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Book Dealers World

National Association of Book Entrepreneurs



**Summer 2017
Pinnacle
Book Achievement
Award Winners**

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From The Editor's Desk



Dear Friends,

Fall is on the way and it can't come too soon this year. Oregon has been plagued with raging wild fires all Summer and rain will be the only thing that can stop them. Many families have lost their homes and towns have been evacuated. Our air has been in the unhealthy range for many weeks now and outdoor activities are not encouraged. Our prayers are with our friends and neighbors as well as the people in Texas who were affected by the record floods.

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**, Amy Harrop shows us "How to Presell Books With Targeted Content Marketing," Aurelis Tin unveils "10 Quick Social Media Marketing Tips," Carolyn Cohn writes about "The Many Ways to Promote Your eBook Successfully," Deanna Cabinian reveals "Five Ways to Ensure a Beautiful Book Cover," Joseph C. Kunz Jr. tells us "How the Three Stages of the Buying Cycle Can be Used to Improve Book Sales", and Maria Nicole shows us "How to Market Our Book in 6 Easy Steps." There is also a Publisher Profile of Dr. Mushtaq Jaafri, author of a complete line of award winning self-help books.

If you have not joined **NABE** yet, you can sign up on page 17 and check out the many money saving benefits, including Pinnacle Book Award eligibility. Don't forget to display your book in our 2017-2018 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 refreshing Fall and a Happy Holiday Season. Enjoy good friends, fun activities and of course, a good book.

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



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PUBLISHER'S PROFILE

Dr. Mushtaq H. Jaafri
Author of
"Go With The Flow"

Dr. Mushtaq H. Jaafri has been searching for spiritual truth his entire life. He came to the United States as a foreign student whose goal was to acquire a higher education. His father, Mr. Nazir Ahmad Jaafri, sent him to California for these studies.

It was his father's vision for knowledge which gave him the opportunity to find the only fortune worth finding, a "seed" of greatness which God plants in every one of us.

"You are the architect and builder of your own life," his father often said. Dr. Jaafri followed his wisdom and through good times and bad, became a success in the true sense of the word.

He holds advanced degrees in the fields of communication and metaphysics. Dr. Jaafri is the published author of seven books, many award winners, in the genre of mind conditioning techniques using a unique system of thought control. He has been mentioned in "Who's Who in Metaphysics" and has given seminars and book readings from many of his enlightening books.



Dr. Mushtaq Jaafri

His latest book, "Go With the Flow," a Pinnacle Book Achievement Award Winner, was written following 30 years of deliberate monitoring of his own thoughts on a daily basis.

Among the many things I have personally learned from Dr. Jaafri's books is to become an observer of my own thoughts, to silence my incessant mind and overcome feelings of anger, hatred, doubt and worry. This is an ongoing process and it is not easy, but it can be achievable even in this day and age.

Dr. Jaafri says, "With the ever increasing world of science and technology, we are still doing the same destructive things we did in the Adam and Eve days. But, notice in this message that there is hope, because science and technology are at least confirming the existence of soul."

In all of Dr. Jaafri's books, he experiences himself as soul, not in theory, but as a reality in life.

Here are two reviews of his fine books:

"Enlightening! This book was great...it unites religion, psychology and spirituality. I was very impressed with the author's views and opinions. I would highly recommend this book to anyone interested in spirituality and self help." Mitch

"What makes this a must read book is that it isn't just a "re-hash" version of old theories about some abstract ideas, but it is based on down to earth facts about Jaafri's real life extensive, practical experience in practicing these ideas in his own life on a daily basis." Chung

For more information and dealer details on Dr. Jaafri's fine line of books, visit his uplifting website <http://www.gowiththeflowstory.com>

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Our NABE BOOK SHOWCASE EXHIBITS are bright, well-decorated, and colorful. We offer drawings, free gifts and giveaways to increase booth traffic. A few years ago, a publisher who had placed her book in 3 different combined exhibits in the same show, told us that after visiting the other two places, she couldn't believe all the buyers and the activity that was taking place at the NABE Booth. Authors are encouraged to make an appearance at shows if they wish. Even if you cannot attend any of the shows, you can be assured your book will be shown to all potential buyers. We are unlike any exhibiting service you have ever used. This is our **37th successful year of showcasing books**, experience you can count on!

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

Reach thousands of book stores, book distributors, wholesalers, libraries, young adult bookstores, and a wide range of book buyers from all over Oregon, Washington, Idaho and Northern California. Many of these booksellers are seeking independently published titles on a variety of different topics including children's books, fiction, non-fiction, how-to, self-help and much more. This show gets bigger every year.

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

This energetic book show draws booksellers from areas with the highest per-capita book sales in the country. Bookstore owners, large chain stores, major book distributors, and more will be attending from all over California, and Nevada as well. These stores are looking for new titles and authors and will help promote your title to their buyers. Make certain your book is displayed to this great audience!

◆◆◆◆◆ **Washington Library Assn. Show** Tacoma, Washington November 1-4 2017

Reach public, private and academic libraries from all over Washington. Expose your book not only to librarians but also to hundreds of potential buyers who are looking for gifts for the upcoming holidays. Almost 40% of Americans have been to libraries at least once a month. Library budgets are increasing each year. Make sure you get in on the action.

◆◆◆◆◆ **Oregon Library Assn Show** Eugene, Oregon April 17-20 2018

Reach public and academic libraries from all over Oregon in this popular annual event. Expose your book not only to librarians but to hundreds of potential buyers who will see your book for the first time and then wish to purchase it for themselves or as a gift.

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

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

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

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

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

"Al, thanks for the leads from the last trade show. The first five I contacted remembered my book and also taking the flyer you handed out. Four out of five already ordered for their libraries. You did a great job representing my book. I am very pleased with your service."
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Understanding The 3 Stages Of The Buying Cycle Can Improve Your Book Sales

by Joseph C. Kunz Jr.

Helping book shoppers, and your current followers, though the 3 stages of the buying cycle can dramatically improve your chances of making more book sales. If you understand what these 3 stages are about, and where the book shoppers are within that cycle, you will be able to fine-tune your marketing efforts, make them more effective, and improve your book sales.

