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Book Dealers World

National Association of Book Entrepreneurs



Scott Spackey, award winning author of "Project Addiction: The Complete Guide to Using, Abusing and Recovering From Drugs and Behaviors." Read his story on page 3.

NABE
Summer 2016
Pinnacle
Book Achievement
Award Winners

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Dear Friends,

Summer will soon be gone and the leaves will be changing color here in the Northwest. Weather will get cooler and soon the holidays will be upon us. Time has a way of flying. By. Yet with all the miracle devices we carry with us today, there is really nothing better than great conversations with good friends (real ones) discussing favorite topics include the latest books we have read.

This issue of **BDW** spotlights our Summer Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Check out pages 22-23 for a list of the award winning books. Each year the books get better and the writers provide us with knowledge and information we can use. Check out some of our entries and authors.

In this issue of **BDW**, Kathleen Gage reveals, "3 Steps to Get the Most Out of Your Book on Amazon," Joseph C. Kunz, Jr. shows you "How a Book Forward Can Help an Author's Career," Ellen Palestrant tells us to "Be Impressed With Your Own Book: Market with Confidence," Kim Lambert unveils "5 Key Things That Will Improve Your Writing Fast," and Kathleen Boucher shows us how to write "A Book with Benefits." Plus our Publisher Profile on Scott Spackey and much more.

If you have not joined **NABE** yet, you can sign up on page 17 and check out the many money saving benefits, including Pinnacle Book Award eligibility. Don't forget to display your book in our 2016-2017 NABE Book Showcase Exhibits and take a look at our popular **New Super Book Marketing Deal**, which saves you over a thousand dollars on some of our best marketing vehicles.

Have a wonderful Fall and Holiday season. Enjoy yourself in both worlds...the reading one and the real one!

Al Galasso, NABE

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NABE
P.O. Box 606
Cottage Grove, OR 97424
541-942-7455

E-Mail
[BookDealersWorld@
bookmarketingprofits.com](mailto:BookDealersWorld@bookmarketingprofits.com)

Web Site
BookMarketingProfits.com

Executive Director
Al Galasso

Associate Director
Ingrid Crawford



**National Association Of
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PUBLISHER'S PROFILE

Scott A. Spackey, CATC Author of *“Project Addiction: The Complete Guide To Using, Abusing and Recovering From Drugs and Behaviors”*

Scott Spackey was involved with a notorious Los Angeles organized counterfeit and methamphetamine ring in the 90's. He left home just after he turned 16, living wherever he could. He started with pot at 13, regularly dosing LSD by 15 and shooting-up heroin, cocaine and meth at 17. Scott is a poly-drug addict, having abused every drug accessible, including one that is unknown beyond a secretive drug culture of addicts, gangsters and organized criminals. Grand theft auto, robbery, cheater, liar and dope fiend were his calling cards. Most of his associates are either dead, in prison or still on drugs, yet he somehow survived and is going on over twenty years being clean.

Scott is now a California State Certified Addiction Counselor (CATC) and Registered Addiction Specialist (RAS) and has served as a private practice counselor since 2006. He is also a Certified Life Coach and Clinical hypnotherapist, specializing in crisis counseling. In addition to his Pinnacle award winning book, Project Addiction, Scott has authored two other books, “Project Addiction Counselor: How to Create and Sustain a Private Practice” and “A Stone's Throw: Memoir of a Dope Fiend,” another multiple award winning book, which is now in the early stages of film development.



Scott A. Spackey, CATC

Scott also provides keynote speeches at recovering conventions, puts together workshops, is a monthly contributor to a Los Angeles magazine, and has appeared on Los Angeles TV and radio. He mentors and trains other addiction counselors and still maintains his private practice.

Scott travels the world for adventure, having been to 12 different countries, including 5 spiritual pilgrimages to India. He rarely goes to landmark sites, but prefers the road less traveled.

“Project Addiction” is the first and only book that describes each and every drug and behavior in detail. Each drug and behavior is actually as unique as the people who use them. It gives a transparent, honest account of them for people to decide on their own. What drugs actually feel like is described by a veteran addict and counselor. Non-drug users finally get a real account of what they feel like and why they are used. The physical, chemical, emotional the even quasi-spiritual experiences of the drugs are explained.

Learn what it's like to come off of them: Detox, withdrawals, triggers, craving—how addictive behaviors function on all levels. The entire recovery industry is reviewed in scathing transparency. Each recovery modality, from rehab to medications, is explored in detail: what they cost, how they work, why most do NOT work and how to make them more effective. Drug users, abusers, addicts, counselors and family members finally have an account of the good, the bad and the ugly.

Scott's latest book, “A Stone's Throw: Memoirs of a Dope Fiend” teleports you on a journey he barely survived. A sinister, secret society of sex, crime and intense hybrids of narcotics mostly unknown to society. Everything is revealed and you vicariously experience it. As outrageous and surreal as Scott's story is, it is all true. A Stone's Throw is a journey the reader experiences.

For more information on Scott, his valuable services and eye-opening books, visit him at his informative websites: www.ProjectAddiction.com and www.PrimordialProductions.net You can also send an e-mail to Scott@ProjectionAddiction.com. Dealer and wholesale inquiries are invited for all of the books.

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



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Rod Collins

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

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

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

"Al, thanks for the leads from the last trade show. The first five I contacted remembered my book and also taking the flyer you handed out. Four out of five already ordered for their libraries. You did a great job representing my book. I am very pleased with your service."
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3 Steps to Get the Most Out of Your Book on Amazon

By Kathleen Gage

You've done it... you've written your first book. It's only a matter of months, maybe even weeks, until it's published and ready to be sold. Now you can relax and watch the money pour in.

Not so fast. Now you have to let people know the book exists. This is done by way of how you market and promote your book.

There are dozens upon dozens of ways to market a book including media releases, selling at speaking engagements, developing a website specific to the book, giving it as a gift to your accountant, doctor, friends, neighbors and family members in hopes that they love it so much they will buy copies for their friends, family members and clients.

One of the most important aspects of selling books is making the book available on Amazon. Most authors, regardless of how many books they've written and published, know Amazon is a must do. Granted, not every author agrees with this, but the majority do.

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Kathleen Gage

Setting your information up on Amazon Central is relatively easy. Do a quick Google search on "Author Central feature" for details on how this is done.

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One of the most important aspects of selling on Amazon is the book description. Yet, many authors put very little effort into writing a compelling description. As an author, you need to take full responsibility for making sure the description is such that people can't help but want to read your book.

The description gives the readers a great idea of what the book is about and "why them" as a reader. The description on Amazon is like the copy on the back of your book; it tells readers about your book.

Many authors leave it up to their publishers to write the description. Although some publishers put a lot of thought and care into doing this, not all do. Don't leave the description to chance. If you don't like what you read, or you don't feel it's compelling enough, take control of assuring the description is well written.

The description should be beefy and keyword rich. Don't skimp on the wording. The description is actually your sales conversation. The description can be between 30 and 4000 characters in length. Use as much of this as possible. The book description usually appears within 72 hours of putting it up on Amazon.

The Amazon book description can double on the book website as well as other areas you sell the book.
Categories

The goal for most authors is to have their book become #1 in the chosen categories. In most cases, you are allowed two categories for your book. The more unique the categories, and yet, specific to the genre and topic of the book, the better. If you select crowded categories, the harder it is to get to #1.

For example, as of the date of writing this article, Health, Fitness and Dieting is a very broad category that has 156,130 results on a quick search. To rank #1 in this category is going to be extremely difficult.

