



Vol. 46 No. 1 Winter 2024

Book Dealers World

National Association of Book Entrepreneurs

**Fall 2023
Pinnacle Book
Achievement
Award
Winners**

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of Amazon:
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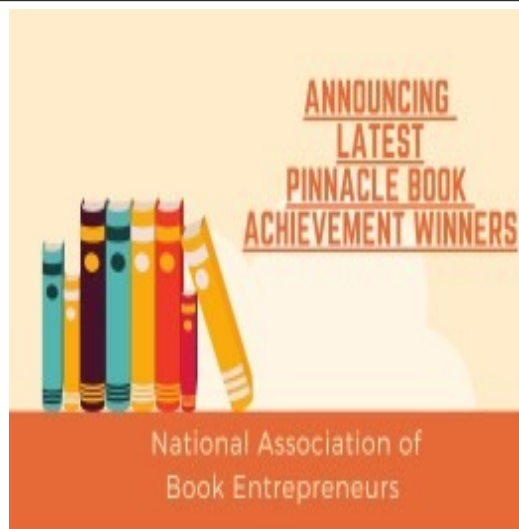
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Book Dealers Diary



Matthew J. Louis, Lt.Colonel USA Retired, author of the Pinnacle Achievement Award winning book, "Hiring Veterans: How To Leverage Military Talent For Organizational Growth" Check out his story on page 3.

From The Editor's Desk



Dear Friends,

As we head into the New Year, we look forward to many new innovations that will make our life a little easier. One of the more controversial technologies that is emerging is called AI. We decided to experiment with it and wrote 90% of the articles in this issue of Book Dealers World with it. AI provides the ideas and concepts in the articles while I edit everything together in a cohesive way. It is a great new way of writing and saves time putting this whole magazine together.

This issue of **BDW** spotlights our Fall 2023 Pinnacle Book Achievement Award Winners., We spotlight many of our wonderful members and their fine books. Take a look through the many titles and discover some new finds that you will enjoy. Check out some of our wonderful entries and new authors today. Let your imagination take you away from current problems and whisk you to a new place full of joy and happiness.

In this issue our articles include "Unleash the Power of Amazon, Proven Strategies to Skyrocket Your Book's Success," "How To Write Killer Articles To Promote Your Book," "Words That Wow: Captivating Testimonials That Inspire Trust," "Unleashing The Power of Successful Book Signings," and much more.

If you have not joined **NABE** yet, you can sign up on page 17 and check out the many money saving benefits, including Pinnacle Book Achievement Award eligibility.

Have a wonderful, prosperous New Year, and wishing you all the best in all your endeavors.

Al Galasso, NABE

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Our 44rd Year

NABE

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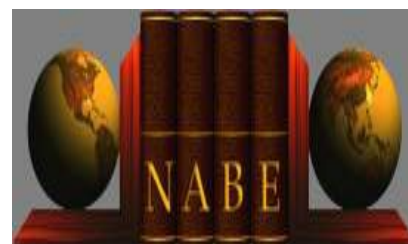
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**National Association Of
Book Entrepreneurs**

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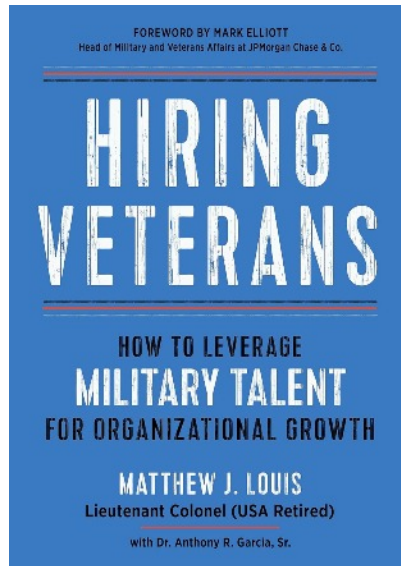


Matthew J Louis
Lt. Colonel USA Retired
Author of
“Hiring Veterans”

Matt Louis is on a mission to eliminate the civil-military divide in the United States. He is one of the nation’s leading experts in career transition for veterans and organizations that aspire to hire them. He coaches individuals on their transition efforts and advises employers on hiring programs designed to successfully assimilate this valuable talent pool.

He is the author of the best-selling and award-winning HarperCollins book *Mission Transition*, a practical guide for veterans in career transition, and the award-winning Career Press book *Hiring Veterans*, a practical guide for organizations on how to successfully assimilate members of the military community.

Matt serves as the veteran Transition Assistance officer for his West Point class, is a National Speaker for the US Chamber’s Hiring Our Heroes program, serves on JP Morgan Chase’s external advisory council for military and veterans affairs, advises the nonprofit Soldiers To Sidelines, and actively serves several other veteran collaboratives around the country.



During active commissioned service in the US Army, Matt served in the Southwest Asia combat theater and in the 194th Separate Armored Brigade. During reserve commissioned service, Matt served on the staff of the Army’s Office of the Deputy Chief of Staff for Operations, and commanded multiple regions around the country for the US Military Academy’s Admissions Office. He is a retired Lieutenant Colonel from the US Army and serves on the Service Academy nominating committee for his local Congressman.

Matt holds an MBA in Operations and Finance from The Kelley School of Business at Indiana University, a B.S. in Mechanical Engineering from West Point, and is a graduate of the US Army Command and General Staff College. He is also a certified Lean Six Sigma Master Black Belt, holds the ASCM organization’s Certified Supply Chain Professional designation, and is a certified Project Management Professional.

Matt is also the President of Purepost, the optimal means of matching supply and demand of talent in the US economy.

He previously led global strategy and transformation projects at Deloitte, the largest professional services firm in the world. Prior to Deloitte, Matt held global operational, production, and quality roles in multiple divisions of both General Electric and Procter & Gamble.

Here is what people are saying about his latest Pinnacle Book Achievement award winning book:

“There is a ‘War for Talent’ in American businesses, and companies both big and small are looking directly to the military community to help fill their ranks with that talent. Matt’s second book on veteran hiring is laser-focused on those employers and is a must-read for any organization looking to build a ‘Veteran Ready’ hiring program.” Col Brad Wenstrup, USAR, Member of Congress .

“Matching the skills and abilities of the modern military veteran to the needs of corporate America is a worthy challenge. In this book, Matt Louis shares a timely blueprint for the company looking to recruit and retain top military talent. He covers it all - from the why to the how, and outlines a path to success for the savvy company seeking to work with some of our nation’s finest.” Keith D. Renshaw, Ph.D, Dept. Chair, George Mason University.

For complete details on Matt’s award winning books and his incredible work on the part of veterans, be sure to check out his informative popular web site, <https://matthewjlouis.com>



Unleash the Power of Amazon: Proven Strategies to Skyrocket Your Book's Success

Understanding Amazon's Power

Discover why Amazon is a game-changer for self-publishers and learn about the key features and opportunities it offers for authors. With over 300 million active users, Amazon provides an enormous platform for authors to reach a global audience.