What Is The Buying Cycle?

The buying cycle is simply the thought process, or stages, that shoppers travel through before making a final decision about what they will purchase, who they will purchase it from, and how much they will pay for it. Every shopper goes through these stages. These purchase decisions can take a few minutes, to many months, depending on what is being purchased.

For example, a .99-cent eBook might take a book buyer one minute to make the decision to purchase. But a \$25 book might take a few days. But as the author, you can provide information to your readers that will help them through the buying cycle, which will help persuade them that you are the best one to help them with their needs and wants.

A Buying Cycle Analogy

Look at the three stages like the dating process. Think of the book-buyer as someone that you are interested in dating. First you want them to notice you, and realize that you are looking for a relationship. Secondly, while they are shopping around for a relationship, and checking out other potential people to date, you are doing your best to show that person that you are a trustworthy and likable person to date.



Joseph C. Kunz Jr.

The buyer keeps shopping around, but you keep giving them more proof that you are the best one to choose. You even go so far as to get your friends to give them a review of you and tell them what you are really all about. You try to impress them even more by cooking them fancy dinners, taking them to fancy restaurants, and so on.

And finally, they eventually choose you over all the others that they dated because they realize that you are so much more of a good-catch. That you tried harder to impress them and gain their friendship more than anyone else did. They now make the final commitment to you because they believe that you know and understand what they are looking for in a relationship better than anyone else does.

Here Is An Overview Of The 3-Stages Of The Buying Cycle:

Stage #1. Brand And Problem Awareness

In this initial stage, the consumer might or might not even know about you or your book. They also might, or might not, be aware of a need or problem that they have. But in this stage, they are starting to realize that they have a need that they might want to fulfill, or get help with a problem. They might have even come across your website by chance, and now realize that they have an interest in what you are saying because you and your words have stirred something inside them.

Stage #2. Research And Consideration

In this middle stage, the consumer has already realized that they have a need, or a problem, and are now looking for answers. They are starting to become much more interested in what you have to say. They are asking themselves more questions, and hopefully asking you questions. They have now identified that you might have the solutions they are looking for. Your blog posts, white papers, eBooks, and so on, are all helping them with their research, and they are beginning to rely on you for more guidance.

Stage #3. Decision And Purchase

In this final stage, the consumer now understands what criteria meets their needs, and which don't. They have now been fine-tuning their thinking about their needs and problems. They have been comparing you to other authors. They are reading different blogs, and looking at many different books on Amazon. They are starting to trust certain authors more than others. And then finally, they are ready to make a decision and buy the book that they believe can help them more than any other.

Conclusion

This entire buying cycle is about getting the book-buyer to trust you, and to make an emotional connection with you. Each stage of the cycle gives you an opportunity to make a great impression on the buyer. If you understand how this process works within the mind of the buyer, and you use each stage to your advantage, you will be in a much better position to sell more books.

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

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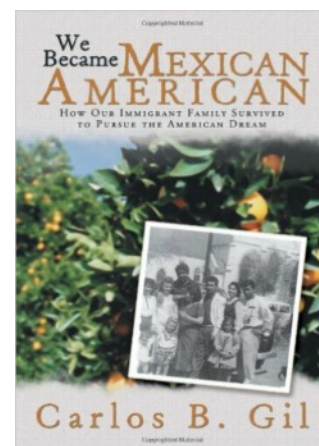
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Go With The Flow **A Way to Blissful Living**

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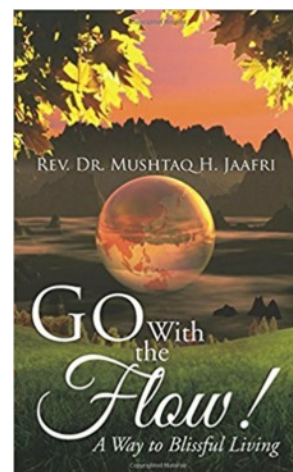
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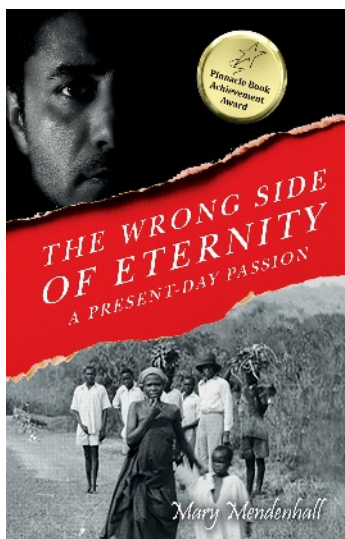
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One of the most difficult things for people to realize is that we as human beings are more than a body, mind, thoughts, emotions or feelings. Our Soul is who we are. It is the highest aspect for ourselves, where we and God are one. This book provides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

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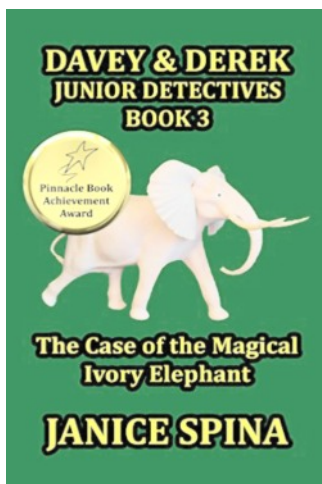


The Wrong Side of Eternity

Mary Mendenhall, PO Box 344, Davenport, WA 99122
 Phone 509-630-3400 E-Mail marymending@gmail.com
 Web Site: www.marymendenhalletec.net

Against a backdrop of international violence, Stephen O'Connell is dismissed from Bible College for asking too many questions. He accidentally saves the life of a Ugandan refugee and finds himself catapulted into a world of danger. Stephen must negotiate both interpersonal and inter-tribal conflict in order to make sense of his mission, or risk losing his way forever.