If you narrow the category down to Health, Fitness and Dieting:Diets and Weight Loss: Detoxes and Cleanses, there are only 898 books listed. This give you a much great chance of achieving your goal. You have a much better chance of getting to #1 quickly due to how few books listed in the "drilled down" category.

Again the goal is to have the greatest chance of getting to the #1 category (or categories) so be sure to narrow the categories down as much as possible AND make sure they do tie into the topics of the book.

Conclusion

Writing a book is one aspect of the author's journey to success. When you put as much time into the marketing and positioning as you did the writing, you open up the greatest chance for your book to end up in the hands of as many readers as possible. After all, isn't knowing lots of people are reading our books what we ultimately want?

For more information about Kathleen Gage, visit her informative website: <http://www.powerupforprofits.com>

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Final Deadline: December 20, 2016
 See Next Page For Publishers Preview

Train Your Brain

How To Build a Million Dollar Business in Record Time

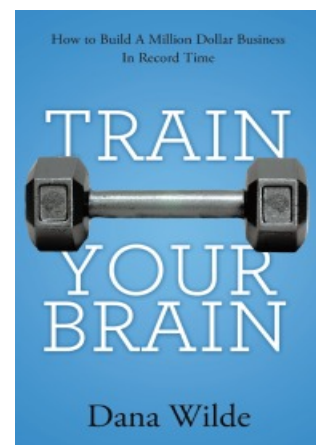
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Train Your Brain is the ultimate business guide for entrepreneurs. Dana Wilde teaches the mindset secrets she discovered when she built two businesses to reach over a million dollars in less than 19 months each. Dana's simple strategies not only allow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

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Stillwell

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

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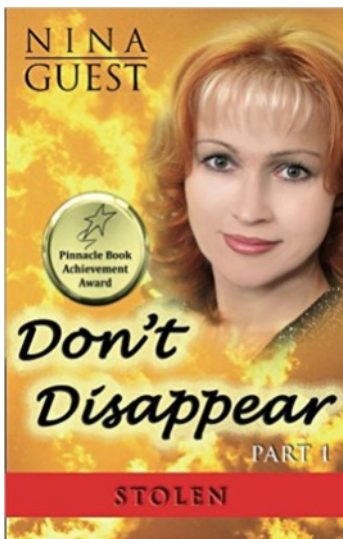
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In Acorn, Iowa, the days are becoming cooler, the leaves are changing and football takes priority at the local high school as the annual Fall Festival kicks off. Love is in the air for football star Nick Paxton and effervescent cheerleader Sarah Rogers,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

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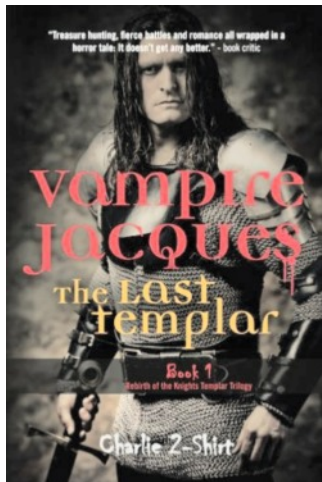


Don't Disappear Part 1 Stolen

Nina Guest CreateSpace 5505 Independence Ave Arlington, TX 76017
Phone 817-516-5069 E-Mail books@ninaguest.com
Web Site: www.ninaguest.com

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

Retail: \$14.95, Sample: \$14.95 ppd.
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Vampire Jacques: The Last Templar Book 1 Knights Templar Trilogy

Charlie2Shirt Createspace Box 434 Williston, ND 58802
E-Mail: crathert07@gmail.com Web: www.VampireJacques.com

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

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Sparkle and the Gift

Ayn Cates Sullivan Infinite Light Publishing 5142 Hollister Ave
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E-Mail: info@infinitelightpublishing.com
Web Site: www.infinitelightpublishing.com

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

Retail: \$18.99, Sample: \$18.99 ppd. Hardcover
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One More Dance

Valentine Cardinale Outskirts Press, Inc. 10940 S. Parker Rd-515
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Web Site: <http://www.outskirtspress.com>
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Love is in the air when Julian Case, a New York realtor and widower, meets Alegra Rossini, a beautiful teacher, at a wedding in Italy. It's a promising relationship they both want to continue, but when he returns to the States he discovers his son has been savagely attacked and left for dead. As Julian puts his life on hold to track down the mysterious assailant, is he risking his chance at new love? Can both Julian and Alegra weather the storm and let love in their lives for one more dance?

Retail: \$15.95, Sample: \$15.95 ppd.
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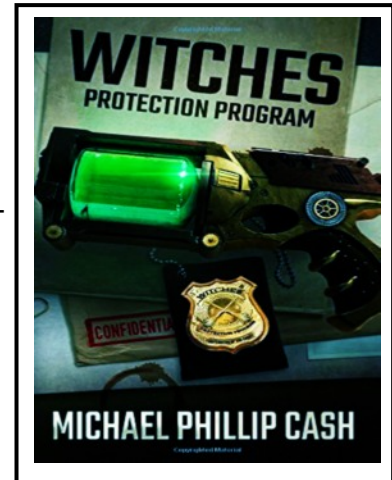


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Wes Rockville, a disgraced law enforcement agent, is given one last chance to prove himself and save his career when he's reassigned to a 232 year old secret government organization. The Witches Protection Program. His first assignment: uncover a billion-dollar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

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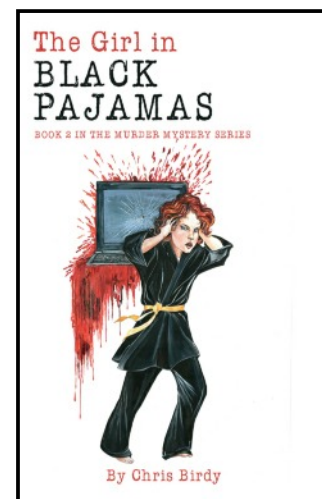


The Girl in Black Pajamas

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

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

Retail: \$10.75 Sample: \$10.75 ppd.
Write for wholesale quantity discounts.



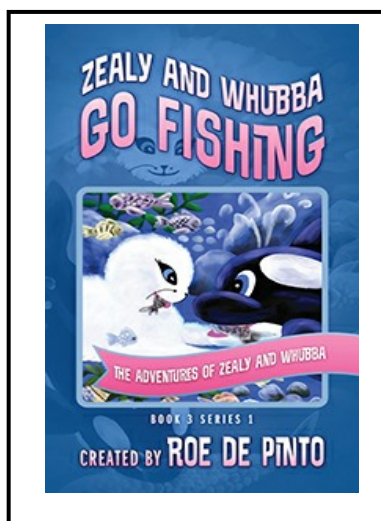
Zealy and Whubba Go Fishing

Book 3 Series 1: The Adventures of Zealy and Whubba

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

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

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



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

Retail: \$24.95, Sample: \$24.95 ppd

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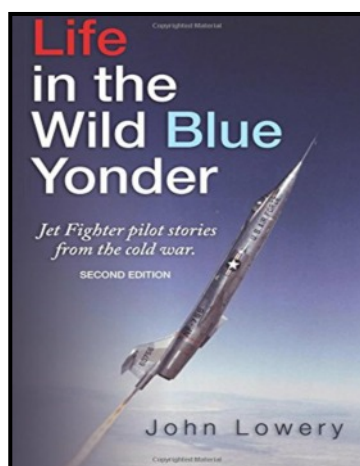
Life in the Wild Blue Yonder

Jet Fighter Pilot Stories from the Cold War, Second Edition

John Lowery Amazon Books 1017 Cornhill Way, Folsom, CA 95630

Phone: 916-984-4611 E-Mail: john.lowery3@comcast.net

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



With the introduction of jet fighter aircraft, an Air Force career as a fighter pilot proved to be a very dangerous way to make a living. Many changes were required in both the fighter pilot philosophy and military discipline. Of special interest is the chapter that tells of our airmen who were captured alive but never repatriated. The author is a veteran of combat in both Korea and Vietnam, with 5,000 hours in jet fighters and 460 hours in combat.