Its Kindle Direct Publishing (KDP) program allows authors to easily self-publish their books in digital and print formats. Additionally, Amazon's Kindle Unlimited subscription service provides readers with unlimited access to a vast library of books, creating new opportunities for authors to gain exposure and connect with readers.

Embrace the power of Amazon and unlock the doors to success in the world of self-publishing. In addition to its vast user base and self-publishing opportunities, Amazon offers a variety of promotional tools to help authors boost their book's success. One of these tools is Amazon Advertising, which allows authors to create targeted ads to reach potential readers.

With Amazon's vast amount of customer data, authors can choose specific demographic and interest-based targeting to maximize their ad's effectiveness. Moreover, Amazon's algorithm-driven recommendations and search results ensure that books have better visibility, increasing the chances of discovery by readers.

By utilizing these promotional tools provided by Amazon, self-publishing authors can enhance their book's visibility and ultimately skyrocket their success in the competitive world of publishing.

Optimizing Your Book for Amazon Success

Learn effective strategies to enhance your book's visibility and maximize its potential for success on the Amazon platform.

As self-publishers, understanding how to optimize your book is crucial to staying ahead of the competition. The first step is to conduct thorough keyword research to identify the most relevant and highly-searched terms in your genre. Incorporating these keywords strategically in your book title, description, and metadata can significantly improve its discoverability.

Additionally, leveraging book categories, creating compelling book covers, and obtaining positive reviews are essential tactics to skyrocket your book's success on Amazon. Stay tuned for the second half of this chapter, where we will delve deeper into these strategies and more. In the second half of this chapter, we will explore additional strategies to optimize your book for success on Amazon.

One effective technique is to leverage the power of Amazon Advertising. By creating targeted campaigns and utilizing features like sponsored product ads, you can effectively reach your target audience and increase your book's visibility.

Another crucial aspect is to continually monitor and analyze your book's performance. By utilizing tools such as Amazon's Author Central and Kindlepreneur's KDP Rocket, you can gain valuable insights on your book's sales, rankings, and competition. This data will enable you to make informed decisions and adapt your strategies to maximize your book's potential on Amazon.

Furthermore, engaging with your readers through author profiles, author pages, and social media platforms is vital for building a loyal fan base and generating buzz for your book. Implementing these strategies will ensure that your book stands out amidst the vast sea of titles on Amazon and strengthens its chances of achieving the success it deserves.

Remember, success on Amazon requires continuous learning and adaptation. By staying proactive and adopting these optimization strategies, you can outshine the competition and propel your book towards new heights of success.

Crafting compelling book descriptions and optimizing keywords can also enhance discoverability. Additionally, engaging with readers through social media and email marketing can foster loyal communities and generate word-of-mouth buzz.

By integrating these tactics into their marketing arsenal, self-publishers have the power to skyrocket their book's success on Amazon.

How To Write Killer Articles To Promote Your Book

Understanding the Power of Killer Articles

Learn the importance of killer articles in promoting your book and how they can effectively reach your target audience. As a self-publisher, mastering the art of crafting fantastic articles will be an invaluable skill in your journey towards success.

The right articles possess the ability to captivate readers, entice them to explore further, and ultimately promote your book. They act as powerful marketing tools, spreading awareness about your work and attracting potential readers. With the right combination of compelling content, strategic keywords, and proper formatting, these articles have the potential to generate significant buzz and drive traffic towards your book.

Understanding how to harness the power of killer articles requires a deep understanding of your target audience. By identifying their interests, preferences, and needs, you can tailor your articles to resonate with them on a deeper level. Remember, these articles are not simply about promoting your book directly, but rather providing value to your readers, establishing yourself as an authoritative voice, and building a loyal following.

Let's embark on this exciting journey together towards mastering the art of writing relevant articles to promote your book. We will explore some essential strategies and techniques to help you craft the kind of articles that will have maximum impact on promoting your book.

1. Captivating headlines: Grab your readers' attention right from the start with compelling headlines that pique their curiosity and make them want to click and read more. Avoid generic and dull titles and instead focus on creating catchy and intriguing headlines that highlight the unique aspects of your book.

2. Engaging storytelling: Weave a story within your articles that resonates with your target audience. Share personal experiences, anecdotes, or testimonials that connect with readers on an emotional level. By creating a sense of relatability and authenticity, you will captivate your audience and keep them engaged throughout the article.

3. Building credibility: Establish yourself as an authority in your niche by showcasing your expertise in your articles. Include factual information, statistics, or quotes from industry experts to support your claims and demonstrate your knowledge. This will build trust with your readers and position you as a reliable source of information in your field.

4. Utilizing keywords: Research and incorporate relevant keywords into your articles to improve search engine optimization (SEO). This will increase the visibility of your articles and attract organic traffic to your website or blog. Integrate keywords naturally within your content to maintain a smooth and seamless reading experience.

By implementing these strategies and techniques, you will be well on your way to mastering the art of writing killer articles that effectively promote your book. Remember to always put your audience first, providing them with value and creating

a connection that will keep them coming back for more.

Crafting Engaging Headlines and Introductions

In today's fast-paced world, readers have limited attention spans, and your content needs to grab their attention right from the start.

So how can you craft the kind of headlines and introductions that hook your readers? Here are a few proven strategies to consider:

1. Start with a compelling question or statement: Pose a thought-provoking question or make a bold statement that piques your readers' curiosity. This will instantly engage them and make them eager to find out more.

2. Keep it concise and impactful. In a world inundated with information, brevity is key. Craft concise and targeted headlines and introductions that clearly convey the value your book offers.

3. Use vivid imagery or storytelling: Paint a vivid picture or tell a captivating story in your introduction. By appealing to your readers' imagination, you can transport them into



4. Offer a sneak peek or promise of value: Tease your readers by offering a glimpse into what they'll gain from reading your book. Highlight the benefits they can expect, and they'll be hooked.

Now that you have a solid foundation for crafting engaging headlines and introductions, it's time to take it a step further and explore advanced techniques to truly make your content irresistible. These strategies will ensure that your book stands out from the crowd and captures the attention of your target audience.

5. Use the power of statistics or intriguing facts. Incorporate statistics or fascinating facts related to your book's topic. By providing intriguing information, you'll instantly captivate readers and establish your credibility as an expert in your field.

6. Create an emotional connection: Appeal to your readers' emotions by evoking empathy, humor, or nostalgia. When readers feel a personal connection to your content, they are more likely to become invested in your book and eager to continue reading.

7. Engage with your readers: Encourage interaction right from the start by asking your readers to share their thoughts or experiences related to your book's subject matter. This not only hooks them but also creates a sense of community and involvement.

8. Inject personality and authenticity: Infuse your headlines and introductions with your unique voice and perspective. Don't be afraid to be bold, witty, or even controversial if it aligns with your book's tone and message. This will help you estab-

lish a strong and memorable author brand.

By implementing these advanced techniques into your headlines and introductions, you'll be able to effectively promote your book and entice readers to dive deeper into your content. Remember, crafting captivating headlines and introductions is just the beginning – now get ready to unleash the full potential of your book's promotion!

