at the back of the room. For bookstore signings, speaking is an option. However, if you do speak, you will likely convert a higher percentage of the audience into buyers, and that of course is the reason you hold the event.

Conversely, if you are just sitting at a table in a bookstore without speaking, you must rely on convincing store customers to stop at your table to peruse your book or at least chat with you. Most of those who have come to the store have arrived with a purpose. They are probably looking for a specific book and may not

want to be sidetracked from their mission. The percentage of converts to buyers is minimal.

### **Speaking Makes a Difference**

Opinions on the value of signings vary widely. Some writers feel they generate only minimal sales, and are not worth the time and effort required. Others are advocates of signings, principally because they have been highly successful with their events. Usually, a little additional investigating will reveal that the supporters of signings have included a talk in their program, while the naysayers have been disappointed by the minimal response while they sit silently at their tables.

When thinking about a signing, you must always take into consideration the fact that any exposure will enhance your reputation as an author. Every promotional effort you make has a dual goal: first to sell your book and second to build recognition of your status as an expert in the field you write about. Branding yourself this way is important for your career as you continue to write additional books and articles.

### **Organizing the Event**

It is always wise to make contact with the venue well in advance of the time you hope to present. Most have a speakers' calendar that they prepare months ahead of time. This gives them adequate time to publicize the event. Contact the store manager. Be fully prepared to explain why your appearance will be of interest and generate sales. Most bookstores will prefer to order in the books they estimate they will need. However, it is wise to bring extra copies along with you in case the demand is unexpectedly high. You can arrange to reimburse the store at the cost it usually pays its wholesaler..

For all other venues, you will be expected to bring a supply of books. In some cases an arrangement will be made to turn over a given percentage or flat fee for each book sold to the event sponsor. Some libraries or organizations will pay you a speaker's fee. But even if they don't, the exposure you receive will be compensation enough.

Be certain to circulate a sign-in sheet to the members of your audience. Design the simple form with one column for a name and another for an e-mail address. The larger you build your mailing list-it's often called a "platform" in the industry-the easier it will be to reach people with news of a new book, a special sale or any other promotional item.

Book signings, whether you speak or not, will enhance your reputation as more and more people become aware of you and your book. These events essentially cost you nothing but a few hours of your time. The combination of selling copies of your book, publicizing yourself and expanding your mailing base make this promotion well worth the effort.

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 See Next Page For Publishers Preview

## The Art of Symeon Shimin

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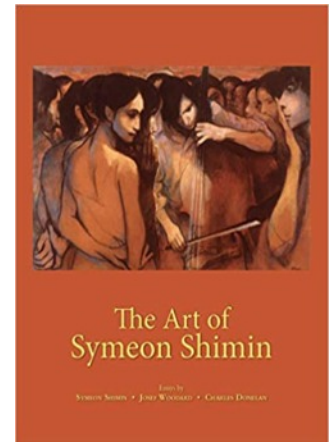
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Web: [www.symeonshimin.com](http://www.symeonshimin.com)

"The Art of Symeon Shimin" presents a striking view of the life and art of this noted and award winning Russian born Jewish artist. Curated and edited by his daughter, the book includes essays, more than 100 plates and archival photographs and an autobiography. This is the first complete collection of Shimin's work that dramatically showcases art of rare beauty and raw expression.

Retail: \$40.00, Sample: \$40.00 ppd.

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## The Coca-Cola Trail

Larry Jorgensen GL Management LLC

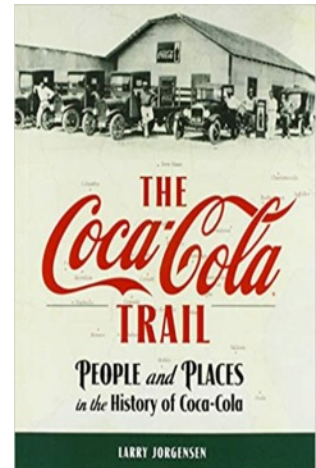
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E-Mail: [glmanagement40@gmail.com](mailto:glmanagement40@gmail.com) Web: <https://thecocacolatrail.com>

It's a travel adventure and it's history about the world's most famous product. "The Coca-Cola Trail" takes the reader to places where Coca-Cola history was made, and reveals fascinating stories at each site. Learn why Coca-Cola was first bottled in an historic town in Mississippi, not in Atlanta. How the Coca-Cola "empire" developed as the result of a simple \$1.00 transaction. Read about those pioneer bottlers who foresaw the opportunity and created for themselves and generations to follow, an important place in the Coca-Cola dream. Thirty chapters, over 200 pages including historic photos, make "The Coca-Cola Trail" an interesting visit.

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Rev. Dr. Mushtaq H. Jaafri, Mushtaq Publishing Company

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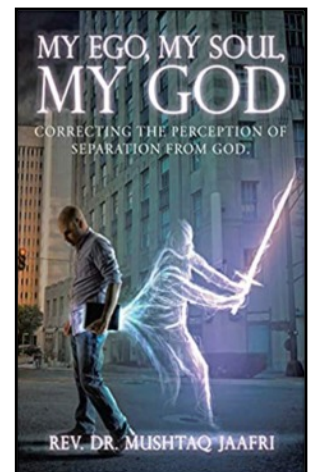
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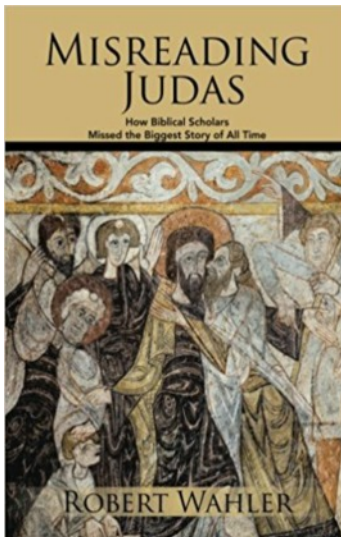
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## Misreading Judas

Robert Wahler Authorhouse 1738 Braddock Ct San Jose, CA 95125

Phone: 808-896-6203

E-Mail: [judaswasjames@aol.com](mailto:judaswasjames@aol.com)

Web Site: <http://Judaswasjames.com/>

Bible scholars all got it wrong about the Gospel of Judas. JUDAS – not Jesus – is the enigmatic sacrificial "man who bears me" (they are, after all, biased Christians, not Gnostics). Christianity's 'Betrayal of Christ' narrative was a tendentious rewriting of the gnostic Nag Hammadi Apocalypses mastership succession story. NABE Pinnacle Book Achievement Award winner for non-fiction, 2018.

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## Four Legged Heroes: The Mama Magina Books

Mary Virginia McCormick Pittman Xlibris

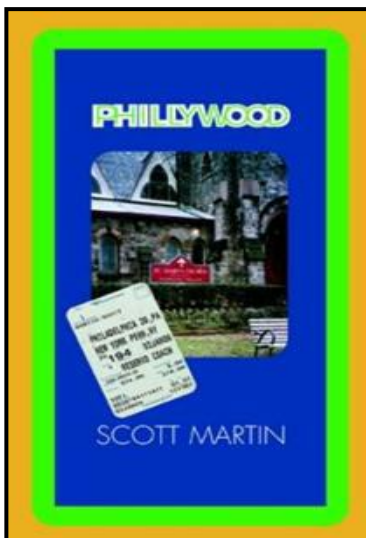
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Everyone loves Philadelphia and no book navigates the streets of Philadelphia, New York, Washington, and Boston any better than PHILLYWOOD, by Scott Martin. This is the suspense tale set during the American bicentennial of a University hanger-on trying to make good in literature and music. There are also some surprises in the black history of Philadelphia included in the book.