Retail: \$12.98, Sample: \$12.98 ppd

Write for wholesale quantity discounts.

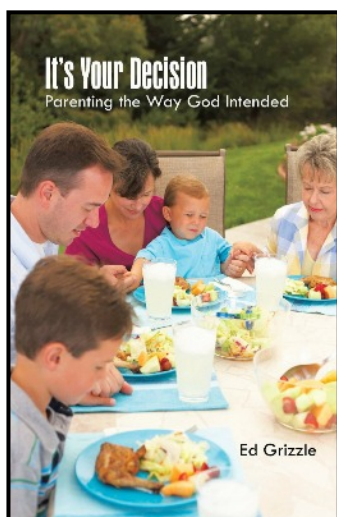
It's Your Decision:

Parenting The Way God Intended

Ed Grizzle, iUniverse, 9326 Regal Ct. Bloomington, IL 61705

Phone: 309-262-7623 E-Mail: edmargrizzle@gmail.com

Web: <http://www.itsyourdecisionbooks.org>



This book is written to share my life prior to accepting Jesus Christ as my Lord and Savior. My life was miserable prior to that day. I was an alcoholic and I committed crimes that were very bad. The goal of the book is to encourage people who are having problems in their home and with their life to allow Jesus into their lives to help them make changes needed.

Retail: \$13.95 Sample: \$13.95 ppd

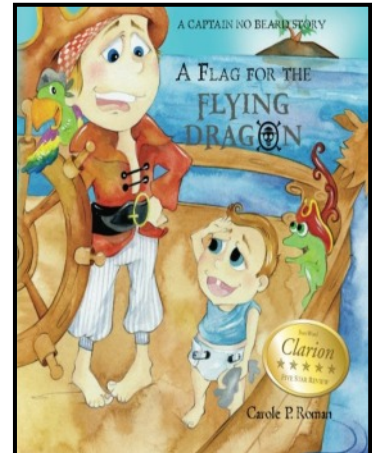
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A Flag For the Flying Dragon

A Capt. No Beard Story

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

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



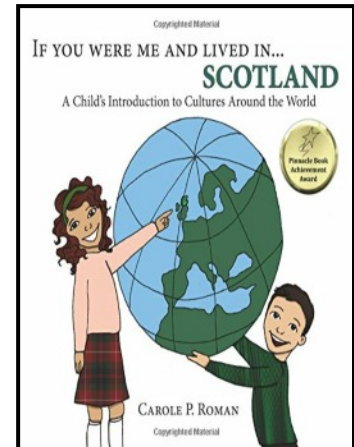
Retail: \$10.99, Sample: \$10.99
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If You Were Me and Lived In... Scotland

A Child's Introduction to Cultures Around the World

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

Carole P. Roman is taking students to Northern Europe again and this time it's to visit Scotland. You'll learn about the fascinating architecture that was inspired by ancient Greece and Rome. Whether your name is Ian, Connor, or Malcolm, you'll follow along and visit Loch Ness and hope to get a sighting of its famous occupant, Nessie. Perhaps you'll try haggis or tatie scones and finish your meal with a cloodie. Children are loving this award winning series! It has created a whole generation of armchair travelers that are thrilled to learn about cultures and customs from around the globe. Join Carole P. Roman and discover the world!

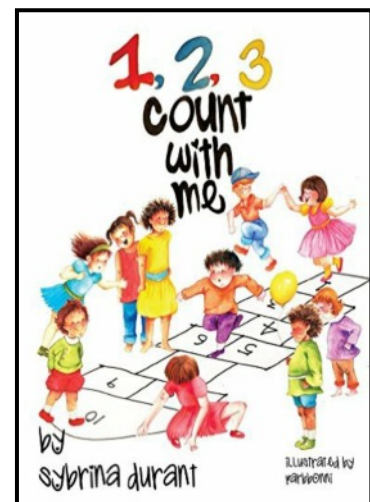


Retail: \$9.99, Sample: \$9.99 ppd
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1, 2, 3 Count With Me

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

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



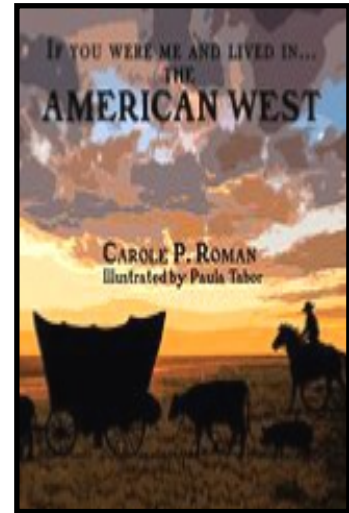
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If You Were Me and Lived In... The American West A Child's Introduction to Cultures Around the World

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

E-Mail: cnbbook@gmail.com

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



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

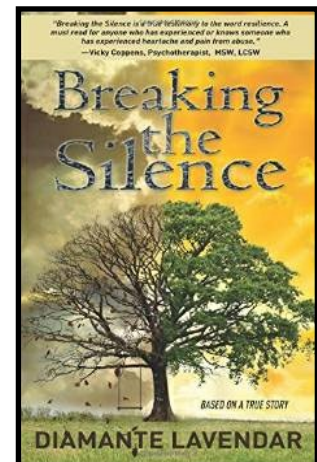
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Breaking The Silence

Diamante Lavendar D&L Productions
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E-Mail: diamantelavendar@yahoo.com

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



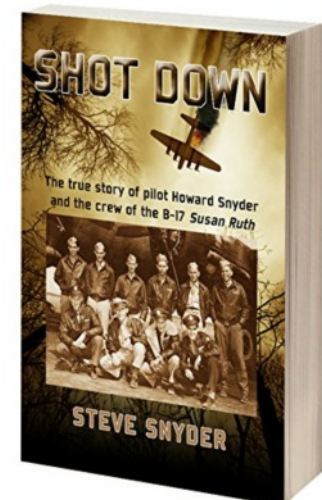
Based on a true story, a tale of hope and redemption. Journey with Joan, a victim of abuse, as she writes in her diary to unravel the pain of her past. On bed rest for the duration of her pregnancy, she decides that no matter how high the hurdles in her life are, she will conquer them without looking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

Retail: \$12.99, Sample: \$12.99 ppd.
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Shot Down:

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

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



Winner of 19 national book awards, SHOT DOWN is set within the framework of World War II in Europe and recounts the dramatic experiences of each member of a B-17 bomber crew after their plane, piloted by the author's father, was knocked out of the sky by German fighters over Belgium and the efforts of courageous Belgian people who risked their lives to help them.

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Q: What is the National Association of Book Entrepreneurs?

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

Q: How is NABE different from other associations?

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

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

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

Q: What type of marketing opportunities does NABE offer?

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

Q: What does a membership in NABE cost?