Mastering the Art of Persuasive Writing Techniques

One highly effective technique is storytelling. By immersing your audience in a captivating narrative, you can create a powerful emotional connection between your readers and your book. Share personal anecdotes, intriguing characters, and relatable experiences that will captivate and resonate with your audience.

Emotional appeal is another key aspect of persuasive writing. Tap into your readers' emotions, whether it's by evoking empathy, fear, excitement, or joy. Make them feel deeply connected to your book and its themes, leaving a lasting impression on their hearts and minds.

Lastly, incorporating a strong call-to-action can spur your readers into taking the desired action, such as purchasing your book or sharing it with others. Create a sense of urgency and clearly communicate the benefits of reading your book.

By mastering these persuasive writing techniques - storytelling, emotional appeal, and call-to-action - you can effectively promote your book, connect with your audience on a deeper level, and ultimately boost

your success. There are other persuasive writing techniques that can further enhance your promotional efforts. One such technique is the use of social proof. Utilize testimonials and reviews from satisfied readers to demonstrate the value and credibility of your book. By including positive feedback and endorsements, you can build trust and credibility with potential readers.

Another powerful technique is the art of persuasion through repetition. Repetition can help reinforce your key messages and make them stick in the minds of your audience. Use strategic repetition of your book's unique selling points, benefits, or phrases throughout your articles to reinforce and emphasize their importance.

Additionally, employing persuasive writing techniques such as scarcity and exclusivity can create a sense of urgency and desire among your readers. Highlight limited-time offers, exclusive content, or special bonuses available only to those who purchase your book. This can motivate readers to take immediate action and secure a copy of your book.

By incorporating these advanced persuasive writing techniques into your articles, you can take your promotional efforts to the next level and maximize your chances of capturing the attention of potential readers, driving book sales, and achieving bookselling success. So, keep honing your persuasive writing skills and watch your book soar to new heights.



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Get Your Book Seen and Sold: The Essential Book Marketing and Publishing Guide

Claudine Wolk and Julie Murkette
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It is easier than ever to publish a book, but many authors find out too late about the actual work (marketing) that needs to be done to achieve sizable book sales. Instead of embracing the opportunities to promote their books, authors can become intimidated. Those days are over. This easy-to-understand guide is the book that authors MUST HAVE to give their books the best chance to be seen and sold.

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Desire For Love

Massimo Parlermo
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Tel: 312-730-3742 E-Mail: massimoparlermo@gmail.com
Web: www.massimoparlermo.com

Desire For Love by Massimo Parlermo unfolds the poignant journey of Gianni, transformed from shy recluse to confident charmer, who seeks a connection. This heartwarming tale explores the quest for love, reflecting the challenges, failures, and bittersweet nostalgia that resonate with readers' own desires for a deep and enduring connection.

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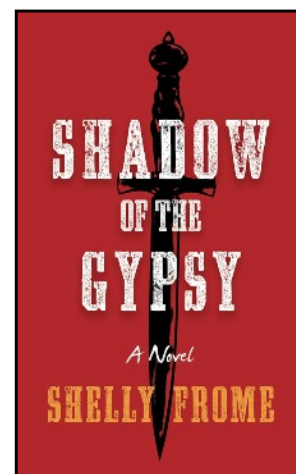


Shadow of the Gypsy

Shelly Frome
27 Eden Glen, Black Mountain, NC 28711
Phone: 828-581-0040 E-Mail: sfrome@sbcglobal.net
Web: www.shellyfrome.com

Josh Bartlet had figured all the angles, changed his name, holed up as a small town features writer in the Blue Ridge. He'd just give it a few weeks more and then begin anew. The shadowy form Josh had glimpsed yesterday was only that—a hazy shadow. It stood to reason his old nemesis was still ensconced in Bucharest. No matter what, he simply wouldn't travel over eight hundred miles to track Josh down, hook into his life and ruin everything. Surely not now, not after all this.

Retail: \$18.95, Sample: \$18.95 ppd..
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Sweet Potato

Susan Marie Chapman Canoe Tree Press
900 8th Ave S #204 Naples, FL 34102
Phone: 215-290-3037
E-Mail: susanmariechapman@gmail.com
Web Site: www.SusanMarieChapman.com

Sweet Potato is an adorable little baby girl screech owl. She is called Sweet Potato because she loves sweet potatoes and her feathers are a burnt orange color just like a sweet potato. She lives with her parents and two brothers in Flamingo Park. Her parents tell her that owls are meat eaters and that she is supposed to sleep all day and play all night. But, Sweet Potato has other plans.

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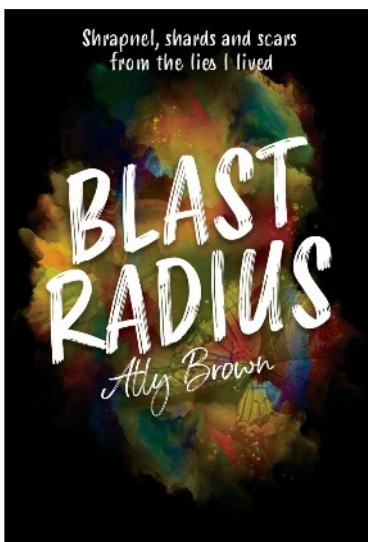


Four Legged Heroes: The Mama Magina Books

Mary Virginia McCormick Pittman Xlibris
222 E. Houston St. Suite 1204 San Antonio, TX 78205
Phone 210-212-4500
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Is it animal magic? Or the unique DNA of the wolf? This book presents three incredible stories that will transport you into a world of canine courage, endurance, bravery, and fortitude, which can be called nothing less than miraculous. Beautifully illustrated.

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Blast Radius

Shrapnel, Shards and Scars From The Lies I Lived
Ally Brown

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Phone: 704-606-5050 E-Mail: ally@ally-brown.com
Web: www.ally-brown.com/

With brutal honesty, passion, and the sense of humor of a close friend, Ally Brown's debut book, her memoir gives you a front-row seat to how a life blinded by all-encompassing emotional turmoil leads to being able to be manipulated, falling for deception, and the profound consequences that it brought to so many. Experience her journey from deception to discovery ... before it happens to you.

Retail: \$18.99 Sample: \$18.99
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Aaron The Different

Etty Burk, 255 West 84th Street, New York, NY 10024

Phone: 646-295-6885

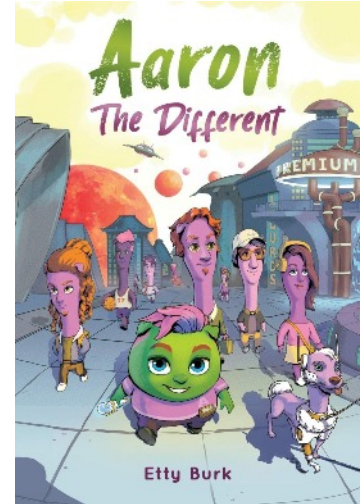
E-Mail: ettyburk@gmail.com

Web: <https://www.ettyburk.com>

Eight-year-old Aaron lives in a country called Premium on the planet Astron, but unlike his tall, perfectly purple family and friends, Aaron is round, small, and green. His classmates tease him and won't play with him because he's different from all the other Premiums. Why won't they accept him for who he is? This uplifting and beautifully illustrated story is a catalyst for meaningful discussions with children and adults about respect, kindness, and acceptance. Author Etty Burk, an organizational psychologist who works with teams and organizations, delivers a powerful lesson about diversity and inclusion in Aaron's story for people of all ages. We can all help people feel safe, welcome, and truly belong.