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## Powerful Lessons in Transformational Leadership

Dr. Pete Andersen Trius Publishing, LLC

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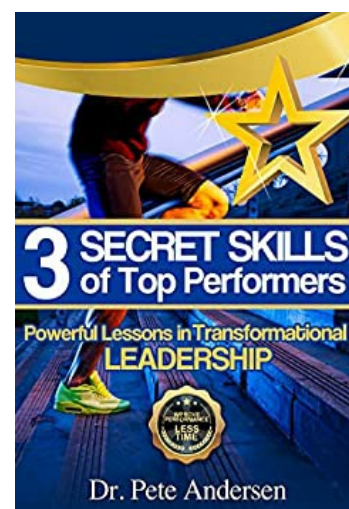
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## Transformation of U.S. Health Care 1960- 2020

### One Family Physician's Journey

John Geyman, MD Copernicus Healthcare

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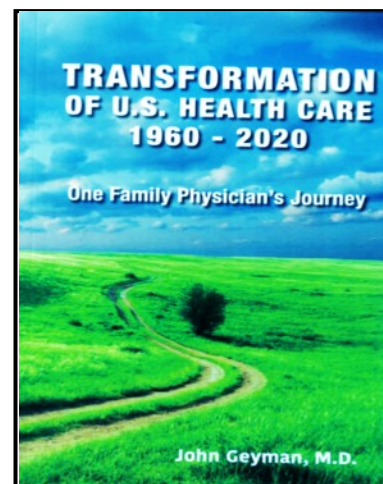
Phone 360-378-8558 E-Mail: [jgeyman@uw.edu](mailto:jgeyman@uw.edu)

Web Site: [www.copernicus-healthcare.org](http://www.copernicus-healthcare.org)

This book describes U. S. health care since the 1950s as seen and lived by one family physician. You will see how health care has become unaffordable for much of our population, how the quality of health care leaves much to be desired, and how system reform has been largely ineffective. You will also see how reform can bring equity and access to all Americans.

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## We Became Mexican-American

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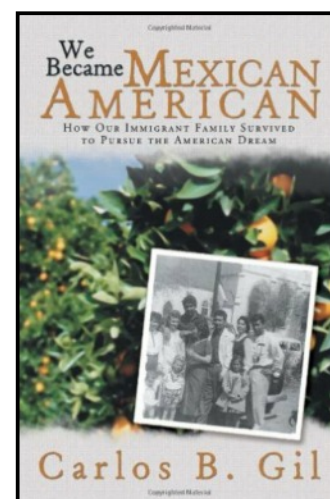
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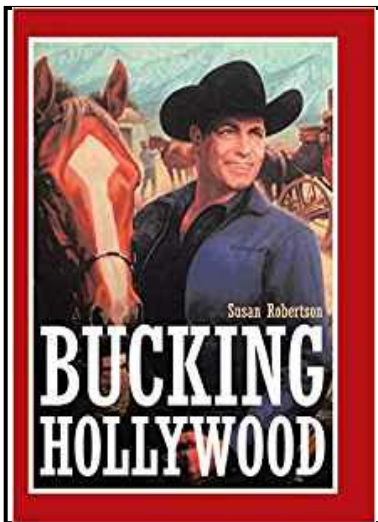
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Discover what it's like to emigrate from Mexico to the United States based on one family's account. This highly readable award-winning book tells the story about the shock of arriving in the U.S. for the first time in the 1920s including the cultural conflicts and other difficulties connected with raising children in a new society. You'll learn about Mexican immigration to the U.S. and how the "Mexican" Gil children became Mexican American as told by one of them who recounts memorable experiences dating from the 1920s to the 1970s.

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

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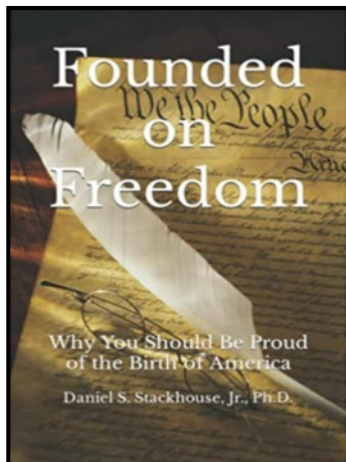


## Bucking Hollywood

Susan Robertson Page Publishing  
PO Box 470 Rancho Santa Fe, CA 92067  
Telephone: 405-706-3704  
E-Mail: [larruping@aol.com](mailto:larruping@aol.com)

My husband was Dale Robertson a very famous and talented actor who starred in many films. Mostly in the 1950's. Also starred in Western Series during the golden era of the TV Western, one of the most popular genres ever produced for the small screen. One of the most popular was Tales of Wells Fargo that Dale starred in every episode. Starred in The Iron Horse, Death Valley Days. etc. New, updated edition.

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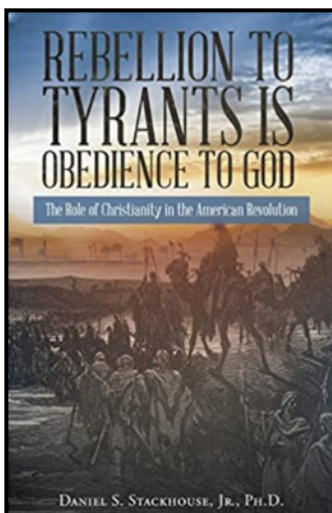
## Founded on Freedom

### Why You Should Be Proud of the Birth of America

Daniel S Stackhouse Jr., Ph.D.  
11622 Gonsalesv Street, Cerritos, CA 90703  
Phone: 831-324-0238  
E-Mail: [danielstackhouse@reagan.com](mailto:danielstackhouse@reagan.com)  
Web: [www.amazon.com](http://www.amazon.com)

In "Founded on Freedom: Why You Should Be Proud of the Birth of America," Daniel S. Stackhouse, Jr. argues that America's "mission statement" led the new United States of America, from its very beginning, to break off from the path which most of the rest of the globe had trodden throughout the ages and has continued to inspire and guide Americans ever since.

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## Rebellion to Tyrants is Obedience to God

### The Role of Christianity in the American Revolution

Daniel S Stackhouse Jr., Ph.D.  
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Phone: 831-324-0238 E-Mail: [danielstackhouse@reagan.com](mailto:danielstackhouse@reagan.com)  
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In "Rebellion to Tyrants is Obedience to God: The Role of Christianity in the American Revolution," Daniel S. Stackhouse, Jr. argues that Christianity played a significant role in the creation of the American republic. Specifically, the author presents evidence that Christian thought, preaching, and practice helped to create and sustain colonial resistance to British policies and lead to the founding of the United States of America.

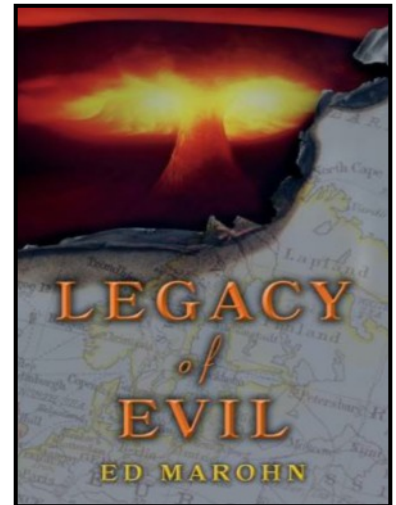
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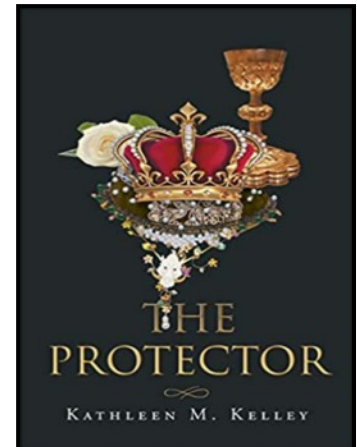
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A Novel of Richard III

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Richard, Duke of Gloucester, would have been happy spending the rest of his life in the north of England, loyally serving his brother King Edward from afar, but Edward's sudden death changes everything. When Richard learns he has been named Protector of the new boy-king, he must face old enemies, painful betrayals by old friends, and a dazzling opportunity that will challenge all he believes to be true about himself.

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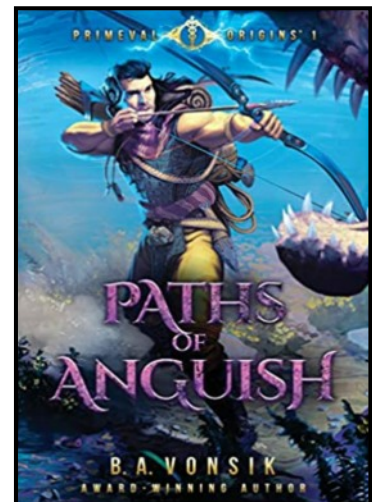
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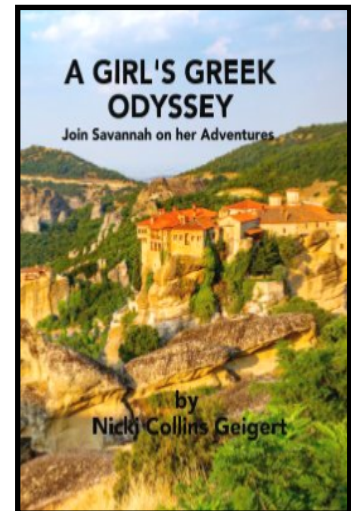


## A Girls's Greek Odyssey

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Web: [www.NickiGeigertbooks.com](http://www.NickiGeigertbooks.com)

Enjoy an armchair adventure book following Savannah, a teenager, on her first international trip to Greece. As an athlete, Savannah enjoys, running, swimming, climbing, and many other athletic adventures. Come along with Savannah as she runs on the original ancient Greek Olympic track in the world. Enjoy climbing Mount Olympus with her, along with swimming and learning to windsurf. See and read of the temples and cities of ancient Greece.