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

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Be Impressed With Your Own Book: Market With Confidence By *Ellen Palestrant*

Writing comes largely from an internal source; it is a solitary process. The writer's product, however, is public.

After spending months and even years residing largely in your head, thinking, writing, shaping, editing... and editing... and editing, it is time now to share what had essentially been private, with the world. You, like most writers, are understandably uncomfortable with trumpeting the virtues of something as personal as your own book or your own creative abilities - in fact, you probably balk at doing just that and feel almost immobilized. It is so much easier to plug the work of someone else than to praise your own. But you know now that the time has come to market your book, The big question is, how?

Firstly, it is of utmost importance for you to actually be impressed with what you have created, that is, feel confident about your product, secure about the contents and the aesthetic appeal of the book that you now intend to market. You need to know that it is now in its best possible form and that the subject matter, the writing, and the book design is truly excellent. Any old thing is just not good enough.

I feel that having your own website, an aesthetically pleasing, inviting, informative, valuable, lively, and individually your own, in style, is tremendously important. So make sure that you have an excellent web designer, or, if you create your website yourself, really make it attractive and functional.

This, after all, is your theater to where you will invite guests - your audience - and you need to ensure that they feel welcome - so comfort



Ellen Palestrant

able in fact, that they will want to remain longer and explore its interesting landscape.

So now what? The book is complete and it now resides in a home that is artistically appealing on your website. The time has come for publicity. Today, there are less and less physical bookstores and therefore, fewer options for bookstore tours that writers of the past had found dependable and worthwhile. With the ever-diminishing presence of these physical stores, there are now, fortunately, many other forms of book marketing - too many, in fact; it is dizzying, confusing, utterly bewildering, at times.

So begin slowly so that you give yourself time to evaluate the efficacy of the choices you make. Be selective, not frenzied when you choose from the ever-expanding choices of social media. Only use what resonates with you as a start. Try, perhaps, the marvelous concept of the Virtual Book Tour. This takes you almost anywhere in the world - virtually - while you sip coffee and hold court in the comfort of your own home.

This method of book marketing, enables you to pop into many countries and communicate globally with people who are interested in your subject - and your writing.

And, what's more, it is affordable, especially, if you compare it to the money you might previously have laid out for airfare and hotels on your past book tours. Sign up with an experienced person to arrange such a tour for you.

Another worthwhile way of gaining publicity, is by writing blogs with interesting content that complements the subject of your book, and also, by being a visiting blogger on other people's sites. If you understand that nothing happens overnight and therefore do not become frustrated with the length of time all of this takes, and if you decide in advance that you will enjoy the journey - your appearances on other people's blogs, podcasts, radio programs, and television, then indeed, you will have fun. And, if you enjoy your journey, others will enjoy what you share with them, too. Enthusiasm is contagious. And then it is time to write again - time to retreat into your solitary work and create your next project, because that's what writers do - they write until they have finished - and then embark again on the next publicity train. And then they write again.

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our website at
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SEPTEMBER

Sept. 30-Oct. 2: Pacific NW Book Show, Tacoma, WA, NABE Book Showcase, 541-942-7455.

OCTOBER

Oct. 6-8: Mountains & Plains Booksellers Assn Trade Show, Denver, CO 435-649-6079.

Oct.15-17: New England Booksellers Assn Trade Show, Baltimore, MD 516-333-0681

Oct. 19-23, 2016, Frankfurt Book Fair, Germany, For more info, servicecenter@book-fair.com

Oct. 27-28: California Book Trade Show, San Francisco, NABE Book Showcase, 541-942-7455.

NOVEMBER

Nov.3-5: California Library Assn Trade Show, Sacramento, California, NABE Book Showcase, 541-942-7455.

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NABE BOOK SHOWCASE EXHIBITS
See Page 7 for Complete Details

Top Unusual Marketing Strategies for Your Ebook by A.G. Fredricks

The conventional way to sell an ebook is simply to create a sales page and then do everything you can to get people to land there. The page will be built specifically to promote the book and every image and every piece of text will be devised to increase your conversions. There will be zero distractions; nothing on the page that doesn't serve this one singular goal.

You can then use advertising in the form of Pay Per Click ads to drive as much traffic to that page as possible and thereby hopefully see a great return on investment for the amount you spend on those ads.

But while this is a good strategy, it's also not the only means to market your book. And if you want to branch out and find a bigger audience, then there are a few things you can do that will help you to get noticed!

Create a Video

When author Tim Ferriss creates the *4-Hour Chef*, he used a unique marketing strategy which was to create a YouTube video promoting the book. The advert showed him cooking, slicing up food and learning all the skills discussed in the book. What's more, is that it was all put together in a very dramatic and dynamic way.

It really helped the book to stand out as something a bit different and no doubt drastically helped his sales. If you're selling your book online, then this is an excellent strategy for you as well and can even be placed right on your sales page!

Sell a Cheap Book

If you have a book that you're selling for \$30 and no one has ever heard of you before, then you're going to face an uphill struggle. That's because you have to encourage your shoppers to trust you, while at the same time convincing them your book is worth \$30. They need to trust your online shopping cart too!

But if you sell a cheaper report for just \$1, then you'll only really have to convince them to enter their details, sign up and trust your payment system is secure. If you manage this, then that means you'll have a much easier time when you try to convince them to buy your \$30 book later on!

Guest Post

A guest post is a blog post that you write for a big online blog for free. In exchange you get a link back to your site to help with SEO.

But why do this? Why not instead just link back to your sales page and directly sell your book? It's a great way to get free exposure while also getting the benefit of associating yourself with that trusted brand!

BOOK DEALERS DIARY

The Photographing Tourist: A Storyteller's Guide to Travel and Photography by David Noyes is beautifully illustrated with more than 300 photographs from around the world. It takes you on a journey to remote corners of our fascinating planet. You will learn to think differently about travel and photography and to investigate a destination as part of the human condition. For more information and dealer info, visit www.noyestravels.com

What Happens Next: Messages From Heaven by Kay Talbot, Ph.D. With John Michael is an extraordinary guide. Hear the compelling stories of twenty-one individuals who have transitioned from the life of the body to the life of the spirit. Ranging from everyday people to historically famous ones such as Mother Theresa and Martin Luther King Jr., it welcomes readers of all beliefs and creeds to fearlessly approach their lives—and deaths—as precious journeys of the soul. For more information, send an e-mail to kaytalbot@sbcglobal.net

Whole Body Vibration: The Future of Good Health by Becky Chambers gives us a comprehensive guide to WBV, including the effect of vibration on muscles, the myriad benefits of WBV, and a guide to WBV machines. WBV boosts energy, mood, sleep, and libido, all while increasing muscle strength, bone density, balance, and flexibility. For more information, visit www.bcvibranthealth.com

Boy Zorro and the Bully by Kat Aragon is a bilingual book about Benny Lopez, who wakes up looking for a way to help people. One day he finds a mask and wears it while helping an elderly lady cross a busy street. With that act of grace, he becomes Boy Zorro—defender of good. For more info visit www.LecturaBooks.com

Remembrance of Blue Roses By Yorker Keith follows a man and a married couple in New York City, whose intricate relationship oscillates among friendship, love, love-triangle, and even obsession. It is a sophisticated and well written story. For more information, send an e-mail to ykrh001@gmail.com

Champion Your Career: Winning the World of Work by Halimah Bellows draws on her more than twenty years of experience as a career counselor/coach to bring readers successful career advice. She provides great self-assessment tools and sound strategies for decision-making, goal setting and networking to move forward on the chosen career path. Special advice is provided for college students, retirees and those changing careers in mid-life. For more info, visit www.championyourcareer.com