Price: \$16.95 Sample: \$16.95 ppd.

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Chasing Dreams

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Tom Hampton, Something or Other Publishing LLC

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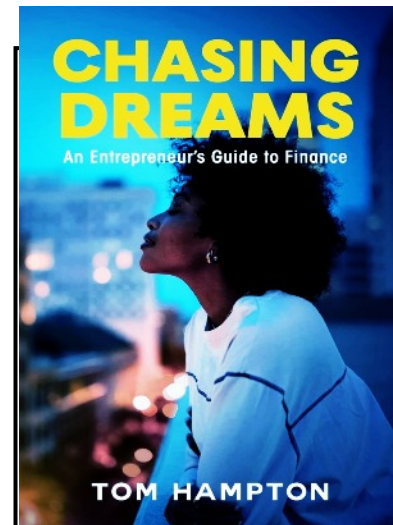
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If you want to embark on an entrepreneurial journey to pursue your dreams, this is the right book for you! Chasing Dreams is a step-by-step guide that will enable anyone to understand the essential financial tools without being a professional financial person. Overall, the aim is to improve the lives of upcoming entrepreneurs and boost their chances of success by providing the financial tools and business perspective needed to make their dreams come true.

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We Became Mexican-American

How Our Immigrant Family Survived to Pursue the American Dream

Carlos B. Gil The Gildeane Group

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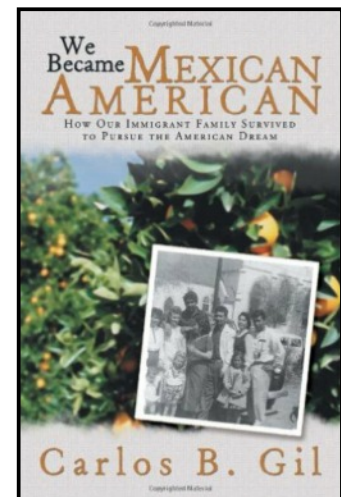
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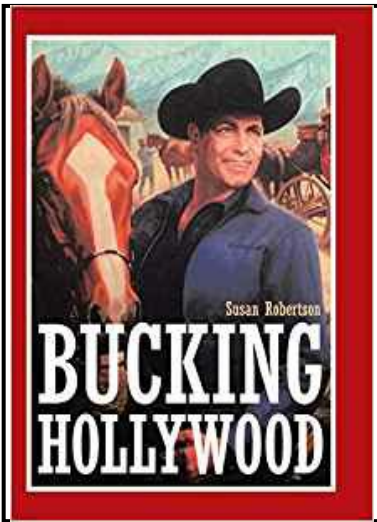
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Based on recorded memoirs, Carlos B. Gil narrates how his parents emigrated from Mexico to southern California in the 1920s. His award-winning publications tells the story of Mexican immigration from the point of view of his own family. He also unveils the cultural conflicts connected with raising children in a new society, and how the "Mexican" Gil children became Mexican American.

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Bucking Hollywood

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Telephone: 405-706-3704
E-Mail: 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. Every network had numerous westerns on the air, ranging from children's Saturday afternoon fare to adult prime time dramas. At one time over thirty-two hours of western entertainment were available on the three networks!

Retail: \$62.00
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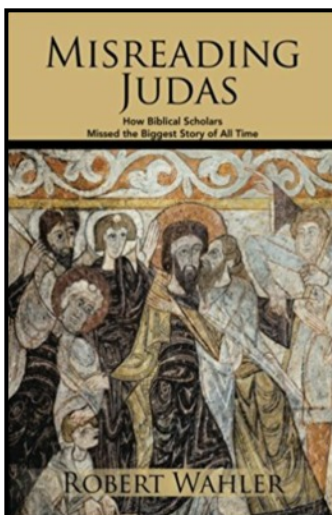


Grumpy And Green Parrot Find a New Home in Naples

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Grumpy the Iguana and his best friend, Green Parrot, are in the market to find a new tree home. They are new residents of Naples and hire Mr. Pelican, who lives on the pier, to show them what is available. Do they find the perfect forever home? Follow along as our favorite duo go house hunting and make a few new friends along the way.

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Misreading Judas

How Biblical Scholars Missed The Biggest Story of All Time
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Web: www.judaswasjames.com

New discoveries in Egypt reveal the truth about the New Testament Christian lie of sacrificial salvation by Jesus Christ. The 'Betrayal of Christ' was, in fact, a coverup of mastership succession by James the Just. Gospel authors inverted the Nag Hammadi Apocalypses of James narrative of succession to hide James. Masters come here all the time, and in many places. The world, they say, is never without at least one living Master, here to 'save' the ready (www.rssb.org).

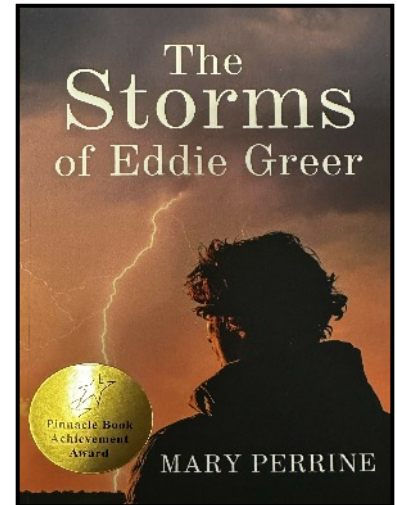
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The Storms of Eddie Greer

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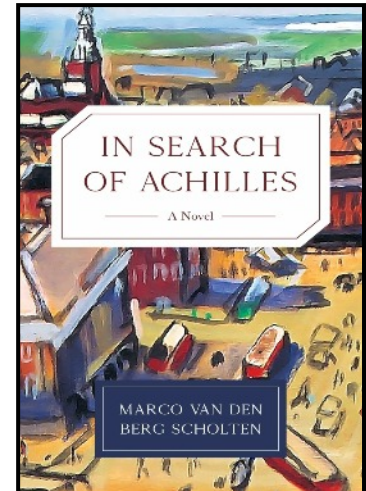


In Search Of Achilles

Marco van den Berg Scholten
Giek 29, Almere, Netherlands 1319BL
Phone +49 (151) 728-95598 E-Mail: marco@vandenbergscholten.com
Web Site: www.vandenbergscholten.com

A novel about a young Aristocrat searching for values set in the summer of 1990 in Western Europe, when everyone around him seems full of hedonic arrogance and beaming self-confidence following the victory of capitalism over communism. But underneath the euphoria, the soul of the Occident is quickly becoming hollow, and meaningless, as "God is dead" and the dogmas of postmodernism render all moral hold useless. Is there a hold left? Our protagonist walks the streets of the Old World. Read it to find out his answers.