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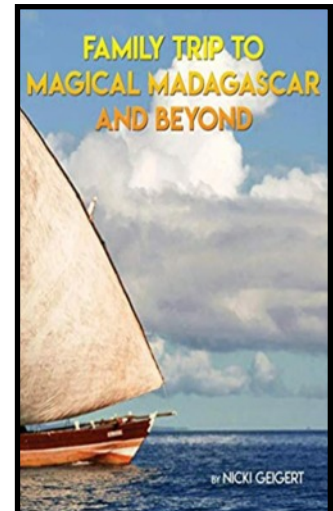


## Family Trip to Magical Madagascar And Beyond

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Web: [www.NickiGeigertbooks.com](http://www.NickiGeigertbooks.com)

A story of a family trip to Madagascar and Zimbabwe with beautiful photos and events along the way. This book captures the amazing animal encounters, birds, plants, chameleons, insects, and many other special animals. The family encounters some of the mysticism of Malagasy people, the history of the island, and at the same time, shares with readers the unparalleled wonder of one of the most unique places on the planet.

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## Who's Yawning Now?

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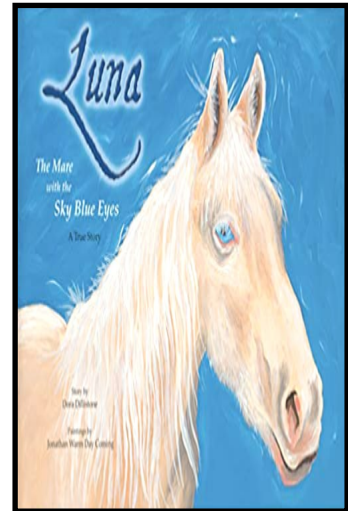
Some animals caught yawning have little yawns, or wide-open teeth baring, tongue hanging out yawns. This page-turning book will beg you to ask: Who's Yawning Now? Read each animal's account of where they live, interesting facts about them, what they eat, and even struggles that they go through on a daily basis, along with their level of threatened endangerment provided by The IUCN Red List of Threatened Species.

Retail: \$26.00, Sample: \$26.00 ppd  
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# Luna, The Mare With the Sky Blue Eyes

Dora Dillistone Wiz Alred, Book Designer  
PO Box 207 El Prado, NM 87529 Phone: 575-776-8370  
E-Mail: [dillistonetaos@taosnet.com](mailto:dillistonetaos@taosnet.com)  
Web: [www.storyofluna.com](http://www.storyofluna.com)



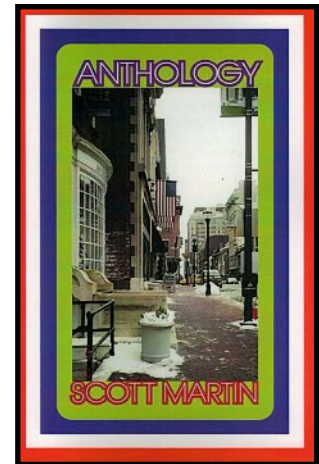
"Luna, The Mare with the Sky Blue Eyes" is the story of a young mare nearly forgotten and left behind and those who saved her. Luna represents everyone who has ever felt alone, hopeless and unloved. The story contains elements of hope and success through work, determination, friendship and love and that we are all unique with special talents. Luna's story is for everyone who loves horses, real and imaginary.

Available on Amazon

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## Anthology

Scott Martin, Daylight Books  
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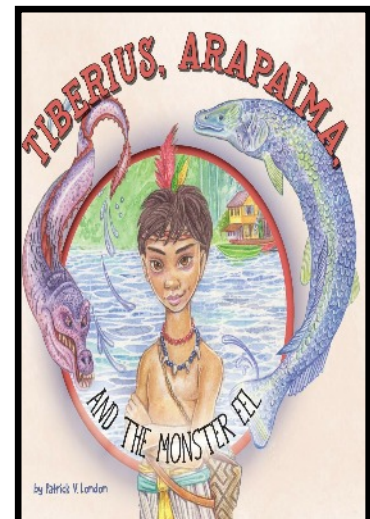


"Anthology" is one of Scott Martin's greatest books. Section two, "History Paper" is probably the biggest revelation ever published. The book begins with 13 pages of population charts of the Northeast region of the United States. The fiction and non-fiction parts of "Anthology" are all worth readings, including the reprint of "Fountain House Sketch" and his first wife's book, "Fountain House Journal and the Black Church."

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## Tiberius, Arapaima and the Monster Eel

Patrick V. London Freisen Press  
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E-Mail: [londonpatrick@hotmail.com](mailto:londonpatrick@hotmail.com)  
Web: [www.patrickvlondon.com](http://www.patrickvlondon.com)



This book is about a brave 18 year old boy and his adventure with his best friend and his uncle into the vast Amazon rainforest. Their dangerous quest is to capture the Prehistoric Arapaima fish to save their village from the Monster eel. They encounter wild animals and other dangers. Will they succeed? The book is about family values and respect. Not giving up on your dreams. Love conquers all.

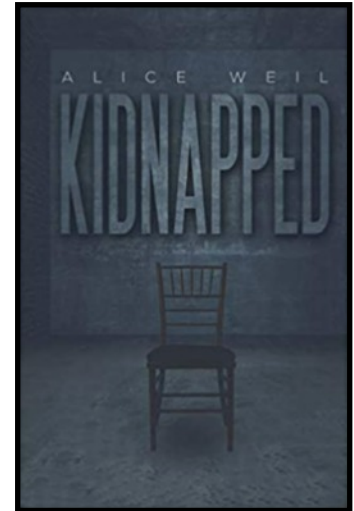
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## Kidnapped

Alice Weil Austin Macauley  
The Garden House  
Monte Carlo Monaco 98000  
E-Mail: aliceweil@aol.com  
www.Aliceweilnovels.com

In 1990 Alice Weil was Kidnapped in Colombia and held captive in a dark windowless cell for 269 days. She tells the story of how she found the resources hidden deep inside her to survive captivity. In sharing her story she wishes to give all those who might encounter a similar situation a ray of hope.

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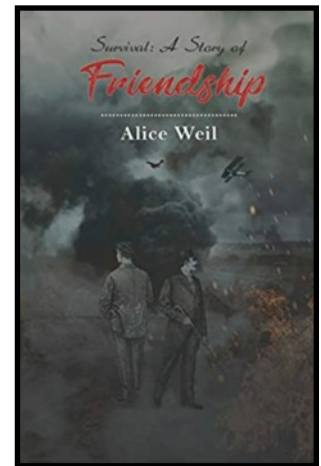
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## Survival: A Story of Friendship

Alice Weil Austin Macauley  
The Garden House  
Monte Carlo Monaco 98000  
E-Mail: aliceweil@aol.com  
www.Aliceweilnovels.com

Survival: A Story of Friendship based on a true story, tells the tale of how true and loyal friends can transcend all distances, differences and the horrendous effects caused by war. It shows how love, compassion and generosity are the basis of a true friendship.

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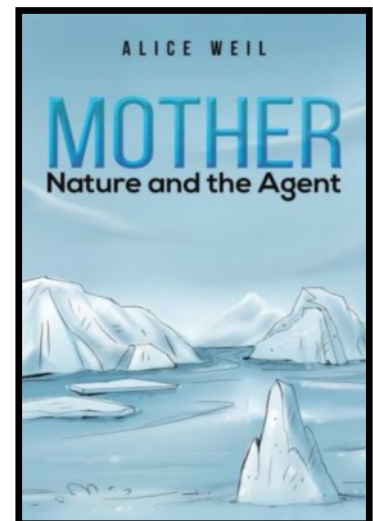
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## Mother Nature and the Agent

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The Garden House  
Monte Carlo Monaco 98000  
E-Mail: aliceweil@aol.com  
www.Aliceweilnovels.com

Mother Nature has issued human beings various warnings over the years, some subtle, some not so subtle; messages she intended to wake us up with, ones that would stop us from directing the planet onto a path that, some say, might already be irreversible. Mother Nature and the Agent is about paying close attention to the greatest signs she has ever given us, so we can ultimately bring about change and welcome in a new era.