My Pigeon Heart by Denise Sleete is the story of Midgie, a small orphaned white pigeon who lives in a big city on a beautiful cathedral. She describes her hard life in the big city, always searching for food. Sister Margaret Teresa, a kind cathedral nun, sometimes supplies biscuit crumbs. For more information, visit www.mypigeonheart.com

Dream On Dancing Queen by Chloe Laube is the tale of Cara and her best friend Josie who are cruising the Mediterranean, and Cara immediately falls for handsome, cavalier, and very Italian Nick. Josie pegs Nick as a no-good opportunist, but Cara, smitten beyond reason, insists Nick is the man for her. Bonding as tight as any Italian meatball, Cara and Nick begin an odyssey filled with pasta and passion. For more info. Visit www.dreamondancingqueen.com

The Illusion by Patrick Garry tells the story of Luke Sellmer, an investment banker who gains admittance to the elite society to which his fiancé's family belongs. He is about to achieve the life he's pursued ever since being released from the State Young Men's Reformatory. But is it all an illusion? For more info, visit <http://patrickgarry.com/books/the-illusion>

Rochester by Cora Holmes is a journal, adapted from Charlotte Bronte's novel, Jane Eyre, Rochester tells his story with unflinching honesty. From his barren childhood of privilege to his tragic first marriage he allows readers into his innermost soul, where they fall in love with him all over again. For more info, visit www.coraholmes.com

The Gumbo Pot Poems by Alyce Smith Cooper, Jaime V. Jones and Judy Sundayo, is a book celebrating food, friendships and family! Fantastic recipes for one of America's most popular culinary dishes, GUMBO, are mixed in with poetry about the lessons we learn from our everyday life experiences. For more info send e-mail to judysundayo@att.net

SuperHealos Hospital Adventures: Monkey Madness by Kathryn Jones is dedicated to helping children turn challenges into adventures. It introduces kids to what they may see on a medical journey in a fun and exciting way. For more info, visit www.superhealos.com

King Arthur's Sister in Washington's Court is a unique story. Written as though by the old master himself, this book by Mark Twain as channeled by Kim Iverson Headlee offers laughs, love, and a candid look at American society, popular culture, politics, baseball and the human heart. For more info, visit www.kimheadlee.com

Ocean Depths: A Darkness by C.L. Sherman is the story of Calli Ann Summers, who has loved the ocean her entire life, enjoying her carefree days swimming and surfing with her twin brother. She's always felt a mysterious pull toward the sea. But one day her beloved ocean turns on her. A disastrous car accident lands her in the water where she nearly dies until a mysterious stranger saves her. For more information, visit www.cherlynnsherman.com/wp/

Breaking The Silence by Diamante Lavendar, based on a true story, is about Joan Eastman, who grew up in great pain. She was treated differently by family members, powerless to defend herself against their sexual and psychological abuse. She became a victim of addiction and self-hatred. Not giving up, she becomes aware of a greater spiritual being that protects her and she begins to heal. For more information and dealer info visit www.diamantelavendar.com

The Stuff of Stars by David Litwack is the story of Orah and Nathaniel who have found the keep and revealed the truth about the darkness, initiating what they hoped would be a new age of enlightenment. But the people were more set in their ways than anticipated, and a faction of vicars whispered in their ears, urging a return to traditional ways. For more info, visit www.davidlitwack.com

Give It a Go, Eat a Rainbow uses charming illustrations by 12-year old Alexander Guylay combined with real-life photography and simple rhymes by award winning nutrition educator Kathryn Kemp Guylay to create an augmented reality that immediately draws kids into the story of eating healthy vegetables. For more information and dealer info, visit www.giveitagoeatarainbow.com

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How A Book Foreword Can Help An Author's Career

By Joseph C Kunz, Jr

A credible book foreword can, and should be, a powerful marketing tool for the author of the book, as well as for the author of the foreword. Both of these authors must not underestimate the power of a credible and authentic foreword, and how it can, if done correctly, forever enhance the career, and book sales, of both.

Advantages For The Author Of The Book

Credibility

The book's foreword, especially if written by someone who has already developed a stellar reputation, can certainly help the book's author in countless ways, not the least of which will be selling more books, helping to bring in new clients, and help build the book author's credibility within his own market.

Leverage

Basically, the book's author is hoping that the foreword author's well-earned and well-known reputation will rub off onto the book's author. For this reason the book's author needs to choose someone very carefully.

The hope is that the book's author can leverage the foreword author's reputation into boosting his own reputation and gain additional renown for himself, all of which can translate into a following of more readers and more connections on social media, and eventually more sales.



Joseph C. Kunz, Jr.

Advantages For The Author Of The Foreword

To Gain Trust And Respect

The author of the foreword can also benefit in countless ways, especially IF the book is well-written and very credible. No one should write a book foreword for an author that is not very serious about the topic, and has not taken the time to create a well-written, well-thought-out, and professional-looking book.

You must understand that as a prominent person in your field, readers and followers are looking to your guidance, and trusting your advice, about a particular subject matter. And by writing the foreword to a book, you are giving your blessing to the book's author. You are essentially telling your own audience, and the book author's audience, that the book is worth reading and trusting. This relationship with the audience is not to be taken lightly, or toyed with in the slightest. But if you write an honest and informative foreword, the audience will give you their trust and respect.

Solidify Reputation

But once the prominent person decides to write the foreword, writing a believable, unbiased, and honest foreword that can make an emotional connection with the reader, it can help further solidify the foreword author's reputation. It can help solidify or enhance a reputation because all readers understand that the book foreword is always reserved for a person that plays a prominent role in the book author's life or within an industry. A published foreword will also show colleagues within the same market, or industry, that he is a special person of prominence in his particular topic.

His own clients and prospects will see it the same way.

Conclusion

A well-written and credible book foreword is a win-win for both authors, because it can give both a strategic advantage over most other authors who do not understand how to utilize the marketing power of a great foreword. As long as both authors choose each other carefully and with some fore-thought, and both understand that this author-author relationship can be long-lasting, both can benefit in many ways.

This article was originally published on my Kunz On Publishing blog about all aspects of successful innovative self-publishing. <https://kunzonpublishing.com/>

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Book Dealers Diary

Friggin' Bean Counters by Karla Sasser is essential guide for IT and project management professionals who struggle to give auditors and accounting departments what they want. Learn how to talk the talk, walk the walk and make the friggin' bean counters happy while completing your project on time and on budget. For more info visit www.frigginbeancounters.com

Jockey Hollow by Rosalie Lauerman tells the story of a neglected group of soldiers who survived an extremely harsh winter battling enemy attacks, supply shortages, desertions, and more to help win freedom in the second half of the American Revolution. For more information and dealer info, visit www.rosalielauerman.com

Exploring Wine Regions: Argentina: A Culinary, Agricultural and Interesting Journey Through Argentina written and photographed by Michael c. Higgins, Ph.D. is a unique book that incorporates the beauty of a quality coffee table piece, an elaborate travel guide, an inspiring wine education, spectacular photography, and captivating adventures into the depths of travel, food and wine connoisseurship. For more information and wholesale info, visit www.ExploringWineRegions.com

Heart-Based Singing: Vocal Technique by Agatha Carubia is the sole guide to understanding, refining and developing your singing voice. Using a hybrid of the Eastern chakra energy system and the classical Bel Canto vocal technique, it serves as a trouble-shooting template for your voice, with practical exercises, tools and solutions for immediate improvement. For more information and dealer info, visit www.heartbasedsinging.com

