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Book Dealers World

National Association of Book Entrepreneurs



**Summer 2018
Pinnacle
Book Achievement
Award Winners**

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Publisher's Profile

Linda Matthies author of the Pinnacle Award winning book, "Slaying a Harpy: Tales of Curtis Hall," the second book in her popular Young Adult series. Read about her and her adventurous new adventure for teens in the Publisher's Profile on page 3.

From The Editor's Desk



Dear Friends,

Fall is on the way and the leaves will soon be changing as the cool air comes our way. Hopefully the summer wildfires will soon be gone and everyone will be able to enjoy the year end holiday activities.

This issue of **BDW** spotlights our Summer 2018 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Check out pages 22-25 for a list of the award winning books. This recent contest has the most award winners ever in our 38 year old history. Check out some of our wonderful entries and authors today.

In this issue of **BDW**, Jake Olvido unveils "Recession Proof Book Marketing Strategies," Harriet Hodgson tells us, "When You Speak to Community Groups, You Sell Books," Simon Colin Lovell reveals "Book Marketing Tips: 6 Golden Tactics You Can't Ignore," Trish Collins tells us about "Video Book Marketing," and Hae Debenham teaches us about "Five Book Marketing Ideas That Will Sell Your Book." Plus there's lots 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 2018-2019 NABE Book Showcase Exhibits and take a look at our popular **New Super Book Marketing Deal**, which saves you over a thousand dollars on some of our best marketing vehicles.

Hope the Fall brings you good tidings and enjoy a healthy, happy holiday season, full of good friends and family, interesting activities and of course, plenty of good books.

Al Galasso, NABE

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Our 38th Year

NABE

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**PUBLISHER'S
PROFILE**

Linda Matthies
Author of
"Slaying a Harpy:
Tales of Curtis Hall"



Linda Matthies

Linda Matthies began her writing career in an unconventional way. Though she enjoyed a successful career as a Hairstylist/Color Specialist, her personal life had suffered. Linda's passion to write came from her strong will to reconnect with her teenage children who were growing in other directions as teenagers often do. Linda's older daughter was an avid reader and became her most powerful inspiration.

As her words and story line unfolded, many conversations sprang forth and her relationship with her daughter grew closer, deeper and more fulfilling.

At first, Linda doubted her abilities, fearing her lack of formal training would keep her from being taken seriously as an author. However, thanks to her newfound encouragement from her teens and her brother, she got the confidence she needed to find a publishing house and editing team to bring her writing dream into fruition. Sometimes not knowing any better is a great impetus. She learned from the editors and her first book became a success.

In "Surviving Curtis Hall: the Lure of Blood," her first novel, she looks into teen minds as they navigate changing schools, new loves, and special secrets. The book won a 2013 Pinnacle Book Achievement Award.

Her follow up novel, "Slaying a Harpy: Tales of Curtis Hall" has just been released and has just won a 2018 Pinnacle Book Achievement Award in the category of Young Adult.

The story features magic, vampires and a harpy, an ancient and terrible mythological creature who worms her way into the psyches of Curtis Hall students, bringing her own threat. You will learn about human and vampire love and Greek Mythology as well.

The interaction of the characters is very interesting and makes for a great read. Young adults who enjoy this genre will definitely find this new book one they will recommend to their friends. It is refreshing vampire fiction and continues the Curtis Hall saga.

Here are some testimonials:
"L.A. Matthies writes a wonderful tale for young adults. The writing taking traditional tales such as Achilles, Vampires, and Harpies making them their own without taking the core elements of who the beings were in history. I enjoyed it because of the understanding of the facts prevalent in the writing. I would recommend for young adults as well as older adults because the characters are relateable to all ages, everyone knows a Sasha, Tristen, and Billy." Jessica Bone

"Continuing the previous saga of her first book, the fantasy world of Curtis Hall continues. The vivid imagery and intricate details transfer the reader to a world where they can relate and picture themselves within. A solid read for the science fiction and fantasy fan. I would highly recommend it." JM

For more information, dealer details and author info visit www.SurvivingCurtisHall.com

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Our NABE BOOK SHOWCASE EXHIBITS are different from any exhibiting service. **Your book is displayed face-out within a special subject category, such as Health, Cooking, Children's Interest, etc. Only 50 to 100 books are displayed in each show so your book is not buried amidst thousands of titles.** Then, a professional sales staff, full of enthusiasm and warmth, who also speak Spanish and French, greet potential buyers. We take time to get to know you and your book. **We pass out your flyers and send you the names of all the buyers who visited us so you can follow up on potential orders.**

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 **38th successful year of showcasing books**, experience you can count on!

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Oakland, California

October 3-5th 2018

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!



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November 8-11th 2018

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



Oregon-Washington Library Assn Joint Conference & Show

Vancouver, Washington

April 17-19th 2019

Display your book in this show and get two shows for the price of one. Reach public, county, city and academic libraries from all over Oregon and Washington. Expose your book not only to librarians but to hundreds of potential buyers. Many libraries do not just lend books, they sell books as well. They are one of the biggest untapped sources of ongoing revenue for authors. Show only takes place once every five years and it has a good turnout each time.