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**A:** It is an international book marketing organization, started in 1980, to help independent publishers promote and market their books through a variety of unique and cost-effective marketing channels. Over the past 37 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**.

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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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## 5 Tips on Creating an Author Website As the First Step in Your Online Marketing Strategy

By Karen Cioffi

There is an abundance of website design and hosting services on the internet. You can get services that handle both the design and the hosting, or services that provide one or the other. Whatever your needs, there is a service out there for you. But... consumer beware.

Some design/ hosting website services prey on unsuspecting and naive authors or individuals and charge to not only create a site, but they keep control of managing the site. The customer is only allowed to add or edit content on the site.

This means the author can't add links, change images, or tweak the site for SEO optimization, such as page title optimization. I get upset when I hear of occurrences like this. There is no reason why a design and hosting service needs to control website functions and features to the point that an author or individual needs to pay the service to add or delete a simple link.

Authors need to be aware. There is so much information online advising the basic dos and don'ts of creating a website, but you do need to do a bit of research to find it. There are plenty of legitimate and reasonable services out there. If you're confused or uncertain, ask around.

Here are 5 starting tips to create an author website:

1. Choose an effective domain name. Think about it carefully. You want a name that will be search engine effective, reflect what the site is about, and is able to grow with you (unless you are creating the site for a specific book). You can also use the sub-heading to elaborate on the domain name.

2. Decide if you have the skills, or want to learn them, to create a website of your own.

3. If you decide you need help with creating a website, look for someone who wants to establish themselves as a website creator, or someone who does it in her spare time, or a writing/marketing service that does it as more of a courtesy to clients, you will pay much less. And, try to make arrangements that will include the designer teach you how to manage your own site. This will make updates, changes, and posting much easier, and cost free.

4. If you feel you can create your own, you can choose a free hosting site, such as WordPress, Weebly, or Blogger. On the flip side, if the thought of having to create a website feels daunting, go for Blogger.com; it's very user friendly and good for beginners. And with its updates, it has a number of features much like a website.

5. Keep in mind that down the road you may want to have a website that can be effectively optimized and that's more SEO versatile, so you may want to have a paid WordPress site from the beginning. The prices range from around \$7 to \$12 per month - depending on how long you sign up for. And, they have occasional specials where you can sign up for as low as \$3.95 per month.

While these five tips are the starting point for your author website, they will hopefully help you from being taken to the website hosting/design cleaners.

To learn more about creating an effective author online presence visit <http://karencioffi.com> Build an Online Platform That Works. While there be sure to join The Writing World (top right sidebar). You'll get weekly writing and marketing tips and guidance, plus updates on free webinars!



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## How to Sell More by Giving It Away: The Profit in Free

By Scott Flora

"There is no such thing as a free lunch.," said Nobel prize winning economist Milton Friedman demonstrating a powerful pricing concept. In the marketplace, if something is free, we are usually being charged for it somewhere else along the line.

Conversely, as marketers, if we are strategic in giving product away, we can more than make up for it through greater sales and higher margins.

We have all heard stories of authors and publishers succeeding by giving their books away at book fairs and street corners. However, the real power of giving something away comes from the gigantic leveraging power of the Internet.

Because the cost of digital resources is becoming so incredibly inexpensive, it is time for all of us to embrace the power of "free" to sell more books.

### The Power of "Free"

The power of "free" is not a new concept. Direct mail marketers and advertising copy writers have long known the most powerful word in the English language is "free". Businesses are just updating the concept for the Internet Age.

In Chris Anderson's book, *Free, The Future of a Radical Price*, Anderson gives the basics of his concept of "free."

His point is that the cost of storage and distribution of digital information is so inexpensive that the marginal cost of one more product is close to nothing. For example, it may cost \$1,000 to create an e-book and set up a web page to give the book away, but distributing the one thousandth book costs almost nothing.

The ease of distributing digital products can lead to increased sales of non-digital information. Giving e-books away can lead to sales of speaking engagements for professional speakers and books for publishers.

Anderson tells of popular rock band Radiohead who made news when they allowed customers to set their own price, beginning at zero. Also the artist currently known as Prince gave away 2.8 million music CDs in London's Daily Mail and then sold out 21 London shows.

### "Freemium"

One giveaway concept described by Anderson, the "freemium", gives something good away, often a partial service or partial information, and makes money when an upgraded service or product is purchased. Most of us have seen free internet services like Yahoo Mail that have better versions that cost money.

Venture capitalist Fred Wilson coined the term "freemium" in 2006 and described it as giving "your service away for free, possibly ad supported but maybe not, acquire a lot of customers very efficiently through word of mouth, referral networks, organic search marketing, etc., then offer premium priced value added services or an enhanced version of your service to your customer base."

One of the advantages of freemiums is that this strategy works cost effectively for both large and small organizations.

### Free Advice for Publishers

While giving products away offers the possibility for great creativity, there are a few rules publishers would be wise to follow.

Give away quality products. You don't have to give it all away. It is

important that what you do give away is of high quality. You don't have to give away all the secrets to *How to Bake First Place Pies*, but tips to show your expertise would whet a few appetites.

Capture contact information. You are giving things away to attract attention to your product line. This in itself is important. The next step is to capture contact information so you can be proactive in keeping in touch with your customers and prospects.

Keep in touch. After establishing yourself as an expert, send a free newsletter or blog to your readers to keep them engaged. This doesn't have to take a lot of time. Research has shown that response is usually better for short newsletters and posts.

Generate new free stuff. You are competing with thousands of pieces of information for your contacts attention. You have to keep new information coming to keep their interest.

The beauty and the challenge of these new communications techniques is that time is more of a scarce resource than money. With Web sites, newsletters, blogs, and the other internet based services so inexpensive, publishers should already have the tools necessary to make the strategy giving things away work effectively. As we all know, it is our time that is so valuable. There may be no free lunch, but there is a marketing strategy that uses the power of "Free" that will drive paying customers to your door.

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Scott Flora is the Vice President and Co-owner of About Books, Inc, a book production company for authors and publishing companies. Scott develops book proposals for prospective clients, provides customer service to active clients, and directs ABI's marketing campaigns.

## Book Dealers Diary

**Our Life Our Way, A Memoir of Active Faith, Profound Love, and Courageous Disability Rights** by William L. Rush and Christine f. Robinson explores an extraordinary love story grown out of engagement with both disability rights advocacy and Christian faith communities. This important memoir contains thoughtful, often-enter-taining, and sometimes heart-wrenching anecdotes of a couple's journey to create their profoundly intimate relationship and Christian marriage, in a world not yet ready for them. For more information, visit [www.ourlifeourway.ca](http://www.ourlifeourway.ca)

**The One and Only You! How to Be the Best, Truest, You-est You** by Nicole Jon Sievers a book for tweens on learning to own and love being who you are--in all your messy, beautiful uniqueness! Jam packed with fun illustrations, ample opportunities for self-exploration, and open spaces for creativity--The One and Only You! is an "emotions workbook" for kids in fourth through sixth grades. Topics include: brain science, growth mindset and grit, automatic negative thoughts and how to work with them, why community engagement matters and how to make better decisions. For more information and dealer info, visit [www.nicolejonsievers.com](http://www.nicolejonsievers.com)

**Clouds: Love Poems From Above the Fray** by Jon Meyer is not a book to be rushed through. A thoughtful perusal will leave you time to "hear the prayer flags flutter" and imagine the sound of the Tibetan bells singing, while perhaps revealing to you the author's vision. It is a joyous one to observe and linger over. Each poem is a simple five-line sensory experience evoked by the photograph. For more information, visit [www.jonmeyerpoetry.com](http://www.jonmeyerpoetry.com)

**Thomas Edison and the Purgatory Equation** by David Church is the untold saga of Thomas Edison's greatest invention – the resurrector – a machine designed to penetrate the barrier between life and death. Edison is accompanied on his metaphysical quest by John Dawkins, his heroic, young assistant with a tragic past, Emily Auburn, a Ziegfeld Follies showgirl, and her wise-cracking rehearsal pianist, the teenage George Gershwin. Their journey climaxes in a dual finale. For more information, visit [www.edisontrilogy.com](http://www.edisontrilogy.com)

**Challenge: How To Succeed Beyond Your Dreams** is the autobiography of Hobie Billingsley, the world's greatest diving coach in the history of the sport. You will be inspired and challenged to succeed beyond your dreams when you read this emotional, heart-warming story. Hobie sneaks into the Erie, Pennsylvania YMCA and is taken under the wing of the swimming and diving coach. He ends up enrolling at Ohio State and becomes an All-American all four years, and national champion. An enjoyable read for all ages and avocations. Well written and edited with excellent pictures depicting the history of diving for the last fifty years. More info at <https://HobieBillingsley.com>