Healing the Wounds of Childhood by Don St. John, Ph.D. is a groundbreaking book. Throughout his infancy and childhood, the author suffered severe physical and emotional abuse. He shares his personal journey and the disciplines, treatments and practices that enabled him to overcome the effects of severe maltreatment. The book provides the big picture, and is sprinkled with autobiographical material, lending a very human story to this holistic presentation. For more info, visit www.healingthewoundsofchildhood.com

If You Were Me and Lived in the American West by Carole P Roman lets you travel through time to learn what kind of food you might eat on the Oregon Trail, the clothes you wore in the American West, what your name could be in the 19th century, and what children did for fun once their many chores were done. Get on-board this time-travel machine and discover the world through the eyes of a young person just like you. For more info, visit www.caroleproman.com

Mona's Law & Disorder by Maurice Le Gardeur, Esq. Is a brand new colorful, laugh out loud cartoon book on Love, Life, and the Law written by a lawyer for lawyers and other denizens of the courthouse. You'll never look at Law & Order or TV lawyer ads quite the same again, at least not without a grin. For more information, visit www.bardspress.com

Bye Bye Bland by Judith Briggs demystifies color and provides a step-by-step process to help aspiring home decorators create a home that's anything but bland. Not only will you enjoy the process of learning how to decorate with color, but you'll also gain a great sense of achievement from creating a home with unique style that you'll love living in. Let your creative journey begin now! For more info, visit www.judithbriggs.com

Bark Until Heard: Among the Silenced Dogs, I Found My Voice by Becky Monroe is an inspiring true story about rescuing a puppy-mill dog, fighting for justice and finding joy in an unexpected place. A memoir detailing the horror of Amish puppy-mill auctions and the truth behind the puppies in the pet store windows. It teaches readers the importance of finding their passion and fighting for their cause. For more info, visit www.beckymonroe.com

The Star by Michele Breza takes you on its journey as it seeks its purpose in the Milky Way Galaxy and discovers that it is destined to participate in a wonderful Christmas event! Beautiful illustrations compliment this spectacular story of the announcement of the Christ Child. This book is a Silver Medal Winner of the 2016 Illumination Book Awards! For more info, visit www.DiamandaPublishing.com

Davida Model & Mistress of Augustus Saint-Gaudens by Karen Ingalls He was the premier American sculptor from 1880-1920. Though he was married and had a son, he fell in love with his model, Davida Johnson Clark. Their love affair lasted over twenty-five years and from which one son was born. This fictionalized version is written by their great-granddaughter. For info, visit www.kareningallsbooks.com

Casimir Bridge by Darren D. Beyer is about a manned, interstellar survey ship that has gone missing. A nuclear terror plot is thwarted just outside Washington, D.C. And it's an election year. It is a heart-pounding, unforgettable ride through the hallowed halls of big government, far-flung star systems, and the revelation of a conspiracy that runs so deep, the future of humanity is at stake. For more info, visit www.DarrenBeyer.com

The Caterpillar That Learned to Fly by Sharon Clark is a Children's Nature Picture Book that will delight ages 5 to 9. Fascinating facts about this caterpillar are revealed as the story unfolds including the amazing transformation of one caterpillar into a butterfly. Beautiful illustrations. For more information and dealer details visit www.educational-kids-books.com

The Six Principles of Enlightenment and Meaning of Life by Russell Anthony Gibbs is an intellectual and spiritual work that explains the six significant universal truths woven throughout science, religion and philosophy. These principles draw upon thousands of years of wisdom and are presented in a concise, accessible format. Each principle is defined and has an explanation on its application to life. For more information and wholesale details, visit www.RussellAnthonyGibbs.com

The Real Story, Women and Heart Disease by Dr. Jacqueline Eubany, cardiologist and electrophysiologist, examines preventing heart disease, diabetes and heart disease, meditation and heart disease, the difference between heart attack symptoms in men and women, physical activity, hypertension, hyperlipidemia, and high cholesterol. It is an invaluable addition to every person's library. For info, visit www.womenandheartdisease.com

Life in Suspension by Helene Cardona becomes our contemporary ecstatic, time-traveler, and shape-shifter. Behind the dreamlike atmosphere of her bilingual poems (English-French) lies a fierce will to discover beauty, to resurrect ancient enchantments, and to defend enigmas of the spirit. The poems celebrate the imagination's power to dignify and exalt our highest yearnings. For more info, visit www.helenecardona.com

Sparkle and the Gift by Ayn Cates Sullivan is a timeless fairytale for children for all ages. It is about a little girl who decides not to forget who she is, a radiant being of Light. She takes her mother, Alice, outdoors to align with the natural world and to remember that the Light is everyone's friend. For more information, visit www.infinitelightpublishing.com

5 Key Things That Will Improve Your Writing Fast

By Kim Lambert

Everyone talks about improving your writing, becoming a better writer, connecting with your audience better, etc, etc, etc. But... how do you do that? What does that all really mean? Let's look at that more closely.

Here are 5 practical ways to positively impact the quality of your writing – and some notes on why they work.

1. Talk to people, not at them. Yes, I know, you've heard that before. But what does it actually mean? Let's look at it a bit. Have you ever had one of those conversations at a party, where the other person seems just to not hear what you say? Where you are pretty sure that, if you just nod occasionally, and say 'uh huh' they will be happy, and just keep talking? OK – that's what being 'talked at' feels like.

Talking to someone is a more interactive thing, the sort of conversation that has questions in it, where you wait to hear what the other person says, and respond to it. Where the conversation is about sharing, and engaging, not lecturing.

So – how does that relate to writing? It's a bit harder to engage, when the other person is not in front of you – when they are an anonymous reader, somewhere in the world, at some unknown time, just reading your words off the page. But the trick is to write as if they were there, in front of you, right now, as you write. Visualise them, ask them questions, imagine, in your head, how they respond, and respond to that. If you just lecture someone, they will react like most school students – they will fall asleep on you, and lose interest. If you engage them, get them thinking, let them work through your questions to their own answers, they are a lot more likely to read all the way through, and enjoy your work.

2. If you are explaining how to do something, make it idiotproof, without making the reader feel like an idiot.



Kim Lambert, author of "Writing Tips and Tricks: More Than 40 Ways To Improve Your Writing Today"

What do we mean by *idiotproof*? It's all about spelling things out, covering every simple step of a process, and not leaving anything out – even the things that you think are 'blindingly obvious'. You want to remove all chance of someone making a mistake, because they don't know as much as you do, don't have the same background, and don't have the same 'default assumptions'.

How does it feel when you make a mistake? The kind of mistake that makes you feel, for a moment at least, really, really stupid, because the right thing to do 'should have been obvious'? Terrible, right? No one likes to feel stupid. But, when we teach others, it's really easy to set them up (unintentionally) to end up feeling just that.

Why? Because, when you know something well, when you do it all the time, when you are an expert at it, it starts to feel ordinary to you, to be obvious, to be so ingrained that you no longer think about it, you just do it. But, if you mention doing it to someone else, they are amazed at what you can do – it's not ordinary to them!

So, when you try to explain it to someone else, you will leave stuff out! You will leave out all of the bits that you have known for so long, that you can't imagine there being any other way to see them / do them.

Think back for a minute, to when you last tried to show someone how to do a task – how many times did you have to repeat things, or answer clarifying questions, before they 'got it'? Quite a few, right?