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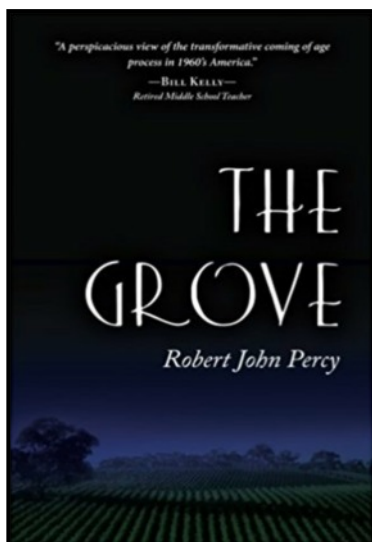
The Case of Magical Ivory Elephant

Davey & Derek Junior Detective Series Book 3

Janice Spina, 63 Sawgrass Circle, Londonderry, NH 03053
 E-Mail: jjspina@myfairpoint.net Web: <http://jemsbooks.com>

Davey & Derek Donato are twins who love adventures and enjoy being junior detectives. Their help is enlisted to find an ivory figurine that has been taken from the local museum. There are many suspects and danger is not far from the boys as they learn more magic with the help of their Aunt Gigi and use their skills to find those responsible for the theft.

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The Grove

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Giselle J Robin, Xlibris, 2-2A Pointon St.
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If You Were Me and Lived In... Ancient Greece A Child's Introduction to Cultures Around the World

Carole P Roman, Red Feather Publishing
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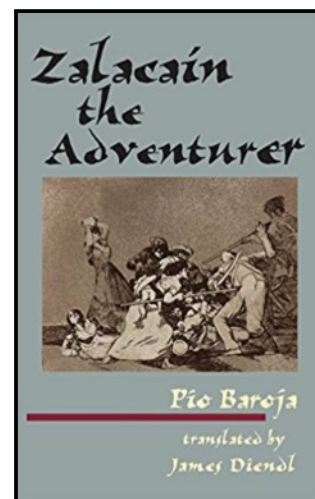
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The hero of this novel is Martin Zalacain, born in the Basque region of Spain. Martin combines the footloose childhood of a Tom Sawyer with the sweet savvy of an incorrigible teen truant. The hero matures and becomes an adventurer, playing off French invaders supporting Charles, pretender to the Spanish throne, against the established republican government of Spain. He miraculously survives all hazards.

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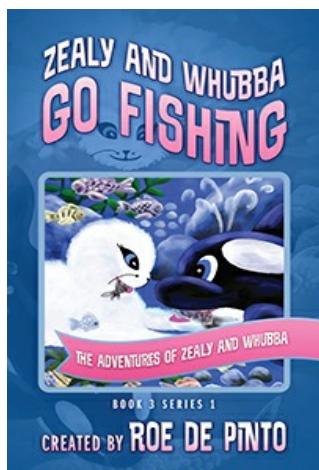
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Book 3 Series 1: The Adventures of Zealy and Whubba

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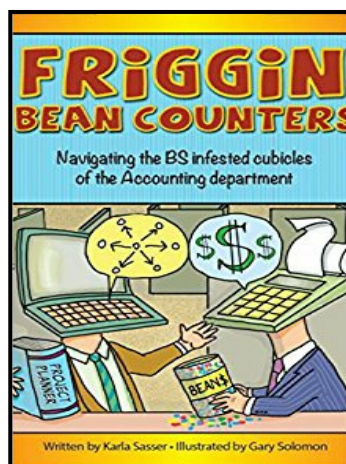
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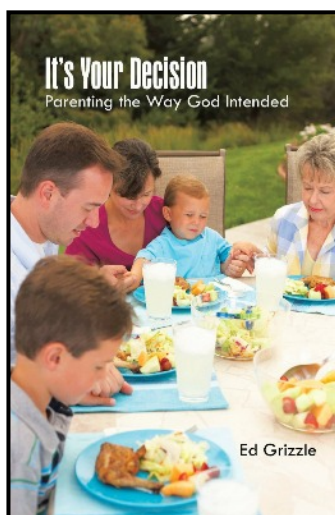
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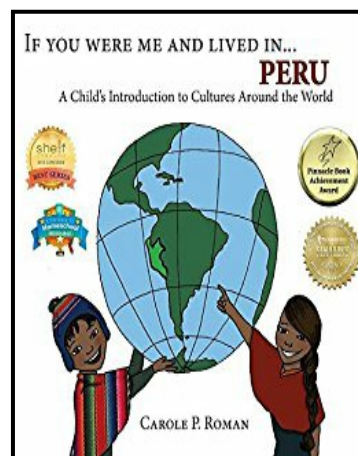
This book is written to share my life prior to accepting Jesus Christ as my Lord and Savior. My life was miserable prior to that day. I was an alcoholic and I committed crimes that were very bad. The goal of the book is to encourage people who are having problems in their home and with their life to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

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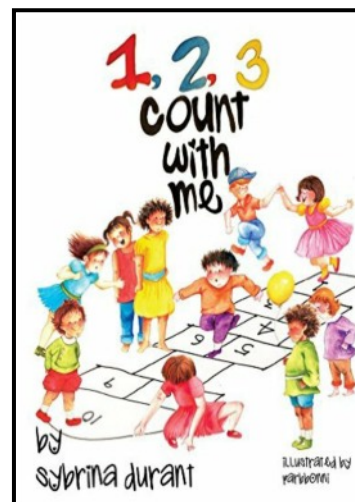


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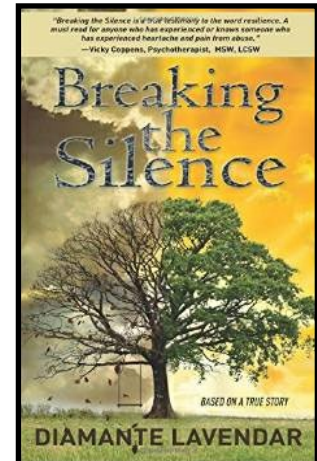


Two little girls pepper their father with questions about whether or not they can be a profession and still be a princess. Motivated by her granddaughter's fascination with all things 'princess,' Carole P. Roman penned this adorable poem celebrating all the wonderful possibilities waiting ahead for them.