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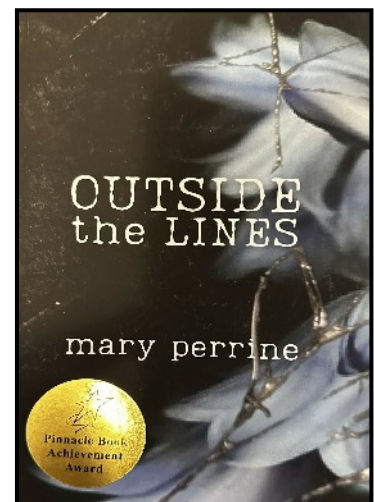


Outside The Lines

Mitchell Perrine, Water's Edge Publishing
1013 Carriage Way, Cologne, MN 55322
Phone: 612-419-7095
E-Mail: mitch@perrinetech.com
Web: www.maryperrine.com

Sparks fly when 23-year-old Bellarina Levitsky, an orphan dying of cancer, lands on the South Carolinian doorstep of 89-year-old Tilly Wilson, a flawed old woman with an unwavering faith in God and a mouth rife with unsolicited advice. The only thing the pair have in common is waiting for death's door to creak open. Before that happens, they squeeze every ounce of life from their remaining days. A Pinnacle Book Achievement Award Winner.

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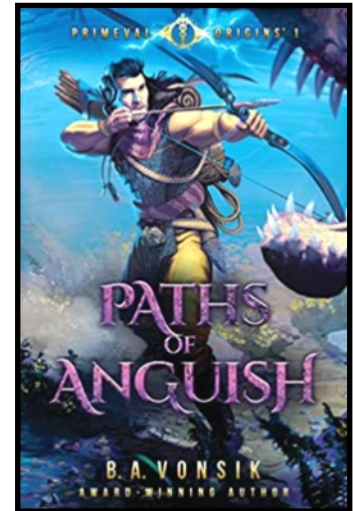
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She learns the legends of long-ago civilizations are entwined with our future. They grew up battling deadly dinosaurs, monsters of making, and ancient evils. When their lifelines intersect, the battle between the primeval forces of good and evil transforms maliciously! Can Nikki, Rogaan, Aren, and Ezerus survive humanity's genesis as they discover humanity's spark and the creation of our angelic heralds of Revelations deciding the destinies of our Eternal Souls?

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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
Web: www.storyofluna.com

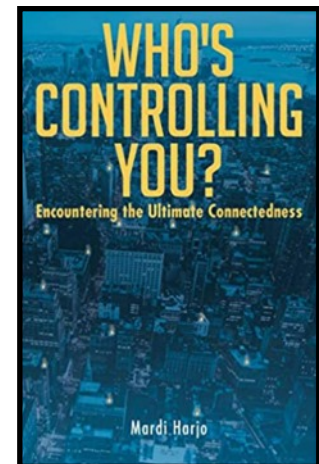


"Luna, The Mare with the Sky Blue Eyes" is the story of a young mare nearly forgotten and left behind and those who saved her. Luna represents everyone who has ever felt alone, hopeless and unloved. The story contains elements of hope and success through work, determination, friendship and love and that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

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Herein the author exposes the spiritually contaminated, self-deceptive behavioral prison humanity is hopelessly enslaved to and how the spotless holy character of Jesus Christ alone can deliver us from its death grip. As God's Gospel is heralded throughout, readers are challenged to seriously consider that in whom or what we deposit our faith and trust steers the very course of our lives toward the eternal good or detriment.

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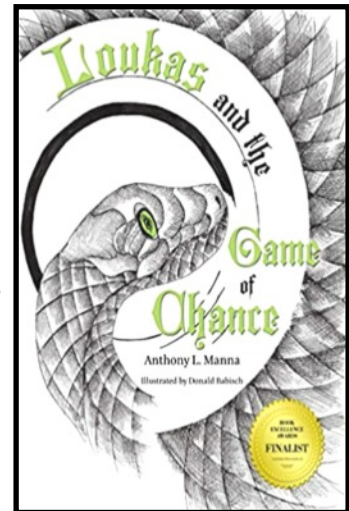
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Loukas and the Game of Chance

Anthony Manna
7408 Clingan Rd Poland, OH 44514
E-Mail: anthony@anthonymannabooks.com
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Loukas befriends a mysterious talking, dancing snake that bestows fortune on him. Years later, after Loukas loses all his riches and even his family, he embarks on a treacherous journey to find Destiny, Sun, and Moon. They will surely allow him to reverse his misfortune and win back all that he loves and treasures, won't they? Illuminated with mystical pen and ink illustrations.

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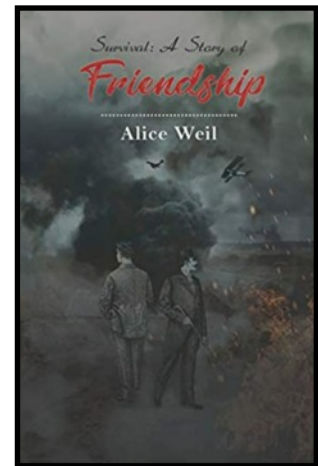


Survival: A Story of Friendship

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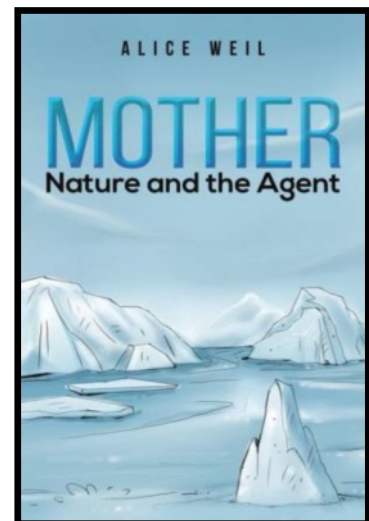


Mother Nature and the Agent

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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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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?

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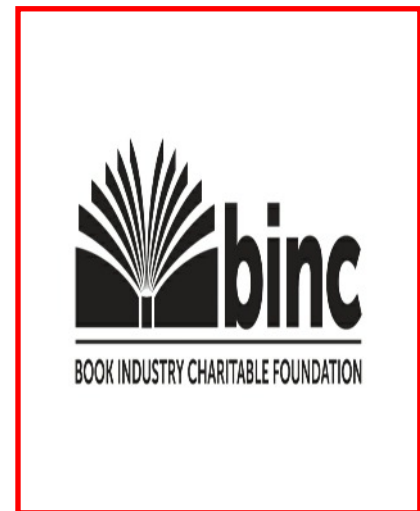
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The Magnetic Cover: Draw Readers in with a Book Cover That Pops Off the Shelf

Understanding the Power of a Magnetic Book Cover

A captivating book cover holds the key to grabbing readers' attention and enticing them to pick up your book. As a self-publisher, you have the power to create a cover that can truly pop off the shelf. A magnetic book cover not only catches the eye but also sparks curiosity, making readers eager to explore what lies within its pages. The importance of a captivating book cover directly influences a reader's decision to choose your book from the shelves. It is not just a pretty design; it is a powerful marketing tool that speaks directly to your target audience. It has the ability to convey the essence of your book, evoke emotions, and pique the curiosity of potential readers. By understanding the psychology behind a captivating book cover, you can craft one that resonates with your audience and compels them to take a closer look. Let's explore the key elements to consider when designing your magnetic book cover, ensuring it effectively represents your book's content and entices readers to choose your masterpiece off the shelf.