So, if you are writing instructions, write it the first time, get someone who doesn't know how to do it to test use the instructions, add the 50% more detail that their feedback will indicate is needed, test again, and keep going with new testers until someone does the task flawlessly, from your instructions, first time.

Learn from that experience – just how much you know (value it!) and exactly what you have to do, to instruct others in a way that empowers them, rather than making them feel like an idiot.

3. Leave space for the reader's imagination to do part of your work for you. This one is primarily for the writers of fiction, but it has just as much significance if you write sales copy (yes, I know, that's just a special kind of fiction, isn't it....).

Have you ever read a book that you absolutely loved, the kind that meant you didn't do anything else (except maybe eat) for a day or so, so that you could finish it? The kind of book that 'played like a movie in your head' as you read it, because the writing invoked such strong images for you.

And then they made a movie of it..... and you hated the movie... because 'the casting was all wrong – that's not how you imagined the characters to look', or because the scriptwriter took some liberties with the settings etc (at least you thought they did, until you went back and checked, and discovered that those bits that were so clear in your head, were just that – in your head, never explicitly stated in the book, just implied so well, that your mind had filled in the blanks with intense images.

And that is what you want your writing to do – imply things so subtly, so strongly, that the reader sees them in their mind, without being constrained by how you imagined it, completely able to see it in the way that works best for them, personally.

If you supply all of the detail, you will end up writing long, yawn worthy descriptions of rooms, or pieces of clothing, that have nothing to do with the action of the story. Better to be simple, and let the reader fill in the rest (by doing things as simple as ‘the blue of her dress perfectly echoed the clear intense blue of her eyes’ and leaving your description at that). It will take time to train yourself to this – but the results will be totally worth it.

4. Up the intensity. When we speak to someone in person, we use our voice tones, our facial expressions, and our body language to add emphasis, and to make it clear how we feel about whatever we are talking about. When we write, we don’t have any of those additional clues to give the reader – just the words themselves. So it’s very easy for something that would seem fantastic, when described to you in person, to seem rather flat and dull, when you just read about it.

Have you ever heard someone speak, then been disappointed when you read their written work? Or seen a photo of an amazing travel location, but found that the article about it made it boring? You don’t want to leave your readers feeling like that! So- how do you make sure that they don’t?

The answer is all about the words that you choose. When you only have words to work with, you need to choose ones that pack a punch - words that engage the emotions and senses of the reader, and evoke feelings and memories in them, which create the effect that you want.

It’s the difference between describing a meal as ‘good’ or describing it as ‘a spectacular collation of delicious flavours, blended into a perfect gourmet food experience’. Which meal would you rather eat? The same goes for travel destinations – ‘the local craft market’ or ‘a collection of bright stalls, filled with an amazing mix of colourful crafts and delightful produce, the rich scents drawing you ever further into the shaded tangle of ancient streets, amongst the swell of conversation in a dozen exotic languages’ – which place would you prefer to visit?

So – look for words that are more intense than normal, look for words that are about the feeling, or the taste, sight, sound, smell or texture of things. Let your words paint a rich picture in the mind of the reader.

5. Keep it short. That doesn’t mean that you can’t write a 20,000 word non-fiction book, or a 50,000 word novel – but it does mean that your words should carry value, not be ‘filler’ words for word count’s sake. When you write something, take a break and come back to it. Have you repeated yourself? Have you rambled on? Could you remove any words from your sentences (or sentences from your paragraphs, for that matter), without losing any of the meaning? Could you swap out some multi word combinations, for some single words with more impact?


Short is about the concentration of meaning – is what you have written the essence of what you want to say, distilled into its most compact form? Because that is what you are aiming for. How long do you spend on reading anything? Do you read on your phone, at the bus stop, between meetings, in 5 minute ‘moments’ all over the place? I thought so – nearly everyone does, today.

That fact means that what people want to read has changed – the more compact you can make it, and convey your meaning, the better it will be liked – because it will fit better into those short ‘reading time windows’.

If it’s not focused, it won’t grab the reader, and they will move on – they won’t finish your article, let alone your whole book.

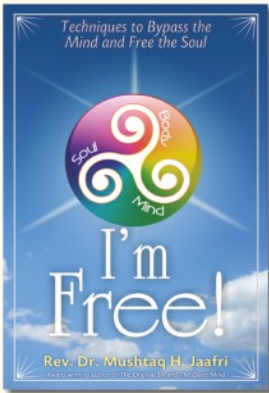
So practice compact impact! I’d love to know if you’ve found these tips helpful – feedback is more than welcome!

Kim Lambert is the award winning author of “Writing Tips and Tricks: More Than 40 Ways To Improve Your Writing Today” To learn more about her and her books and services, visit www.dreamstonepublishing.com



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A Book With Benefits!

By Kathleen Boucher

Are you a struggling author with amazing writing skills? Have you poured your heart and soul into writing your book? Have you spent long hours editing or proofreading your book so that it's polished and the story flows? Or have you paid a professional to do it?

Do you agree that marketing is as important as the book itself? Have you considered marketing before the book is published? This is what the professionals suggest. How do you get your book to sell? How do you get a return on your investment? How do you make money in a competitive business where e-books sell for 99 cents and people have information overload?

It boils down to one simple fact. You need a large platform if you want traditional publishers to consider you. You need a large platform if you want to self-publish and have the book sell. The truth is you need a large platform. The question you should ask yourself is, "How do I get a large following?"

People buy from you when they know you, like you, trust you. Decide what your target audience is. Make sure it's specific. Then find sites where your target audience is found. Build relationships first. Offer your services. Give people value. Don't go on sites when you first join and say "I'm so and so. Here is my book.



Kathleen Boucher

Buy it." Let people get to know you, like you and trust you.

People want to know what's in it for them. They don't care if you are an award-winning author, make a six figure income or have been on Oprah. People are looking for solutions to problems. Solve problems for your target audience and they'll keep coming back for more.

What are the benefits to your audience if they purchase your book? Let me give you an example.

Would you purchase a book with these benefits for tweens?

- Improve their self-confidence
- Decrease the effects of bullying
- Strengthen their work ethic
- Reduce the time it takes to do homework
- Increase their ability to make a good first impression
- Decrease negative self-talk
- Boost their belief in the power of gratitude
- Enhance their ability to set goals

Have I piqued your interest? I'm hoping you said yes! Benefits sell books. I wrote this book to help tweens. To find out more go to my FB page Greatkids.me.

Wishing you great success with your writing and marketing!

Kathleen Boucher, CEO of Great Kids and Me, <http://www.greatkids.me>. People are looking for solutions to everyday problems. Nine Ways to Empower Tweens with Emma and Elliot is designed to accomplish this. It will be available at the end of August on my website. Give your kids strategies that they can use now and well into adulthood. Helping kids to be great.

Reach Thousands
of Book Buyers
at the
**NABE BOOK
SHOWCASE
EXHIBITS**
See Page 7 for
Complete Details



The Top Five Mistakes Self-Published Authors Make by William Edwards

Overlooking the Importance of Editing

Poorly edited books not only negatively impact the individual author, but they affect the efforts of the self-publishing community as a whole. In fiction, when readers stumble over misspellings and awkward grammar, it interrupts the experience and jolts them out of their suspended disbelief. For non-fiction, a poorly edited book with numerous typos can cause the reader to question your credibility. It's almost impossible to edit your own work because of your familiarity with the subject matter. You need a qualified person who can find issues with story line, factual discrepancies, typos, grammar problems and other inconsistencies.