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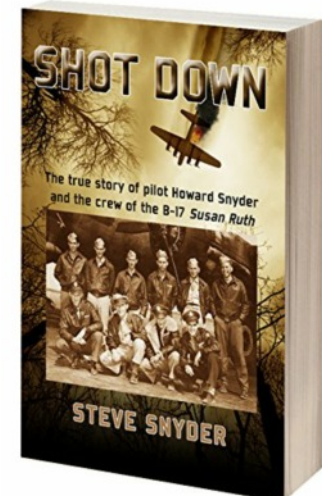


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Crew of the B-17 Susan Ruth
Steve Snyder Sea Breeze Publishing LLC, 601 Sea Breeze Drive
Seal Beach, CA 90740 Telephone: 562-598-6902
E-Mail: Steve@SteveSnyderauthor.com Web: <http://SteveSnyderAuthor.com>



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: How is NABE different from other associations?

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

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Periscope for Authors: What, Why, & How?

By Emiley Jones

What?

Periscope is a live streaming app for your smartphone that allows you to share and watch other live videos from around the world. In the app's own words, it lets you get a "visual pulse of what's happening right now" and "discover the world through someone else's eyes."

While there are two ways you can use Periscope - 1. Broadcast your own content 2. Watch others broadcast their content - this article will focus on why and how to broadcast as an author.

There are only two requirements to start broadcasting - have a smartphone & have something to say. As an author, you already have a message, so broadcasting is just another way of helping you reach and connect with more people.

Why?

Periscope helps authors send their message into the world in a personal way. Who better to tell your story than you? Who better to share your content or your passion? When people SEE you, they also see your authenticity. If people like you, they'll be interested in your books, your message, and your heart.

Tricia Goyer

As a broadcaster, Periscope allows you to share your world with others. Whether you're at home working on a new book, traveling for a book signing, on a family vacation, or just bored in your office, it opens up an opportunity for a whole new level of connection with your viewers.

Viewers are also invited to engage by asking questions for live answers and tapping the screen to send hearts to the broadcaster.

Although it is fairly new, it looks like it is here to stay. In just a few months, Periscope reached over 10 million users - a number that has only continued climbing. It isn't just another social media site to schedule posts for; it's a new, unique way to engage with your current followers AND create even more fans.

Should You Start?

Here are a few thoughts on using Periscope to help you decide if it's the right platform for you.

Broadcasts are live and great for interaction, but they only live on Periscope for 24 hours.

Although short lived, the videos can be saved, then posted on YouTube, and shared across your social media platforms.

Periscope is owned by Twitter, so that is naturally the main social media connection. If your Twitter following is large, definitely consider starting to broadcast.

If you Twitter following is not large, starting to broadcast could help build your presence on Twitter. Plus, you can always post on Facebook and any other social media platforms to invite people to join you on Periscope.

It still falls into the category of "social media" rather than a main source of content (i.e. a website, blog, YouTube channel, podcast station). This makes it an "add on" rather than a "necessity."

Even if you're thinking "I don't know... My life isn't that interesting. No one wants to hear me ramble about what I'm working on," remember that people love "behind the scenes" and "on the go" video content. Every broadcast doesn't have to be profound or long. Short and sweet is still better than nothing at all.

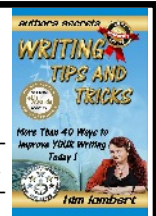
How?

The web is full of articles, video tutorials, and step-by-step guides on how to get started on Periscope.

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Oct.6-8, 2017: New Atlantic Independent Booksellers Assn. Cherry Hill, New Jersey, 888-233-9527.

Oct.7-10, 2017: Pacific NW Booksellers Show, Portland Oregon, NABE Book Showcase, 541-942-7455.

Oct.19-20, 2017: California Book Trade Show, San Francisco, California, NABE Book Showcase, 541-942-7455.

Oct.27-18, 2017: Southern California Independent Booksellers Assn. Show, Pomona, California, 909-938-5809.

NOVEMBER

Nov.1-4, 2017: Washington Library Assn Trade Show, Tacoma, Washington, NABE Book Showcase, 541-942-7455.

10 Quick Social Media Marketing Tips by Aurelis Tin

Most social media marketing campaigns are primarily designed to help gain more social following, increase product/brand visibility or drive traffic to a website. Here are quick must-know tips you should consider when rolling out your next social media campaign.

1. Reserve your username across all platforms

Reserve all your usernames across all the social media platforms even if you don't need them now. These keeps off imposters, and trust me; you are going to need those usernames some day.

2. Decide which social media platform(s) best suits your needs.

Not all social media platforms are suitable for your kind of marketing campaign. Trying to build a presence and stay significantly active on all available social media platforms can be time consuming and counterproductive. Instead, you need to identify platforms that bring the best results and focus on them.

3. Optimize your social media platforms

Once you've decided on the platform you intent to use, focus on optimizing your profiles in order to get more followers. A few things to consider include using a real profile picture, write clear and comprehensive about pages for your profiles, and where applicable, include a link to your website.

4. Connect your social media accounts to your website

Having all your active accounts connected to your websites helps to keep the conversation going. Visitors on your website can link to any of the listed accounts and your followers on social media can find out more about your offer.

5. Find the most influential people in your niche and follow or favorite them. Chances are they will share useful information about your niche or share their progress about a certain project; and you can look over their shoulders for inspiration.

6. Don't forget the hashtags

Yes, it's not just a pretty function to make your phrase turn into a link and look cool. Most people actually use hashtags to search for stuff on social media. And it's a nice way to make your stuff (like you upcoming product launch) trend on Facebook. Just don't overdo it.

7. Stay social

Whether you are running a personal profile or company/brand's social media account, you need to actually stay social and interactive. Follow other users, send friend requests, comment on stuff, like other people's stuff, update your status regularly, share interesting stuff, and so on.

8. Stay out of trouble

Each social media platform has its own sets of rules, and some rules cut across all the networks. For instance, Twitter has a limit on how many people you can follow per day, Facebook has restriction on friend-requesting people you don't know and so on.

9. Track mentions

This is where PR kicks in. Use available tools to track every mention of your brand across all platforms and find out what people are saying about you or your brand. Don't miss a chance to neutralize any negative talk.