**The Stress Book: 40+ Ways To Manage Stress and Enjoy Your Life** by D. Terrence Foster, MD is a best-selling awards-winning book that takes a comprehensive approach to stress management & prevention and how modifying our lifestyles and taking practical steps can significantly reduce the stress level we are experiencing. You are provided with practical ideas and solutions that are likely to result in the reduction or prevention of your stress. For more information, visit [www.dterrencefoster.com](http://www.dterrencefoster.com)

**You Can Handle the Truth** is a comprehensive, step-by-step guide to biblical interpretation (or hermeneutics), equipping everyday believers to read and heed God's Word. In this book, you'll be mentored on how to: choose a translation, read your Bible effectively, discover a text's meaning, consider context, see the Scriptures as a unified story leading to Christ, discern between literal and non-literal passages, find personal significance, and share it with others. More info, at [www.chadmansbridge.com](http://www.chadmansbridge.com)

**The December Dozen: A Celebration of Holidays** by Cristina Smith will help you discover how to create an inclusive, fun, and meaningful December holiday experience for you and your family! Find out where Christmas trees came from, why candles are so important in Winter celebrations, what is the most ancient Winter holiday, and much more. For more info visit [www.YogaForTheBrain.com](http://www.YogaForTheBrain.com)

**Wolfy's Adventure** by Gisela Bengfort starts as she encounters two of her most dangerous enemies. Standing at a crossroad, she is forced to make a life-changing decision that will not only impact her but also her loved ones forever. For more information, send an e-mail to [wolfysadventure123@gmail.com](mailto:wolfysadventure123@gmail.com)

**Queen Bee's Alphabet Cookbook: A Nutrition Guide For Families** by Mariah Ecker, RD and Teri Ecker will provide many years of service teaching the basics of English and nutrition to children and their families. For babies and preschoolers it can be used as an alphabet picture-book, which helps imprint positive food values. The children's activities will expand their English skills and help them with colors, numbers, and reading. Older children learn cooking, safe kitchen skills and more! For additional information, visit [www.Queenbeelearning.com](http://www.Queenbeelearning.com)

**Bias Is All Around You** by Erik Bean, Ed.D. takes you on a rigorous yet introspective journey to snuff out bias, to understand algorithms that affect internet and social media information and provide you simple assessment tools that allow you to be more confident if you use the information and share it. More info at [www.BiasHandbook.com](http://www.BiasHandbook.com)

**Childrens Bible Stories for Bedtime: To Grow in Faith & Love** by Julie Lavender is a fully illustrated collection of childrens first Bible stories. Parents and kids can calmly end the day together in the comfort of God's presence and peace. These favorites of key biblical figures and their ancient adventures inspire young curious minds to build a relationship with God and ponder about His never-ending love. For more info, visit <https://julielavenderwrites.com>

**Betrayal at the Casbar** by Ted Kissell is the story of fighter pilot Colonel Mitch Ross. He survives a brutal knife attack one evening after attending a diplomatic reception. Nursed to health by the beautiful and mysterious Abella, Mitch returns to duty and is approached by the CIA with a covert mission: to rescue and bring home a downed American pilot being held by terrorists in Algiers. For more info, visit [www.trkissel.com](http://www.trkissel.com)

**Survival Can Be Deadly** by Charlotte Stuart tells the story of Cameron Chandler who takes a much-needed job at Penny-Wise Investigations, a detective agency conveniently located in a suburban shopping mall She grabs the chance to reinvent herself. She soon finds herself in a fight for her own survival in this lighthearted mystery set in Seattle and the San Juan Islands to the north. For more info, visit [www.charlottestuart.com](http://www.charlottestuart.com)

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# **Winter 2022 Pinnacle Book Achievement Awards**

## **Best Book in the Category of AMAZON ADVENTURE**

Tiberius, Arapaima and  
the Monster Eel  
Patrick V London

[www.patrickvlondon.com](http://www.patrickvlondon.com)

## **Best Book in the Category of ANIMALS AND PETS**

Terriers in the Jungle: A Novel  
Georja Umano

<http://georjaumano.com>

## **Best Book in the Category of ACTION-ADVENTURE**

Life Has Other Plans  
A. Gavazzoni

[www.agavazzoni.com](http://www.agavazzoni.com)

## **Best Book in the Category of ANTHOLOGY**

I Wanna Be Loved By You:  
Poems on Marilyn Monroe  
Editors: Susana H Case  
and Margo Taft Stever

[www.milkandcakepress.com](http://www.milkandcakepress.com)

## **Best Book in the Category of AUTOBIOGRAPHY**

Black. White and Gray All Over  
Frederick Douglass Reynolds

<https://openlibrary.org/books/OL36382439M>

## **Best Book in the Category of BIOGRAPHY**

The Force of Art – A Life For Painting:  
Biography of a Vietnamese Artist VAN  
DEN 1919-1988

Juhani Murros

<https://juhanimurros.ampbk.com>

## **Best Book in the Category of BUSINESS**

Twelve-Minute Risk Management:  
Strategies and Tools Small Business  
Owners Need Right Now to Nativate  
Today's Business World  
Ivy Walker

<https://twelve-minute.com>

## **Best Book in the Category of CHILDREN'S ADVENTURE**

How to Train Your Boy:  
By Dixie the Australian Shepherd  
Written by Laura Lee Bloom  
Illustrated by Karine Jones

[lauralrbloom@gmail.com](mailto:lauralrbloom@gmail.com)

## **Best Books in the Category of CHILDREN'S CHRISTIAN**

Children's Bible Stories For Bedtime  
Julie Lavender

<https://julielavenderwrites.com/>

Fixing Nick  
Howie Groff

[howiegroff@yahoo.com](mailto:howiegroff@yahoo.com)

God Made It All  
Ruthie Godfrey

[www.amazon.com/dp/B09L7CCPBM](http://www.amazon.com/dp/B09L7CCPBM)

## **Best Books in the Category of CHILDREN'S INTEREST**

Drystan the Dragon and Friends  
Series Book 1:  
Drystan and Durward Save the Day  
Janice Spina

<https://Jemsbooks.com>

When Step Met Skip  
Vicky Weber

[www.trunkupbooks.com](http://www.trunkupbooks.com)

Queen Bee's Alphabet Cookbook  
Mariah Ecker RD and  
Teri Ecker

[www.Queenbeelearning.com](http://www.Queenbeelearning.com)

## **Best Book in the Category of CHILDREN'S LIFE LESSONS**

Alycat and the Cattywampus  
Wednesday

Alysson Foti Bourque

[www.alycatseries.com](http://www.alycatseries.com)

## **Best Book in the Category of CHILDREN'S MUSICAL INTEREST**

Dog Band  
Written by Regan W.H. Macaulay  
Illustrated by Wei Lu

[www.reganwhmacaulay.com](http://www.reganwhmacaulay.com)

## **Best Book in the Category of CHILDREN'S SPECIAL NEEDS**

Mickey on the Move Farming  
Michelle Wagner

[www.michellewagnerauthor.com](http://www.michellewagnerauthor.com)

## **Best Books in the Category of CHRISTIAN**

You Can Handle The Truth:  
Making Sense of the Bible  
in 3 Simple Steps  
Chad M Mansbridge

[www.chadmansbridge.com](http://www.chadmansbridge.com)

The Pilate Scroll  
MB Lewis

[www.thepilatesscroll.com](http://www.thepilatesscroll.com)

## **Best Book in the Category of CHRISTIAN FICTION**

The Train: God Cares  
For His Children  
Joyce Crawford

[www.Joycecrawfordauthor.com](http://www.Joycecrawfordauthor.com)

## **Best Book in the Category of CRIME FICTION**

Bad

Michael Golvach

[www.EvolvedPub.com](http://www.EvolvedPub.com)

## **Best Book in the Category of DISABILITY RIGHTS**

Our Life Our Way: A Memoir of  
Active Faith, Profound Love and  
Courageous Disability Rights

William I Rush and  
Christine F Robinson

[www.ourlifeourway.ca](http://www.ourlifeourway.ca)

# Winter 2022 Pinnacle Book Achievement Awards

## Best Books in the Category of FANTASY

Dreamworks Book 1:  
The Advent of Dreamtech  
A Post-Apocalyptic  
First Contact Epic  
Issac Petrov