There are several levels of editing:

Copyediting: Deals with typos and grammar errors

Content editing: Identifies plot and character issues and other major problems
Proofreading: A final read-through to polish the book and eliminate minor errors that have slipped through the process

Having an Amateurish Book Cover

A book cover provides the sizzle that motivates readers to consider buying your book. While you may find a great image and want to fire up Photoshop, resist the temptation. Professional graphic designers have years of schooling and experience, and they understand how to blend the elements of color, font and image together to create a compelling cover. Authors typically like to have control over every aspect of their book's development, but this often leads to placing too many distracting objects all over the cover. You may like your work, but your readers may think it's crude and cringe worthy. Always budget at least \$500 for a professional cover design.



William Edwards

Don't Oversell or Undersell Your Book

For some reason, self-published authors seem to slide to either extreme when it comes to book sales and marketing. Either they have an absolute phobia for promoting their book, or they self-promote to the point of annoyance. Spamming with endless Twitter feeds, Facebook Posts, emails and other social media outlets with an endless barrage of "Buy My Book!" messages will not help you develop a loyal fan base. In fact, the exact opposite is most likely to happen. It's important to always consider how you would feel if you were exposed to your own marketing tactics.

Conversely, publishing your book and then hiding in the den won't work either. Unfortunately many authors don't exhibit confidence in their work and appear to be almost apologetic. Readers want you to believe in yourself. After all, if you don't think your work is worthy of their time, why should they?

Failing to Develop a Book Marketing Campaign

The success of your book will be directly proportional to the degree it has been appropriately marketed to its target audience. Read the last statement as many times as it takes to settle in. Marketing efforts must be well-planned and proactive. No matter how well written your book may be, it won't sell if no one is aware of it. The book publishing process is similar to starting a new business. It requires a significant amount of time and effort. In some cases it may require a financial investment.

Marketing efforts should be focused on a targeted audience that was established prior to the release of your book.

Failing to Write a Second Book

In a 2012 blog post, author Kristine Kathryn Rusch wrote, "Indie writers who promote their book instead of writing the next book are wasting their time. The more books you've written, the more books you'll sell. That's how it works. That's how it's always worked."

While the tangible benefits of book promotion and marketing can be debated, no one can argue with the fundamental precept that multiple titles will help raise the sales of all your books. In essence, readers who finish a good book almost always look at the author's page to see what other offerings are available.

The absolute best time to make a new sale is when a reader has just finished one of your books. Authors often spend a great deal of time futilely promoting a single release while neglecting their next book. Your new book should be started as soon as "The End" is written on the last page of your current book. Ultimately, it's a game of numbers, which is why so many authors focus on writing a series. However, it is important to recognize the viability of your concept within a series. There are countless ideas that worked well in a single edition but failed to capture the same intensity in future releases. In those cases, the strategy backfired, and the audience and sales actually declined.

Book Marketing and Promotion

There are many websites that can help promote your book and develop a reader base. We recommend www.onlinebookclub.org, www.thehiddenauthor.com, and www.goodreads.com

The Hidden Author is dedicated to promoting books written by self-published authors. Authors list their books on the website and agree to review four books each year written by other self-published authors. Book sales and rankings improve on the major online retailers because of higher sales and more reviews.

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BOOKS

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

A career development guide for the 21st century, Halimah Bellows' "Champion Your Career" provides tools for finding fulfilling work in a rapidly changing marketplace. More info at www.championyourcarer.com

The Sum of His Worth. A prize-winning author returns to his childhood in Alabama in this coming-of-age story of love, heroism and murder during the bloody civil rights movement. <http://ronargo.com/>

Family Changes: Explaining Divorce to Children helps adults explore feelings and questions about divorce with children in a safe and connected way. For more info, visit <http://www.aspiringfamilies.com>

A New Orchid Myth by Helene Pilibosian cancels the ancient myth and grows a new plan to resuscitate the Planet Tome and tie it to Earth. <http://www.ohanpress.com>

The Anesthesia Game. If you're going to survive, you have to turn life into a game you have a chance of winning. A game that teaches you to be awake even when you're not. For more info, send e-mail to Recreate@aol.com

A dragon named Nickerbacher guards a princess because his papa told him to. However, he yearns to be a stand-up comedian. www.nickerbacher.com

Our Romantic Getaway. A couple's vacation goes awry when they are bumped to a risqué nude resort. Can their marriage survive the bizarre, eye-opening experience? <http://www.terischure.com>

The multi-award-winning memoir, *From Tears to Triumph, My Journey to The House of Hope* is a "couldn't-put-it-down," "page-turning" story, receiving 5-star reviews. <http://www.lindabelloruz.com/>

A unique treasure of vocal wisdom, Heart-Based Singing will be the sole guide to understanding, refining and developing your singing voice. For complete details, visit <http://www.heartbasedsinging.com/>

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Magical Keys to Self-Mastery. Learn how to access "the still, small voice within" through meditation; use and trust your intuition; be true to yourself; and create a life filled with Joy, Success and Love. Visit on the web at www.magicalkeystoselfmastery.com/booksellers.htm

Posture matters! Good Posture Made Easy is an easy-to-read, illustrated guide to better posture by Carrie Mayes, D.C. www.goodposturemadeeasy.com

What if you treated others the way you'd like to be treated? What if everyone did that? What kind of world could there be? The Golden Rule by Sherrill S. Cannon <http://www.sherrillcannon.com/>

The Big Cheese Festival by S. Jackson & A. Raymond "This story illustrates how everyone is different and unique, through a mouse and encourages children to take a stand against bullies, and be kind to each other."

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

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

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

Runaway best seller *Lucifer's Son*, Book 1 of the Temptation Chronicles is now available in English at Amazon.com, Barnes and Noble.com and book stores everywhere.

Seven Days to Goodbye: Trina plans to train service puppies, one after the other. Her idea has one flaw; she has become attached. Will she choose to train another? Visit <http://www.sherislevy.com/>

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People buy people and they buy best from people that treat them like they matter." This simple, cheerful proclamation is the heart and soul of Diane's new book, "Just Treat Me Like I Matter: The Heart of Sales." For more info, visit www.heartofsales.com

Medicinal Herbs For Life. Along with color photos, it describes 98 herbs, plants and weeds - how to grow them, their medicinal properties and how to use them. More info at www.MedicinalHerbsForLife.com

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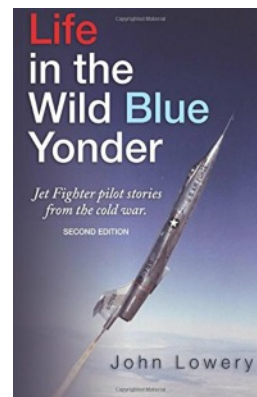
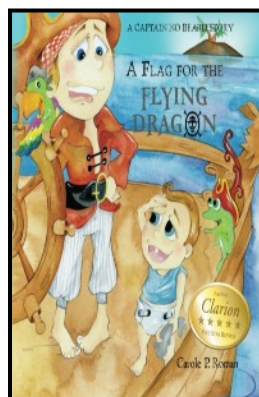
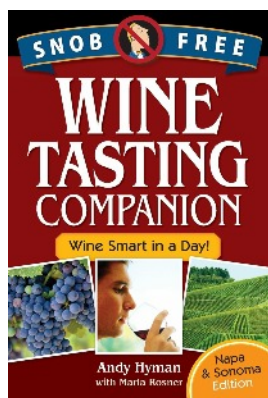
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