10. Post as many times per day but again, don't overdo it.

The number of times to post per day will depend on the network, the numbers of your followers and how interactive your audience is.

Book Dealers Diary

Perfect Plan II by Brett Diffley is the continuation of the Davenport series, which brings several topics together in a thrilling, heart-pounding storyline that's not only believable, but also fun to read. Kalib Akmalit has waited a full year, planning and biding his time for avenging his brother's death and the downfall of Corporate Affairs. This trail leads to intrigue as he attempts to deal with the Davenports and Crude Technologies-the oil spill cleanup giant. For more info, visit www.brettdiffley.com

I Just Want To See Trees by Retired Major Marc Raciti reveals his own personal story with PTSD. It is about his journey, from the very first time he realized there was a problem, to the moment he found the courage to get well. It was not an easy thing to accomplish, but somehow he managed to cross this abyss that defined his struggle and journey. His hope is that he will be able to inspire others to want to get well, and to help those who continue to suffer and may never completely heal. For more info, visit www.healingwounds.org

If I Told You My Story by Rhonda Bond is about a young girl in the 1950's who enters a world full of challenges, faces fierce hardships and yet finds redeeming love. A compelling true story that takes you down her road of experiences of an overdosed death, a murder and more. With gusto and candor she rises above it all living by saying, "It's going to get better." And it does. Finally realizing God has never left her. For more info, visit www.bondrhonda.com

How To Raise Respectful Parents: Better Communication For Teen and Parent by Laura Lyles Reagan is a teen's guide to navigating adult culture by equipping teens with communication skills. Each chapter introduces a new communication skill by using real world examples and conversations between parents and teens. Teens will feel empowered as they try their new communication skills at home, school and work, laying a foundation for entering adulthood. Tips are also included for helping teens deal with adult culture. For more information, visit www.LauralReagan.com

You Are What You Tweet by Germany Kent is a cheerfully optimistic book filled with humor and strategies that will help you become Twitter-savvy. This inspiring book serves as far more than a guide to finding your niche on Twitter. It also gives you the tools you need to master this remarkable communication tool and connect with intriguing people. For more info, visit www.whatyoutweet.com/home2

The Lost Medallion is the second of six books in the Banana Chronicles series. The colorful island life of Mon-Ki Key is depicted through tales of fishing, surfing, clues to a legendary treasure, and most importantly this time, the story behind the fantastic storm that changed everything. The vibrant blending of tales by Timothy Brower and dazzling illustrations by Agus Progado portray the positive interactions of the island's whimsical characters. For more information and dealer info, visit www.fastturtlepublishing.com

The Northeast Quarter by SM Harris is the story of Colonel Wallace Carson, the ruler of a vast agricultural empire, who asks Ann Hardy, his ten-year-old granddaughter and eventual heir, to promise she will safeguard The Northeast Quarter, the choice piece of land from which the empire was founded. Ann readily accepts, little knowing what awaits her. When the Colonel is killed unexpectedly the same afternoon, the world around Ann and her family falls apart. For more info, visit www.smharriswrites.com

Heroes, Villains and Heroes by Kenneth Rogers Jr. is a guide to help male survivors of childhood sexual abuse understand and heal from the trauma of their past using DC Comic Book superheroes and villains. This helpful book is divided into three parts. The first is "Heroes," which explains how some coping strategies of male survivors are similar to the archetypes of such DC superheroes as Superman and Batman. The second part, "Villains," examines traits and attitudes of villains such as Lex Luthor. "Healing" is the final part, which explains how striving to live the life of a hero can be sustainable. For more information, visit www.lostimaginations.com

Jabulani by Jonathan Stotler is a beautifully illustrated children's picture book about a boy in Southern Africa, who learns how the little ways that he helps his family and friends can add up to big rewards, and that no matter how small you are, you can accomplish big things. For info, visit www.jonathanstotler.com

Cut: A Medical Murder Mystery by Amy S. Peele is about a national investigation on the "equity" of organ distribution, as a female tech CEO flies across the country to get a liver transplant. Can you buy your way up to the top of the waiting list? The pursuit of justice brings her group to Miami, San Francisco, and Chicago—a sometimes fun, sometimes dangerous roller coaster ride from which they barely escape with their lives. For more info, visit www.amyspeele.com

The Principle of Oneness by Russell Anthony Gibbs is a practical guide to experiencing the profound unity of everything. It explains the science behind the connections of both physical matter and nonphysical energy. Gibbs supports his points with quotes from scientists, enlightened beings, spiritual leaders, philosophers and others. For more info, visit www.russellanthonygibbs.com/

Growing Up Tobey by Caroline Barthen tells the story of the first year of a horse's life. Tobey shares some of his greatest adventures and also learns a lot of important life lessons. Filled with beautiful illustrations. For more information, visit www.growinguptobey.com

King Daniel: Gasparilla King of the Pirates by Susan Wolf Johnson is a dynamic tale that revolves around a Tampa blue-blood family, the Westcotts, whose lives are intricately woven into the traditions and mythical lore of the town's evocative holiday, Gasparilla. The story begins on a summer's evening in 1972. While the band plays amid the sizzling heat at the Tampa Yacht Club, pirates from the Krewe of Gaspar and their ladies eagerly await the arrival of their newly crowned king. For more info, visit www.susanwolfjohnson.com/

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Five Ways to Ensure a Beautiful Book Cover

by Deanna Cabinian

The great thing about self-publishing is you have complete control over the creative process. This can be overwhelming at times, but ultimately it's liberating. Below are five ways to make sure you get a stellar book cover for your project.

1. Know your book. Know where it goes in the store and what kind of tone/voice you want the book cover to convey. For example, when working with my designer I told him I wanted to convey a charming, yet contemporary feel. If your book in a thriller you might want the cover to come off as dangerous or convey a sense of excitement.

2. Send potential designers covers you like that you would like your book to emulate. As a self-published or independent author you want your book cover to look as good if not better than NYT bestsellers. If your book has any chance of competing it needs to look the part.

3. Hire someone you trust. I have the advantage of knowing many designers through my day job, however the designer I chose to work with still had to earn my business. I told him what I needed for my book and he pitched a concept to me. I liked it and his rate was reasonable, so I hired him.