<https://isaacpetrov.com/dreamworks-book-1/>

The Devil Pulls The Strings  
JW Zarek  
<https://jwzarek.com>

## Best Book in the Category of GIFT BOOK

A Thing Or Two About Fruit  
Written by Kathy Rodman  
Photography by Binnie J Bell  
[kcndor@aol.com](mailto:kcndor@aol.com)

## Best Book in the Category of FICTION ADVENTURE

Legacy of Evil  
Ed Marohn  
[www.WritingsFromEd.com](http://www.WritingsFromEd.com)

## Best Books in the Category of HEALTH

The Stress Book  
D Terrence Foster, MD  
[www.dterrenceoster.com](http://www.dterrenceoster.com)

The Things I've Seen People Do  
With and Without Food  
Debra Spector, MS, RDN, CDN  
[debraspectorrd@gmail.com](mailto:debraspectorrd@gmail.com)  
[debraspectorrd@gmail.com](mailto:debraspectorrd@gmail.com)

Heart Disease & Hypertension:  
Vitamin Therapy  
For a Healthy Heart  
Bryant Lusk  
<https://bryantlusk.com/heart-disease-hypertension/>

## Best Books in the Category of HISTORICAL FICTION

Madam in Lace  
Gini Grossenbacher  
[www.ginigrossenbacher.com](http://www.ginigrossenbacher.com)

Pioneer Passage:  
Journey of Cornelia Rose  
Series Book 3  
JF Colleen  
[www.EvolvedPub.com](http://www.EvolvedPub.com)

## Best Book in the Category of HISTORY

Survival: A Story of  
Friendship Part 2  
Alice Weil  
[www.aliceweilnovels.com](http://www.aliceweilnovels.com)

## Best Book in the Category of HOLIDAYS

The December Dozen:  
A Celebration of Holidays  
Cristina Smith  
[www.YogaForTheBrain.com](http://www.YogaForTheBrain.com)

## Best Books in the Category of INSPIRATIONAL

Elf Dust To Excellence  
Diana Webb  
[www.dianawebb.us](http://www.dianawebb.us)

Blessing Mistakes: Learn To  
Give Yourself and Others  
Grace Not Grief When  
a Mistake is Made  
Brenda Miller  
[www.thekidcode.ca](http://www.thekidcode.ca)

## Best Book in the Category of JUVENILE FICTION

Wolfy's Adventure:  
An Unlikely Friendship  
Gisela Bengfort  
[www.fultonbooks.com](http://www.fultonbooks.com)

## Best Books in the Category of LITERARY FICTION

Redshift, Blueshift  
Jordan Silversmith  
[www.givalpress.com](http://www.givalpress.com)

After Claire:  
In Search of a Habitable Life  
John R Wallis  
[www.johnrwallis.com](http://www.johnrwallis.com)

## Best Book in the Category of MIDDLE GRADE EDUCATIONAL

The One and Only You! How to be  
Your Best, Truest, You-est You  
By Nicole Jon Sievers, MSW, LCSW  
Illustrated by Darcy Cline  
[www.nicolejonsievers.com](http://www.nicolejonsievers.com)

## Best Books in the Category of MILITARY

Betrayal in the Casbah  
Ted Kissel  
[www.trkissel.com](http://www.trkissel.com)

Letters From Vietnam  
Dennis Hoy  
[www.xlibris.com](http://www.xlibris.com)

Arlen's Gun:  
A Novel of Men At War  
Edgar Doleman  
<https://openlibrary.org/books/OL35674955M>

## Best Book in the Category of MOTIVATIONAL

EPIC Begins with 1 Step Forward:  
How to Plan, Achieve  
and Enjoy the Journey  
Zander Sprague LPCC  
[www.Zandersprague.com](http://www.Zandersprague.com)

## Best Book in the Category of NON FICTION

Indirect Work: A Regenerative Change  
Theory For Business, Communities,  
Institutions and Humans  
Carol Sanford  
[www.carolsanford.com](http://www.carolsanford.com)

## Winter 2022 Pinnacle Book Achievement Awards

### **Best Books in the Category of MYSTERY**

Survival Can Be Deadly  
Charlotte Stuart

[www.charlottestuart.com](http://www.charlottestuart.com)

Preacher Raises The Dead:

Evan Wycliff #3

Gerald Everett Jones

<https://gerald-everett-jones.com>

### **Best Book in the Category of NOVEL**

Blind Justice

James Bridgewater

[www.xlibris.com/](http://www.xlibris.com/)

### **Best Books in the Category of POETRY**

The Damage Done

Susana H Case

[www.broadstonebooks.com](http://www.broadstonebooks.com)

Poems From Heartlands:  
Special Illustrated Color Edition

Dr. C.A. Buckley

[www.authorhouse.com/](http://www.authorhouse.com/)

The End of Horses

Margo Taft Stever

[www.margotaftstever.com](http://www.margotaftstever.com)

### **Best Book in the Category of ROMANCE**

Dead Cereus

Kira Kinani Seamon

[lori@forewordpublicity.com](mailto:lori@forewordpublicity.com)

### **Best Book in the Category of ROMANTIC FANTASY**

Nothing's As It Seems

Holly Brandon

[www.authorhollybrandon.com](http://www.authorhollybrandon.com)

### **Best Books in the Category of SCIENCE FANTASY**

Thomas Edison and the

Purgatory Equation

David Church

[www.edisontrilogy.com](http://www.edisontrilogy.com)

The Prism Affect

J Wint

[www.theskylightseries.com](http://www.theskylightseries.com)

### **Best Books in the Category of SCIENCE FICTION**

Cyberdawn: Beginnings

Mark Anthony Tierno

[www.maldene.com](http://www.maldene.com)

Hell Holes: A Slave's Revenge

Donald Firesmith

<http://donaldfiresmith.com>

### **Best Books in the Category of SCIENCE FICTION SERIES**

Creator 1 Sky Angel

Episode 4: Galactic U

Tom Law

[tomlaw38@yahoo.com.hk](mailto:tomlaw38@yahoo.com.hk)

Foreign Land:  
The Foreign Universe Book 1

JS Sherwood

[www.EvolvedPub.com](http://www.EvolvedPub.com)

### **Best Books in the Category of SELF HELP**

Angels of Course:

A Collection of Illustrated Visits

Win Tuck-Gleason

<https://openlibrary.org/books/OL30306804M>

Higher Self Yoga: A Practical  
Teaching

Nanette V Hucknall

[www.nanettevhucknall.com/](http://www.nanettevhucknall.com/)

### **Best Book in the Category of SHORT STORIES**

Citizen Vain

Gerry Burke

[www.gerryburke.net](http://www.gerryburke.net)

### **Best Book in the Category of SPORTS AUTOBIOGRAPHY**

Challenge: How To

Succeed Beyond Your Dreams

Hobie Billingsley

<https://HobieBillingsley.com>

### **Best Books in the Category of THRILLER**

The Blue Scarab

James Quinn

[www.jamesquinnauthor.com](http://www.jamesquinnauthor.com)

The Dance Toward Death

The Brotherhood Chronicle

Volume 3

Tejas Desai

[www.tejas-desai.com](http://www.tejas-desai.com)

The Pyres of Destiny:

Call of Destiny Book 2

D.M. Earley

[www.EvolvedPub.com](http://www.EvolvedPub.com)

### **Best Book in the Category of TRAVEL**

Square Up: 50,000 Miles

in Search of a Way Home

Lisa Dailey

<https://lisa-dailey.com>

### **Best Book in the Category of TRAVEL POETRY**

Clouds: Love Poems Above The Fray  
Poems and Photographs by Jon Meyer

[www.jonmeyerpoetry.com](http://www.jonmeyerpoetry.com)

## Winter 2022 Pinnacle Book Achievement Awards

### Best Books in the Category of

#### UNITED STATES HISTORY

Before The Alamo, A Tejana's Story  
Florence Byham Weinberg  
[www.florenceweinberg.com](http://www.florenceweinberg.com)

Founded on Freedom:  
Why You Should Be Proud  
of the Birth of America  
Daniel S. Stackhouse Jr. Ph.D.  
[danielstackhouse@reagan.com](mailto:danielstackhouse@reagan.com)

### Best Books in the Category of WOMEN'S INTEREST

My Tears As a Mermaid  
Havana Von  
[mytearsasamermaid@gmail.com](mailto:mytearsasamermaid@gmail.com)

Glissando: A Story of Love,  
Lust and Jazz  
Debbie Burke  
<https://debbieburkeauthor.com>

### Best Book in the Category of WORLD HISTORY

World War III: The Rapture, the  
Russian/Islamic Attack  
on Israel and The Destiny of America  
Gabriel Michaels  
[www.christianfaithpublishing.com](http://www.christianfaithpublishing.com)

#### Last Minute Entry

### Best Book in the Category of EDUCATIONAL

Bias Is All Around You:  
A Handbook For Inspecting  
Social Media & News Stories  
Erik Bean  
[www.BiasHandbook.com](http://www.BiasHandbook.com)

## How To Get Your Book Reviewed In Magazines By Sophronia 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 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. 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. You can see the review here. 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.