Designing a Memorable Book Cover

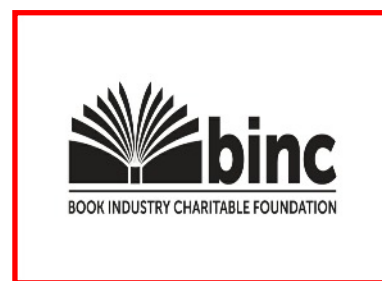
Your book cover is the initial point of contact with potential readers, and it needs to grab their attention. By understanding your target audience and incorporating visual elements that evoke emotions and

curiosity, you can create a cover that draws readers in. A compelling book cover acts as a gateway to your story, beckoning readers to discover what lies within its pages. So, let's dive into the exciting world of designing a memorable book cover, where imagination knows no bounds. Now that you have a clear understanding of the importance of a magnetic book cover, it's time to dive into the practical aspects of designing one. Let's explore different design elements that can make your cover truly unforgettable. From choosing the right color palette to creating a visually striking composition, we will uncover the secrets of capturing readers' attention. The significance of typography and how you can use it to enhance your book's overall impact is also very important. With these valuable insights, you'll be well-equipped to create a book cover that not only pops off the shelf but also resonates with your target audience. Let your creativity soar and watch as your cover becomes a powerful tool in attracting readers to your story.

Implementing Marketing Tactics to Maximize Book Cover Impact

Discover various marketing approaches and tools to promote your book cover and attract attention from potential readers, ultimately leading to increased book sales. Self-publishers have a multitude of options to explore, from leveraging social media platforms and targeted advertising

campaigns, to partnering with influential bloggers and book reviewers. By implementing these marketing tactics, you can create buzz around your book cover, captivate readers' curiosity, and pave the way for a successful launch. In addition to the marketing approaches mentioned earlier, there are various other strategies that self-publishers can employ to maximize the impact of their book cover. One effective tactic is to participate in book fairs and literary festivals, where you can showcase your book cover to a large audience of book enthusiasts and industry professionals. Another powerful tool is email marketing, where you can build a strong subscriber base and send out engaging newsletters highlighting your book cover and enticing readers to explore further. Lastly, don't overlook the power of collaboration and networking with other authors and professionals in the publishing industry, as their support and endorsements can greatly amplify the reach of your book cover. Ultimately, by implementing these additional marketing tactics, you can enhance the visibility and impact of your book cover, attracting more potential readers and increasing your book sales.



BOOK DEALERS DIARY

The Kickass Couple by Dr. Gloria Lee explores how you and your partner can become the vitalized couple you have always hoped you could be. You will learn how to gain a deeper understanding of your own attachment needs, and discover how to use this personal insight and awareness to create an unbreakable bond with your partner. No matter your age or the stage of relationship you are in, you will feel empowered to improve your bonds intentionally to create the relationship you desire. For more info, visit www.drglorialee.com

Built From Broken by Scott Hogan, CPT, COES presents a paradigm shift in how to think about corrective exercise, sports nutrition, and joint health. Once you see how the system works, you'll never look at exercise or joint health the same way again. Heal painful joints, prevent injuries, and rebuild your body from the ground up. For more info, visit www.saltwrap.com

Exploring Wine Regions – California Central Coast by Michael c. Higgins, Ph.D. is the third book in the award-winning series, now exploring lesser-known areas of California's wine regions. Beyond the familiar Napa and Sonoma, the Central Coast Wine Regions are producing top-level, high-quality wines, and the tourism is extraordinary. This book takes you on a journey to discover these amazing wines; combining wine education, insiders travel guide and spectacular photography. Higgins again dazzles his audience with another informative and beautiful book. With 436 full-color pages and over 800 photographic images, it is a treasure your family will love. For more details, visit www.ExploringWineRegions.com

Confederacy of Fenians by James D. Nealon tells the story of Britain and how they declared war on the United States and invaded from Canada. Seizing opportunity, Irish patriots in the Union Army ally themselves with the Confederacy and the British in exchange for a promise of Irish freedom following the war. Can Lincoln and the Union hold out against this powerful alliance? Success or failure rests on the shoulders of an unlikely but well-known figure. For more info, send an e-mail to momo_22101@yahoo.com

No More Gold Stars: Regenerating Capacity to Think for Ourselves by Carol Sanford urgently proposes a smarter, faster, and deeper key to unlock a future of profound creativity and success. Drawing lessons from First Nations cultures, ancient wisdom, and quantum science, Sanford offers how we can ignite a revolution in our consciousness, influencing everything from personal decisions to cultural change. It allows you to challenge prevailing theories, promote a holistic understanding of education and change, and redefine the way we approach our work and the results we seek. For more info, visit momo_22101@yahoo.com

Strength For All Seasons by Julie Lavender is beautifully candid about the difficulties of motherhood and offers encouragement and wisdom based on God's most powerful words, reminding weary moms that he is the ultimate source of strength and resilience. This thoughtful weekly devotional gives moms the grace and space to go at their own pace and reflect on both celebrations and challenges while staying grounded in God's truths. For more info, visit www.julielavenderwrites.com

Cranky Superpowers by Steven Joseph unveils the often-missed hilarity in our everyday grumbles and groans. It also offers priceless insights into our powers that when harnessed correctly, can ignite a more understanding, patient, and positively cranky version of ourselves. For more info visit www.stevenjosephauthor.com

Norma by Karen D. McIntyre tells the story of a WASP, a Women's Air Force Service Pilot, choosing to use her pilot's license to aid in the country's war effort. As a WASP, she will ferry planes around the country, tow targets for artillery training, and much more. Told through the struggles of a young woman, this is the story of just one part of the war that played out in mainland America. For more info, send an e-mail to pumamamd@gmail.com

The Bleeding Edge by Bill Raduchel gives you a front row seat for the birth of the digital age. Packed with never-before-heard stories and timeless wisdom on the art of computer science, the business of technology, and the durable power of relationships, this book provides a rare history of how and why the internet looks and feels the way it does today. For more information and inside looks visit www.newtechnologystate.com

Shanghaied by Jon Howe tells the story of Eamon McGrath who wakes up in the hold of a ship far out at sea. Stolen from his New England life and family, he has been shanghaied to work aboard a merchant vessel, replacing crew lost to the British Navy. As Eamon circles the globe, he survives a terrible beating, storms, and shipwreck. Profoundly changed by a journey filled with perseverance, discovery, and love, what will he find if he makes it home again? For more info, visit www.jonhowe.com