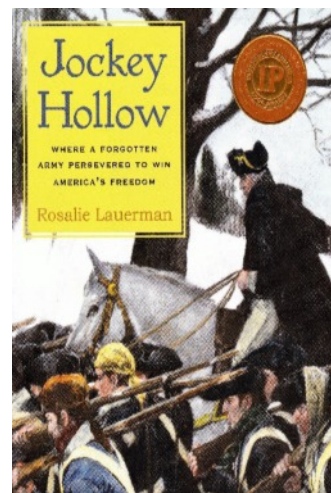
If you don't have the advantage of knowing someone personally there are other measures you can take to ensure a good business relationship. For example, how fast does the designer respond to your initial inquiry? Do they lay out their contract terms in a clear manner?

4. Give your designer key details about the book without being overbearing. Provide them with a cover blurb, comparable titles, and your elevator pitch, but don't insist they read the book. Remember, not all elements of a story can be illustrated on the cover nor should they be. What you want to get across is a feeling/a tone. You want to invite the reader into your world and make them want to come along for the ride.

5. Push your designer to create the best cover he or she can. If you think something needs tweaking don't be shy about voicing your opinion. For example, if you think a different font might work better for your genre speak up. Be sure you have a reason for suggesting changes, though, and explain to the designer why a particular element isn't working for you.

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Southern Seasons: 12 Months of Tealicious Recipes & Ideas by Linda J. Hawkins guides you into creating your own specially themed tea party. These themes include engagements, weddings, special birthdays, baby showers, celebrating an accomplishment, open house, spring has sprung, summer has arrived, neighborhood celebrations, homeschooler's party, classroom sharing, senior center pick-me-ups and more. Packed with lovely photos and text. For more info, visit www.lindahawkins.com

The Conspiracy Between John Wilkes Booth and the Union Army to Assassinate Abraham Lincoln by Dr. Robert E. Arnold is the story of the assassination whose perpetrators were hidden for 150 years. The meticulous preparations of the conspirators are brought to light by the documents and evidence that was collected at the time, but obscured from public view in the national archives. For more information and dealer info, send an e-mail to winsaloft@hughes.net

Where Did My Friends Go? written by clinical psychologist and child-development specialist Azmaira H. Maker, PhD, to help adults discuss a traumatic death and bereavement with children ages three to eight years old. Children will read along as the protagonist talks about the sudden loss of a friend and asks adults important questions about dying, grief, and safety. For info, visit www.aspiringfamilies.com

The Dead Saints Chronicles: A Zen Journey Through the Christian Afterlife by David Solomon has drawn fascinating conclusions about salvation, death, sin, heaven, hell, and immortality. Those who have died and returned from near death experiences have often found a renewed faith in God. For more info, visit www.deadsaints.org

The Dandelion Patch by MaryAnn Diorio is the story of Yolanda who discovers that the government plans to build a new highway through her beloved dandelion patch, so she rises up in protest and asserts her God-given right to private ownership of property. Will she succeed? For more info, visit www.maryanndiorio.com

When Your Child Is Gay: What You Need to Know written by Wesley C. Davidson, a popular blogger on gay rights issues, and Dr. Jonathan Tobkes, a New York City-based psychiatrist, provide a road map so families can better navigate this rocky emotional terrain. Emphasizing communication and unconditional love, the authors help parents untangle their own feelings, identify and overcome barriers to acceptance, and encourage strong self-esteem in their child. For more info, visit www.whenurkidisgay.com

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The Miracle Effect: Four Steps to Living Heaven on Earth Every Day by Sylvia Vowless, QSM offers a goldmine of innovative spiritual tools and bullet-proof strategies to take control of your life and make miracles a habit, opening up previously unknown realms of breath-taking possibilities for you. Learn to manifest your deepest desires with ease and certainty. For more info, visit www.sylviovowless.com

Oh Susannah: It's in the Bag by award winning author Carole P. Roman is a new chapter book featuring Susannah Logan, a young student having a very bad day. It all begins with homework trouble and an invitation to a sleepover that she doesn't want to go to. Would you want to go to a sleepover in a creepy house? Join Susannah and her friends in this story sure to charm busy young readers everywhere. For info, visit www.caroleproman.com

Mule Sonata: An Offbeat History of California by Denby Montana is a lively history of Alta California from the perspective of three families from the Beginning of Time as told by a mysterious Narrator to a man known only as The Visitor, an Everyman sadly in need of an history lesson. For more info, visit www.denbymontana.com

Poetry and Ponderings by Dimante Lavendar is a rare collection of nonfiction Christian poetry and prose based on real life experiences. The author, a victim of abuse, shows the reader the raw emotions of pain, hate, and denial that occur before a victim of abuse can find a way to heal from the pains of assault. She shares these truly inspiring, religious poems in the hopes that it may help other victims heal their hurts. For more info, visit www.diamantelavendar.com

Tripi Takes Flight: The Amazing Adventures Of Tripi The Fly by Lori London is a charming children's story about a fly who can't fly, but who longs for adventure! Tripi is different, and special you see; he can talk, read and write—he can even dance and sing! He tries and tries with all his might, but it remains that he cannot take flight! Available as a book and a CD. For more information and dealer info, visit www.lorilondonentertainment.com

11x Magic by Sharon Clark is a Children's Picture Book that makes math fun, with a Cartoon Rhyming Format to help kids see how magical 11x math can be. The book features a wizard who has a castle with three different floors where 11X math of increasing difficulty is done. It will delight children of all ages. For more info, visit www.educational-kids-books.com

A Divided Duty by Carol White pits brothers Otto and Ivan Blackmoor against each other in a tale of business, love, jealousy, and revenge. When family matters of loyalty and betrayal escalate, secretive plots are exposed and misunderstandings run rampant until a vigilante-style justice is finally served. For more info, visit www.citrinepublishing.com

The Red City: Saga of the Sundering Sea by Mark A. Haldey is the story of Caspa, who lives alone in Vennolandua, a vast empty metropolis on the edge of nowhere. He's looked after by silent Shadows. But after a mysterious stranger washes ashore, Caspa's world changes forever. Is the stranger the friend he's been longing for or a threat to his much loved city? For more info, visit <http://writevancouver.com/>

Broose the Moose on the Loose by Janice Spina is a delightful children's tale. Broose is a sad moose who has no friends until he meets a young boy. Read what happens when Broose meets a boy with the same name as he. For more info, visit <http://jemsbooks.com>

How to Presell Your Book With Targeted Content Marketing

by Amy Harrop

If you've ever heard of 'preselling', you likely think it's the process of selling several units of a product or service before the official launch date. And you'd be correct.