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Author and Writing Coach Sophronia Scott is "The Book Sistah" TM. 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>

## **The Surprising Truth About How You Can Make It Big In The Book Business**

**By Paul Uduk**

Is it possible to make it big in the book business in an underdeveloped or a developing country such as Nigeria noting that Nigerians don't read? As a the founder of a platform that teaches people how to stake a claim in what has come to be called the expert industry, with focus on book writing, these are the type of questions majority of my candidates bombard me with. This article addresses these concerns.

As J. F. Kennedy once noted, the great French Marshall Lyautey once asked his gardener to plant a tree. The gardener objected that the tree was slow-growing and would not reach maturity for 100 years. The Marshall replied, 'In that case, there is no time to lose; plant it this afternoon!' A typical amateur author with a short-term mindset sees the world as the gardener, while those with long-term focus approach every enterprise, be it education, investment in stocks or book writing, as Marshall Lyautey. As trite as the following cliché is, it's worth repeating, nothing good ever comes cheap. As Malcolm Gladwell pointed out in his elegant book, *Tipping Point*, to reach the tipping point in any endeavour requires about 10,000 man-hours of serious practice. That is about 10 years of effort. So to hop into the book business and hope to make it big overnight is like fast tracking pregnancy. It's impossible under normal circumstances; it has to go the full cycle of nine months.

A close look at three authors that have become wildly successful, such as Malcolm Gladwell, Daniel Pink and Tony Robbins, shows that they have one thing in common: they are very prodigious in their output. Take Malcolm Gladwell for example. He is such a detail oriented author that when he sets out to describe something, he paints a picture so vivid that you cannot but read his to the very end. For instance, if he is writing about something as mundane as a door key, he would describe the colour, size, texture, brand, make and the type of key, the iron the key was made of, and not forgetting the country where the mine is located and the technology used in converting the iron ore to iron ingots and finally to key. Any wonder all his books including *Outliers*, *Blink*, *Tipping Point*, *What the Dog Saw*, and *David and Goliath* became instant best sellers? How did he hone his skills? He honed it over the years as a journalist, including over twenty with

The New Yorker. On the other hand, Daniel Pink is trends and research oriented. He watches trends, follows it up with research and writes about it in a spirit uplifting way that you cannot but read his tomes to the end. Any wonder his *Free Agent Nation*, *A Whole New Mind*, *To Sell Is Human* and *Drive* became instant best sellers? Tony Robbins on his part is a master motivator and expert story-teller. He is so gifted in these arts that his books such as *Unstoppable*, *Awaken The Giant Within*, and *Money: Master The Game* are all run-away best sellers.

As you can see, Malcolm, Daniel and Tony are not only prodigious, they are also deep. These attributes would make publishers pay millions to get them on their stable. You cannot become an overnight wonder. It takes years of toil and sweat to become a worldwide sensation. Take the case of J. K. Rowling. A single mother, no publisher would touch her first Harry Porter fantasy novel. To them, it didn't have market value. So what did she do? She stuck to her gun. She believed in the value of her work and persisted and today, her Harry Porter series is the best-selling book series of all time. The Harry Porter series have been turned into movies propelling her to the pinnacle of success as the richest author in the UK, with estate valued at over \$1billion as at 2014. The same can be said of the *Chicken Soup For The Soul* series by Jack Canfield and Mark Victor Hanson. The first book in the series according to the authors was rejected over 400 times by the big publishers because they believed stories would not sell! What of the *Guerilla Marketing* series initiated by the late Jay Conrad Levinson in 1984? The very first *Guerilla Marketing* book was self-published and today is the best known marketing brand in history, named by Time as one of the top 25 best business books, with over 21 million copies sold. The guerrilla concepts have influenced marketing so much that the books have been translated into 62 languages and are required reading in MBA programs in most IVY League Schools around the world.

Again what is common even with these initially self-published authors is prodigious output, focus and believe in self or you would say, persistence and determination. They didn't just write one shallow or even great book, uploaded to Amazon, composed a Gospel music to herald the release and expect the world to beat a path to their door as the average amateur author does. Also, these authors didn't set out to write best-sellers. They wrote on what they were passionate about and their passion shone through their art. So the

ingredients that make for an author that people are willing to read, follow and like are a series of books (not less than three, but the more the better), a niche that enables you to express yourself and your passion and finally depth. If you lack depth no one is going to take you seriously. Depth requires focus, thought and zeal. Depth requires you go where no one else has been. Depth requires you develop your own unique style. Uniqueness is both the foundation and the icing on the cake.

Ryan Holiday, the author of five iconic titles, such as *Trust Me*, *I'm Lying*, *Growth Hacker Marketing*, *The Obstacle Is the Way*, *Ego Is the Enemy* and *The Daily Stoic*, that have sold over five hundred thousand copies combined, advises all would-be authors that want to go far to write books that last forever by creating what he calls "timeless work." By that he means going deep, travelling the road less traveled and by all means avoiding freaky fashion, here today, gone tomorrow. If you want to be like one of the icons highlighted here: Malcolm Gladwell, Daniel Pink, Tony Robbins, J. K. Rowling, Jack Canfield, Mark Victor Hanson, Jay Conrad Levinson, or even Ryan Holiday, start writing and you never can tell where your effort will land you. Forget accolades. When you do it well, the accolades will come. Do you have a story in you? Start telling it today. Let the end of one story be the beginning of another and before a decade is over, you will be on a pedestal as one of the immortals. Your book will make you immortal.

Paul Uduk is the author of five best selling books, including *Bridges to the Customer's Heart*, dubbed the *Customer Service Bible*, *The Gods of Quality Strike Back* and *Wealth Beyond Your Imagination - It's Up To You*. He is the CEO of Vision & Talent, one of Nigeria's most respected process and service excellence training consultancies. He has facilitated training programs for Total-Elf, Heineken and Nestoil, whose clients include Exxon-Mobil, Shell, Total-Elf, Agip and NNPC. He is a past president of Eagles Toastmasters Club, Victoria Island, Lagos, Nigeria. You can reach Paul via email: paul@pauluduk.com.



## Smart Social Media Planning for New Authors *By Marquita A Herald*

Once upon a time - not so long ago - social media was a new and interesting alternative for progressive marketing plans. Oh how times have changed! Today, establishing a social media presence is no longer an option for any business intent on building an online presence, and that includes authors seeking to build a fan base. But, just like every other component of your author business plan, to make the most of your efforts and prevent it from needlessly sucking all of your time and energy, you need to develop your social media strategies - and stick to them.

### Begin with Your Objectives

Your ultimate objective may be to grow your author platform - which includes your brand identity and fan base, but by breaking this down a little further you can better see what this will actually look like.

Build your business profile and visibility  
Network with peers, industry contacts and media  
Reach new readers  
Stay connected with existing readers  
Gather feedback  
Launch new books and products related to your books

This represents the core of your online social media marketing strategy and everything else will revolve around it. Don't worry too much about analytics in the beginning. When you are new to social media or just starting to build your platform, you'll avoid stress and feelings of overwhelm if you first focus on developing your strategy and then implement it in stages.

### Craft Your Profile

I recently came across a comment on a blog by an author stating "I just can't buy into the whole author profile thing. To me this is just bragging, and I can't make myself do it."

Your feelings may not run to that extreme, but if you are an aspiring or new author just know that it is perfectly normal to feel a certain amount of discomfort presenting yourself to the world. The good news is this will get much easier as time goes on; particularly once you get some positive feedback on your work. The not so good news is this is one of those chicken or the egg situations, because in order to get that feedback you need to get your book into the hands of readers, and that means putting yourself out there for them to find and get to know you.

The most important areas of the profile: Your Name: The only name you should be using is the name on the front of your books - whether that's your real name or a pen name is up to you - but avoid nicknames or mixing your name across networks, or you'll defeat your own branding efforts and readers will have a tough time finding you.

Your Description: While your description (profile, bio, etc.) may vary in length or elements of your background you choose to emphasize depending on the nature of the site, the basic information should be consistent everywhere you have the opportunity to create a profile. This information will naturally change over time as you write more books and continue to build your brand, so you'll want to keep track of every profile you set up so you can easily go back and update them as you continue to grow your author business.