Crossing The Tracks by Drew Hill is set in the railroad yards and union halls of Kansas City during the Civil Rights Movement. It's the surprising story of a white, working class family man confronting racism and bigotry on the railroad, in the neighborhood, and in his church. While dramatic history unfolds from Greensboro to Selma to Memphis, one man makes his own stand for justice and inclusion. It is the story of one man's, and by extension his entire family's, attempt to do the right thing in the face of overwhelming opposition. For more information and dealer info visit www.EvolvedPublishing.com

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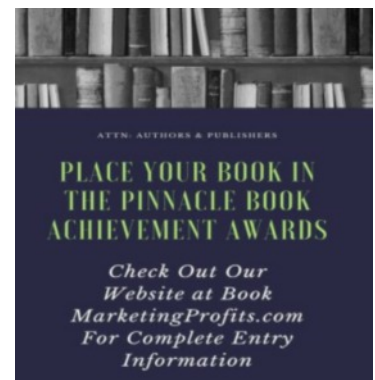
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Unleashing the Power of Successful Book Signings

Understanding the Power of Book Signings

Book signings have become an indispensable tool for self-publishers looking to make a mark in the literary world. These events hold immense significance in boosting book sales and forging meaningful connections between authors and readers. By allowing authors to engage directly with their audience, book signings create an intimate setting where readers can experience the story behind the book and connect with the author on a personal level.

One key benefit of book signings is the opportunity they provide for self-publishers to generate buzz and create a loyal fan base. These events act as a platform for authors to showcase their work, attract new readers, and build a supportive community around their writing. The face-to-face interaction at book signings enables authors to convey their passion and enthusiasm, leaving a lasting impression on readers.

Additionally, book signings offer a chance for self-publishers to receive direct feedback from their audience. Engaging in meaningful conversations with readers allows authors to gain insight into their preferences and expectations. This valuable feedback can be applied to future writing projects, ensuring that the author's work aligns with the readers' desires.

As we delve deeper into the world of book signings, we will explore strategies to make these events successful and share inspiring stories of self-published authors who have harnessed the power of book

signings to propel their writing careers forward. We hope to provide self-publishers with essential insights and tools to maximize the potential of book signings and unlock a world of possibilities. Stay tuned as we uncover the secrets to organizing and executing impactful book signings. Planning and preparation are key factors that contribute to the overall success of an event. Self-publishers should consider factors such as venue selection, timing, and promotion. Choosing the right location that aligns with the target audience can greatly impact the turnout and engagement at a book signing. Timing is also crucial, as scheduling the event during peak hours or alongside other high-profile events could result in a higher attendance. Promoting the book signing through various channels such as social media, author websites, and local press can help generate buzz and attract a larger audience.

During the actual event, you should create a warm and welcoming atmosphere. Having enticing visuals, such as banners and posters, can help draw attention to the author's work and create an inviting ambiance. It's also beneficial to engage with attendees through interactive activities, such as Q&A sessions or book giveaways, to spark conversation and keep the audience captivated.

Lastly, you should utilize book signings as an opportunity to capture contact information from attendees, such as email addresses or social media handles. This allows for future communication and helps build a loyal fan base.

By implementing these strategies, self-publishers can maximize the impact of book signings and establish stronger connections with their readers. These events have the potential to open doors to new opportunities and propel writing careers forward.

Preparing for a Successful Book Signing

To ensure a successful book signing event, preparation is key. First, choosing the right venue is crucial. Look for a location that aligns with the theme or content of your book, has sufficient space to accommodate attendees, and offers a welcoming ambiance. Additionally, consider partnering with local bookstores, libraries, or community centers to leverage their established customer base.

Once the venue is selected, it's time to create a marketing strategy. Utilize various channels, such as social media, author websites, and email newsletters, to spread the word about the event. Engage potential attendees by offering sneak peeks, behind-the-scenes glimpses, and exclusive updates about the book signing.

Lastly, engaging with potential attendees before the event is essential for creating a buzz. Connect with your target audience through personalized emails, social media interactions, or even hosting virtual Q&A sessions. This not only builds anticipation but also establishes a sense of connection and familiarity between the author and the readers.

Remember, a well-planned, organized, and promoted book signing can significantly boost book sales and create lasting connections with readers. In addition to promoting the event, self-publishers should also focus on the logistics and details that will contribute to a successful book signing. One important aspect is managing inventory. Ensure that you have enough copies of your book on hand to satisfy the demand of attendees. Consider bringing extra copies of your book for last-minute purchasers or unexpected popularity.

During the event, it's crucial to engage with attendees and make them feel valued. Greet each person with enthusiasm and gratitude, taking the time to connect on a personal level. Offer to sign their copies of your book and consider providing a small token of appreciation, such as bookmarks or personalized notes.

Furthermore, incorporating interactive elements into your book signing can enhance the experience for attendees. Consider hosting a Q&A session or a short reading from your book, allowing readers to gain further insight into your writing process or the story itself. Encourage attendees to share their thoughts and feedback, fostering a sense of community and dialogue.

A successful book signing not only boosts sales but also creates a lasting impression on your readers. Self-publishers can harness the power of book signings to further their writing career and connect with their audience.

Maximizing Success During and After a Book Signing

You need to optimize your interactions with readers, manage sales, and employ post-event marketing tactics to maintain momentum. Book signings offer a unique opportunity for self-publishers to connect on a personal level with their readers, fostering loyalty and building a dedicated fan base.

During a book signing, it is crucial to engage with each reader genuinely. Smile, make eye contact, and show genuine interest in their thoughts and feedback. Offer insights into the writing process and share personal anecdotes related to the book.

Collaborate with the bookstore to create a welcoming environment, with appealing displays and banners showcasing the book's cover and author information.

However, the success of a book signing extends beyond the event itself. You should capitalize on the momentum generated during the event by employing post-event marketing tactics. Follow up with attendees through personalized emails, expressing gratitude for their participation.

Offer exclusive promotions or discounts to encourage further engagement. Leverage social media platforms to create buzz and share behind-the-scenes tidbits with your growing following.

By maximizing their interactions during book signings and implementing effective post-event marketing techniques, self-publishers can harness the power of these events to propel their books to new heights.

After the book signing event, self-publishers should continue building momentum by leveraging various marketing tactics.

One effective strategy is to collaborate with local media outlets, such as newspapers, radio stations, or podcasts, to secure interviews and feature articles. These opportunities provide a platform to share your journey as an author and promote your book to a wider audience.

Additionally, consider reaching out to book bloggers or influential social media personalities who cater to your target readership.

Offering them a free copy of your book in exchange for an honest review or a mention on their platform can significantly boost visibility and generate buzz.

Furthermore, take advantage of your email list by periodically sending newsletters containing exclusive content, sneak peeks of upcoming projects, or even author Q&A sessions.

By fostering ongoing connections with your readers and consistently engaging them with valuable content, self-publishers can build a dedicated fan base and establish a sustainable platform for future book signings and promotions.

Remember, the key to success lies in maintaining reader engagement beyond the book signing event.