However, there's another definition of the word that centers on the things you do before even getting to the point where you would ask a prospective reader to buy your book.

You can think of preselling as a form of relationship-building. It's any activity that facilitates the movement of a person who stumbles upon your work from total stranger, to prospect, to loyal reader.

Done correctly, preselling removes much of the resistance that typically comes along with getting someone who was completely unaware of you and your books to take a closer look and actually give them a try.

If you take the steps to make preselling a part of your overall marketing strategy, you'll soon find that many more of your prospects are ready and willing to buy when you present them with an opportunity to do so.

How to Use Targeted Content Marketing to Presell Your Books

Have you ever received a free sample? It could have been a small bite of food at a wholesale shopping club, a tiny pouch of conditioner slipped into your shopping bag during a trip to the beauty supply store or a short free trial period of a new software you've been thinking about buying.



Amy Harrop

Why do you think any of these instances happened?

You got the free samples because the companies behind each of the products being offered wanted to presell you on their offer and build a relationship with you before asking for the sale.

And what is the typical outcome of this preselling step?

What happens more often than not, is that if you enjoy the product you actually end up buying it and you'll likely continue to patronize its creators as long as their product keeps meeting and satisfying your needs.

It's human nature to be a bit aloof and apprehensive about things and people we know nothing about. This is why using a tool like preselling works so well for breaking the ice and getting onto a prospects radar.

Which brings us to the first of two major benefits of preselling:

Preselling Increases the Awareness of Your Brand

Of course, this factor only applies to anyone who is completely unaware of your brand.

The fact is that no one can buy your book if they don't even know who you are and what you have to offer.

Even if you've been on the literary scene for years, chances are that there are still many potential readers out there who have never heard of you or any of your books.

Human beings tend to be creatures of habit, which means we are tremendously stuck in our ways.

Left to our own devices we will continue to eat the same breakfast, watch the same TV shows and read books from the same authors until something or someone comes along to snap us out of our trance.

Preselling and offering up something of value in exchange for a moment of your prospects' time helps to break down this first barrier to getting your prospects full attention.

Preselling is a Stepping Stone to Cross-selling

If your goal is to sell more books, one of the simplest ways to do this is by selling each new release of your book to the same people who bought your previous release, along with the new prospects who have found their way into your circle of influence.

Selling to an existing customer is known as cross-selling and is one of the biggest secrets of success for major brands around the world.

Consider your preference of food items, small appliances and even the movies you like to watch.

If you've ever bought an item for your pantry and enjoyed it, you would be much more likely to buy another product made by the same brand manufacturer, even if you'd never tried it before.

The same goes for your favorite household gadgets and producers of blockbuster movies.

Over time, you come to expect and associate quality and satisfaction with your favorite brands and don't have to think twice about trying anything new that they release.

This proven track record also keeps the particular brand at the forefront of your mind to the point that you look forward to hearing about the new products and services you can buy from your favorite producers.

You should think about preselling and promoting your books to potential buyers in the exact same way.

How to Use Targeted Content to Presell

Now that you're aware of what preselling is and can appreciate the potential it has for putting you and your books in the forefront of prospective readers minds, let's look at how you can achieve this through the power of targeted content marketing.

As an example, imagine that you've written a book about nutrition and healthy eating.

One of your prospects may be interested in eating better in order to lose weight, while another may be concerned about lowering their blood pressure and yet another may want to improve their chances of living a longer life.

It's the same book, with three different reader perspectives and several ways you could approach preselling with direct targeting.

Your goal is to give each of your main prospect personas a tantalizing taste of what to expect when the time comes for them to buy your book. To make things easier, think of each piece of marketing content as a sample of food, a sip of wine or a movie preview.

As you create your content pieces, gear each one to the specific type of reader you're trying to reach and write in a way that would most appeal to them and their interests.

What Makes for Effective Presell Material?

To get and stay on your prospects radar it's best to use a mix of several content marketing methods.

Guest posts
Email marketing
Blogging
Articles
Social Media

You can even give away snippets of your books.

Remember the idea of relationship-building through offering samples? It works for self-published authors as well.

When you're getting close to asking for the sale, you can offer up a free sample of the first few chapters of your book.

If you've laid the right foundation and your book is in line with your prospects desires they will practically beg you to let them buy it so they can finish reading.

As you create your presell material keep the following factors in mind for best results.

Keep your content and message as consistent and relevant as possible.

Keep the focus on the big idea behind your books and brand at all times.

Even if you write a thousand blog posts, articles and email messages, always make sure that they point to the major theme of your books. Aim to make each piece of content build upon the last.

Write content that entertains, educates and informs.

The fact is that no one reads your content because they have nothing better to do.

In this fast paced world, people take time to read things in hope that it will make them laugh, inspire them or show them a new way to look at an old idea.

Create presell content that hits these targets and you'll be well on your way to selling more books with your next release.

Does Soul Really Exist?



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The Many Ways to Promote Your eBook Successfully

by Carolyn Cohn

At this point in your business, you are probably generating a lot of top-quality content. With a little luck and a lot of skill, a large number of people are reading your content and interacting with you because of it. So, what is your next step? Well, if your content is working effectively, your next step is to create another extremely effective tool and to promote it effectively. It is time to write an eBook.

Once you have written your eBook, you need to promote it effectively. The first thing that you need to ponder is exactly what you hope to get out of an eBook if you write it. You should not think of your eBook as a way to get rich. You should consider it a tool that will help you to make a lot of good progress in your business. Of course, your eBook is like building a fancy casino in the Nevada desert. If you don't tell anyone about your casino, you won't get any visitors. You can connect that analogy to your eBook. If you don't promote it, nobody will be aware of its existence and nobody will read what you have written.