Your Picture: Depending on your brand, your audience and the network, you may want to have 2 different profile images. For example, when posting to business or professional sites you may want to use a more formal profile shot, while using a more casual profile image for channels like Twitter, Facebook or Google.

### Content Strategy

What do you plan to write about?  
What content will you share? Remem-

ber, this is about building relationships and a following so you need to think in terms of what your audience will want to read. That's not to say you can't write about your book, or your journey as an author, but readers will quickly disengage if that's all you write about. Think 80/20 - 80% of your sharing should be interesting content relating to the topic(s) you write about, and 20% about your book and you as an author.

### Choose your Social Networks

There are dozens of social networking sites, but you can easily choose where to invest your time by answering one question: Where does your target audience hang out? You may personally enjoy Facebook, but does your audience? Remember, it doesn't matter what you say, or how well you say it, if you're saying it to the wrong people.

### Engage Your Audience

Engagement is really just conversation. Here are a few basic guidelines for engaging in the more prominent social networks.

Facebook - Sharing content, favor others with "likes", comments

Google+ - Sharing content, favor posts, comments

Twitter - Sharing links to content, retweets and @mentions

Blogs - Leaving comments that contribute to the conversation, share with your social media connections

Do a bit of research and see how your competitors are engaging their audience. It doesn't take long to discover what works and what doesn't. The bottom line of engagement is just "Do it". Start the conversation!

Does it require extra effort and time to learn the ropes and begin establishing your online presence? Absolutely! Is it worth it? Of course!

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Marquita Herald is a published author who writes about personal growth, the business of being an author, and living life on your own terms. She makes her home in rural Maui and her professional experience includes 20 years as a road warrior.  
[www.businessofbeinganauthor.com](http://www.businessofbeinganauthor.com)

## **Testimonials & Endorsements: Why You Need Them and How to Write Them**

Whether you are selling a book or a product, testimonials and endorsements are a necessary and vital part of your marketing plan. Whether you need one endorsement to accent a particular feature of your book or product, or whether you need several endorsements to create credibility – you do NEED them.

Endorsements and testimonials (which we will call endorsements for the sake of simplicity) create the push that prospective customers need in order to become buyers. Endorsements provide credibility to your claims about the quality of your product and they affirm your expertise and product knowledge. Even if you are not professionally trained in your area of expertise, endorsements from professionals or well known individuals in your field indicate that you can provide value to the buyer. The simple fact that you have created your product gives you expert status: after all, you could not have produced your product without extensive research, commitment and passion. You become the expert.

The purpose of endorsements is to thoroughly impress your customers, causing them to believe that their lives just will not be complete without your product. Make them short and powerful, and don't be afraid of a little humor. People need to feel good about purchasing your product.

The time to request endorsements is before your product hits the market. You want the opportunity to add endorsements to your media kit and news releases, and you want to print them on your product and in your advertisements.

Send requests for endorsements, along with a sample of your product, well before the product is available for sale. Aim for the stars when re-

questing endorsements – ask people who are recognizable in your field and who are as well known and widely known as possible.

Keep in mind that granting endorsements is also of great benefit to the persons providing them, so don't be afraid to ask. Free publicity is always a bonus. When you implement your marketing plan, the persons providing your endorsements will piggy-back on your media and advertising campaign. To learn more about how to obtain free media reviews and how to obtain media attention: [Click Here](#)

People must hear the name of your product at least seven times before it becomes familiar enough for them to develop trust and a need to buy. The same is true for the person lending their name to create your credibility – they also need to be in people's faces every day. Have you noticed how often you see the name of Mark Victor Hansen, author of the Chicken Soup book series? He endorses many products and in so doing he has become a household name.

It is acceptable to provide endorsers with the list of names of other persons from whom you are requesting endorsements. Often the endorsers will be pleased to be included in good company. Conversely, they may be flattered to be included in the list of celebrities.

Be very respectful of the time of the people that you are approaching for endorsements. Value their hectic schedules and understand that you are not their utmost priority. Busy people may not have time to thoroughly investigate your product or service, or read your book from cover to cover, so do the work for them. Send them a few versions of endorsements that you would like, allowing them to merely choose one and do some minor editing. Pre-writing the endorsements greatly increases your chances of success and it allows you to emphasize the

points you want to make in order to impress your potential buyers.

Write endorsements that are specific to your product and that are relevant to the expertise of the endorser. Don't ask an author of gardening books to endorse your novel, your widget or your health food product. Keep the endorsements relevant and exciting. Writing "This is a great product" just won't do. Your endorsements must make buyers feel good or solve a problem for them. For instance, if you are selling a healthy lifestyle book, avoid writing "I loved this book". So what? Instead, create solutions for your customers. Try something like: "This book gives you all you need to tighten your sagging bottom and make your heart happy without fad diets and expensive gym memberships".

Keep endorsements short and relevant, with one to three sentences being sufficient. Buyers don't want to read an essay about your product – you have only a few seconds of their time to attract their attention and relay your message. Hit them fast and hit them good!

As your product gains in popularity, you will receive unsolicited endorsements from happy customers. Be sure to keep a file of them for future reference and for future inclusion in your marketing campaign. Marketing must continue forever, if you want to increase sales, and there is no better way to increase those sales than by the recommendations of satisfied buyers.

Endorsements are part of your sales team. Placed on your product or book cover, they create the justification and urgency that buyers need to part with their money. Go get them!

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

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

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

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

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

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

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

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

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

Our glamor team can make sure that we look good for any photo opportunities that may arise. You

know what they say, you never get a second chance to make a first impression.

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

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

Celebrities go all out. They happen to show up where they know cameras and other influential people will be so that they stay in the forefront of the lives of their loyal fans and followers. They constantly tweet about their contests and update their statuses (well, it's probably someone they have paid to do it, but, you catch my drift). We like and share their statuses, we follow them, we retweet them. Why? Because they are someone who we admire, right?

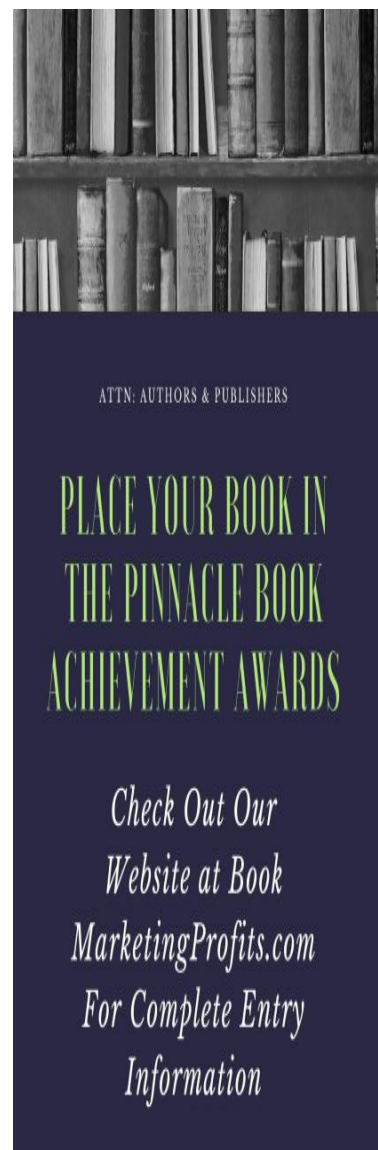
As authors, all of our teams working together should make us someone whom our readers admire. Someone that our readers want to retweet and follow and be wherever we are.

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

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

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

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



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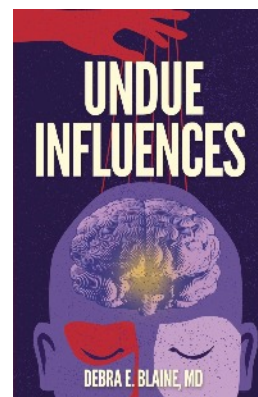
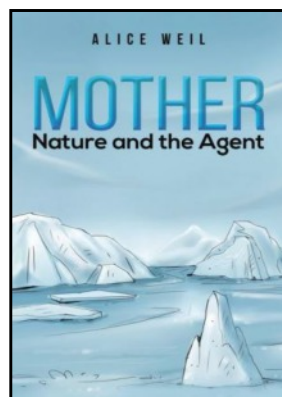
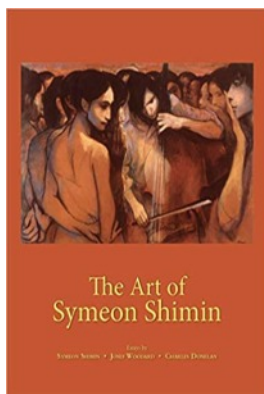


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