The Ultimate Guide to Crafting an Author Website that Wows Readers

Building the Foundations of Your Author Website

Learn the essential elements needed to create a captivating author website that will engage readers and leave a lasting impression. Your website serves as a digital storefront, a place where potential readers can discover your work and get a glimpse into your writing style. Begin by focusing on a clean and professionally designed layout that reflects your brand.

Optimize your website for easy navigation, ensuring visitors can effortlessly explore your pages and find what they're looking for. Incorporate visually appealing images and include a captivating bio that highlights your writing journey. Moreover, consider integrating a blog to share your writing process and connect with readers on a deeper level. By strategically crafting your author website, you'll enhance your chances of catching the attention and interest of potential customers.

In addition to a well-designed layout, captivating imagery, and an engaging bio, there are a few other key elements that will make your author website truly shine. One crucial aspect is to include a clear and concise portfolio section that showcases your best work. This will allow readers to easily find and access samples of your writing, giving them a better understanding of your style and expertise.

Furthermore, it's important to create an easily accessible contact page where potential publishers can reach out to you directly. Include a professional email address and consider adding a contact form for added convenience. This way, readers can easily connect with you to discuss

potential opportunities or collaborations.

Lastly, don't forget to incorporate links to your social media profiles throughout your website. This will enable publishers to follow you on platforms like Twitter, Instagram, or LinkedIn, where they can gain further insight into your writing journey and connect with you on a more personal level.

By implementing these essential elements into your author website, you'll create a strong foundation that will captivate independent publishers and leave a lasting impression.

Designing an Engaging Interface for Readers

Discover the key elements of user-friendly design and how to create an interface that will captivate independent publishers, making it easy for them to navigate and explore. As independent publishers, it's crucial to understand the importance of a well-designed website that not only showcases your work but also provides an exceptional reading experience for your audience.

The first step in creating an engaging interface is to prioritize simplicity. A clutter-free layout with intuitive navigation ensures that readers can find exactly what they're looking for without any confusion. Utilizing visually appealing elements, such as high-quality images and carefully chosen fonts, can significantly enhance the overall user experience. By incorporating these essential design principles, independent publishers can create a website interface that not only wows readers but also keeps them coming back for more.

In addition to simplicity and visually appealing elements, another crucial aspect of designing an engaging interface for readers is the incorporation of interactive features. These

features not only captivate the attention of your audience but also encourage them to actively engage with your website. Consider implementing features such as an author blog, where you can share your writing journey and interact with your readers through comments and discussions. Including a newsletter sign-up form can help you build a loyal reader base and keep them updated on new releases and events.

Furthermore, integrating social media sharing buttons allows readers to easily share your content, spreading the word about your work. By incorporating these interactive elements, independent publishers can create a website that not only impresses readers but also fosters a sense of community and connection.

Optimizing Your Website for Maximum Exposure

Uncover the secrets of search engine optimization (SEO) and digital marketing to boost your author website's visibility and attract independent publishers around the globe. In today's digital age, it's crucial for authors to have a strong online presence, and that starts with an optimized website. SEO techniques, such as using relevant keywords, creating engaging content, and building quality backlinks, can significantly improve your site's ranking on search engine result pages.

This increases your chances of being discovered by independent publishers who are always on the lookout for talented writers. Digital marketing strategies, such as social media promotion and email campaigns, can also help you reach a wider audience and make a lasting impression.

With a well-rounded approach to website optimization and digital marketing, you can captivate and expand your readership worldwide.

The Great Self Publishers of History

by Julie Curtiss

Imagine the shelves of your favorite bookstore without copies of such popular classics as Huckleberry Finn, Bartlett's Familiar Quotations, Peter Rabbit, or Elements of Style. Think how different the history of the United States might have been if Paine's Common Sense, Sinclair's The Jungle or Whitman's Leaves of Grass had not been published. All of these titles, and hundreds of others, were published by their authors, generally because the established presses didn't see a market for them.

But, self-publishing was not always a last resort. Some published authors, including Sinclair, Twain and Edgar Rice Burroughs, chose self-publishing because it was more profitable or better suited to their needs as writers. Certainly they faced a number of challenges. Many of which were the same as those faced by self-publishers today. But, with unique marketing techniques, imagination and hard work, these authors got their books published, read and still remembered today.

Whitman stands out as one of the most determined of all self-publishers. Faced with persistent rejection, Whitman never gave up his lifelong publishing enterprise. He set the type for the first edition of

Leaves of Grass. Whitman wrote a number of favorable reviews of his own book and had them published in such papers as the Brooklyn Times. He turned the modest printing of a few books of poetry into a transatlantic media event. When Ralph Waldo Emerson wrote a complimentary letter about the book, Whitman unabashedly printed it in the next edition. Emerson's praise helped the sales.

But Whitman wasn't alone in his ingenious marketing techniques. Washington Irving also used the newspapers to sell his History of New York. After writing numerous articles about a missing person by the name of Knickerbocker, which appeared in the New York Evening Post, Irving brought out his book under the pseudonym of Knickerbocker. It was a huge success.

In many cases, publishers who earlier rejected a book changed their minds after they saw the market potential of a self-published book. Frederick Warne & Co. advertises itself as the publisher of the Original Peter Rabbit books," but in 1901 they were not interested in publishing them. They changed their mind a year later after a privately printed edition was well received.

Some writers, however, left publishers for self-publishing.

Mark Twain was already a well known author when he self published Huckleberry Finn. Edgar Rice Burrows started his own publishing company in Tarzana, California. His company reported sales of 53 titles, one of which, Tarzan of the Apes, sold over 5 million copies, and inspired numerous movies.

Perhaps these successes sound far too easy. With the advent of huge bookstore chains, marketing a book today may seem an overwhelming task. Whitman faced similar discouragement. He sold his book in stores that specialized in vegetarianism and phrenology, when mainstream bookstores rejected his book. He and his fellow self-publishers knew how to manipulate the media to get people talking about their books. When people are talking about a book, it will sell, even if the talk is not favorable.

Publishers are often reluctant to publish a daring or controversial book. However, this is the type of book that can become a self-publishing success story.

Maybe the best lesson we can learn from these self-publishers is "Don't be afraid to let the world know about your book." And, you might add your name to the roster of successful self-publishers in history. After all, you'd be in pretty good company.

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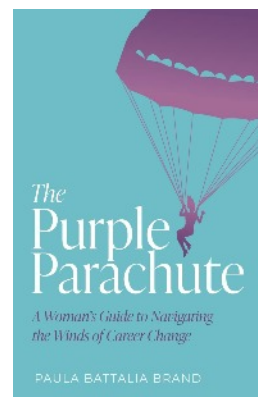
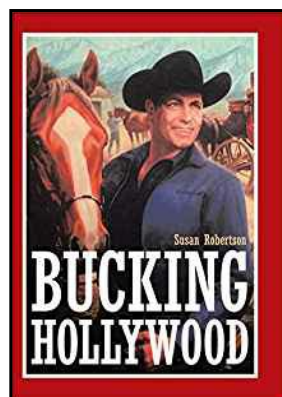
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