Your eBook should be a part of your content marketing strategy. In fact, it is very important for you to understand that it is a significant part of your strategy. The truth is that if you want to really promote your eBook effectively, you need to go about it in a certain methodical, strategic manner, which will yield the results that you are looking for. If you promote your eBook properly, there will be a number of people involved. Your approach to promoting your eBook should be organized and collaborative. After all, you want to attract the "cream of the crop."

Casting the widest net: Your first step is to cast the widest net possible. That means that you are going for quantity over quality. It is important for you to understand here that choosing quantity over quality will not serve you well all of the time. In fact, it won't serve you well most of the time.



Carolyn Cohn

However, when you are at the beginning of your eBook promotion process, it may prove to be a very effective approach for your business. When you are at the beginning of the eBook promotion process, as you are at this stage, you may wish to jump in and hone your process to ensure that it is the best strategy for you and for your business. In fact, it is most sensible to hone as much as possible at this stage. If you try to revise your strategy heavily later on, it will be more complicated. This is the point at which you need to create the most buzz about your eBook. It is essential that you consider your eBook a powerful call-to-action (CTA) because that is exactly what it is.

Ways to ensure that your eBook is a CTA: There are ways to make sure that your eBook acts as a CTA to gain more attention and more readership, such as posting the beginning of the eBook on SlideShare; having someone read a portion of the book out loud; building a webinar around the eBook (including influencers, brand information, etc); putting some of your eBook information on Instagram; breaking down your eBook into chapters, which you can post as individual blogs; asking your influencers to tell their friends and colleagues about your eBook; asking other business owners to invite you to write a guest blog post on your eBook's topic; creating buzz through Email blasts; and giving away some sort of promotional material (for example, a postcard) about your eBook.

The next phase is one in which you cast a narrower net: The second stage is different from the first stage. The one thing that you definitely shouldn't do is have it in your head that your work is done.

That could not be further from the truth. You still have plenty of work to do. In fact, in some ways, this is a much more difficult part of the process than the first part. At this point, you are looking for leads (whom you can eventually convert to customers). You may be wondering how you can use your eBook to make that happen. You can incorporate your eBook into all of your marketing materials, create a combination of your best content to offer to your prospects, post a link to your landing page, post a link that leads directly to your eBook, and post your book in a repository that your readers can access. You should also feel comfortable asking other people to create buzz about your eBook and use it as a prize (a great incentive) for contests that you run.

Now, you are at the last phase: This phase is in which you will sell your products and/or services. This is where you close the deal. You can include your eBook in your initial promotional materials, offer it to prospects who you feel may be on the fence, and print your eBook and leave it with prospects (there are still many people who prefer a hardcopy book to an electronic one).

The tips that have been offered here are all potentially effective; however, you are the only person who truly understands exactly what your business needs. If you choose to use a portion of the tips, the chances are very good that they will work. You just need to figure out which ones will work most effectively for you. Your eBook is a tool that can help boost your reputation and credibility and it can position you as a subject matter expert. Along those lines, you should seriously consider getting book reviews up front. They are essential to your success and you should not be afraid to ask for what you need.

Carolyn T. Cohn is the Chief Editor of CompuKol Communications. Mrs. Cohn has a wealth of experience in managing people and projects. She has run several editorial departments for various companies. Mrs. Cohn has 25 years of editorial experience and her expertise covers a wide range of media, such as online editing, editing books, journal articles, abstracts, and promotional and educational materials.

How to Market Your Book In 6 Simple Steps

by Maria Nicole

The way you market your book to the readers should be based on two things: your values and the intentions for the book. If something feels slimy or inauthentic, don't do it. You should never let a bit of exposure destroy your values. Short-term gains that feel wrong seldom result in long-term growth as an author. They can also decrease your social capital.

Reach the Reviewers: If you really want to make the buzz in the market, then you have to reach to your readers and ask for the reviews. The Reviews of the book are nowadays very important and plays an important role in boosting up of the sale of the book. After reading your book, the reviewers can submit their thoughts on their personal blog or can also share them on social media.

Organize a Giveaway: Another free and easy way to market your book is to give sample chapters to the readers. You can do it by offering a pdf file out of your best chapters and give them to the readers and let them have the taste of your unique writing if your book story is likable by them, this will definitely put them to the buying page of your book. Think of this process as giving a chance to the readers to read the preface.



Maria Nicole

Organize competitions for distribution of Free Copies: Post the free competition about the book and let the readers know that you have written a book. You can organize competition through magazines, personal blogs, YouTube and paid Promotions.

Go Online: Another important tool to market your book is going online. There are many websites that provide free promotions to the newbie writers, if you are among them, then browse the internet for the same. Vowelor is one of the best online book platforms you can explore, where you will be provided with so many options to market your book in many different ways.

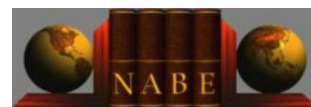
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Amazon is highly influential and the reviews matter so encourage anyone who says they enjoyed your book to place a review.

Ask for the Paid Reviews: There are many reviewers out there in the world of Social media who charge a minimal amount of money to review books. You can Hire 5-10 Reviews and ask them to put their genuine reviews on Amazon. The more reviews you on your Amazon Page, the more your book will be visible to the people in the best-selling category, and once it comes into that category, then automatically your book sales started to boost up. It will take time, but it is totally worth to wait for it. The Only thing you can make sure is to get the real response from the Reviewers.

I am a Book Reviewer at www.goodnewsbro. I hope all the marketing Strategies mentioned above will benefit you in growing your book sales. Please share your book promotion strategies with us.

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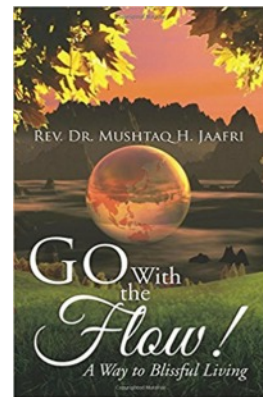
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