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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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Recession-Proof Book Marketing Strategies

By Jake Olvido

The succeeding article is about Cost efficient book marketing, Book Marketing Strategies, Inexpensive marketing techniques, Economical book marketing and many other useful tips about book marketing.

A recession-proof marketing strategy is characterized by the sustainability of the book marketing plan through these uncertain recession times and well into economic growth and betterment in the near future. The marketing strategy is not so much affected with the cumulative displacements of the predominantly difficult economic situation, as much as it adapts efficiently and functionally through it.

In simple terms, the marketing strategy should be clear, feasible and practical. Take a hint: a recession-proof book marketing strategy is something that is long lasting, something that will transcend the ongoing recession. Thus, a good book marketing strategy also makes the book publicist work smarter, not more.

Here are some recession-safe book marketing activities that are guaranteed to spare you from lots of promotional troubles caused by the far reaching consequences of the ongoing recession:

Market the book's value rather than its price. In a time of economic recession, consumer spending behavior becomes prioritized and rather selective. For this, convince your readers why they should care at all in being engaged with your product, and for this purpose, you have to be an effective marketer without sounding too commercial.

Value your customers as you do prospects. No favoritism here, treat them equally because you are about to establish a crucial mass readership that you can rely, and who may just purchase your succeeding works as well.

Maintain an effective yet inexpensive web presence. The Internet provides authors and publicists with plenty of cost saving marketing tools that are just as effective as offline book marketing campaigns. The online marketing techniques include advertising at free ad listing sites, blogging to genre relevant sites, registering at social networking sites, requesting and arranging for virtual book tours, uploading book "video-mercials" to video sharing sites, and sending online media releases.

Write and submit online articles with free reprint rights on a topic that is book genre relevant. This inexpensive marketing tool builds up, slowly but surely, an author's credibility and expertise of the given subject matter. It also provides the author with a web marketing presence that both online researchers and book readers will appreciate.

Market your books to non-traditional sources to get closer to your target readers. Do a research on companies, clubs, associations, organizations, foundations and/or similar groups that are book genre specific and see if there is a gold mine somewhere for marketing. It is recession safe because you don't have to spend a great deal of money promoting; what matters is for you to show to them the many benefits they will gain by purchasing your book.

Send emails with book excerpts to your relatives, friends, acquaintances, school alumni, and neighbors who have email addresses. Never underestimate the power of email to generate word-of-mouth marketing—even from among those whom you are already familiar with. From a marketing context, they are your "loyal audience".

Follow it up by asking them to please send related emails to people they know who could also be interested in your book. You see, building a marketing pyramid-but without the fraud-can start in this precise manner.

Consign your book to relevant local shopkeepers and retailers. For a minimal consignment fee, your book is prominently displayed and instantly recognized. So you have a book about pet care? Your local pet shop is just around the corner. Have an illustrated book about flower varieties? The local florist may be more than willing to accommodate for a shelf display, a perfect compliment indeed for your book.

Promote your book to school libraries. Regardless of your book genre, you can actually market to local or state level libraries, if you are able to determine which schools are regularly updating their catalogues with new book purchases and acquisitions.

If there is favorable action to your proposal, offer a reciprocal arrangement for the book acquisition, like volunteering for free book reading sessions and creative writing discussions.

Be consistent with your marketing plan. To save precious time, money and effort, study what works for your book subject; know your target market well by determining what's important to them and what influences them to make a purchase. Learn the success factors of fellow authors and analyze the recessional marketing trends to establish a well researched marketing plan.

Decide early on whether your manuscript is promising enough for publishing houses to consider or you would rather self publish. Also, don't do social networking publicity online unless you're really motivated to do it. Don't do marketing stuff just because you think you're supposed to; you might end up wasting hard earned money and resources in this manner.

Learn more about the dynamics of economical book marketing, inexpensive marketing techniques, book marketing strategies and many other useful tips about online book marketing.

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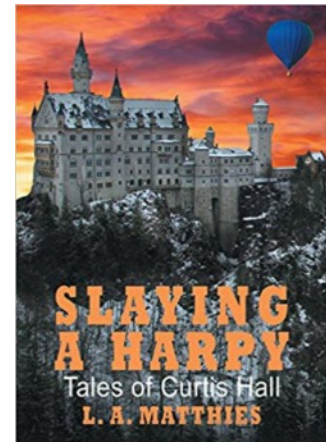
Final Deadline: December 30th, 2018
 See Next Page For Publishers Preview

Slaying A Harpy Tales of Curtis Hall

L.A. Matthies 1079 Westminster Ave. Dix Hills, NY 11746
Phone: 631-526-2427 E-Mail: craftype0909@aol.com
Web: www.SurvivingCurtisHall.com

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

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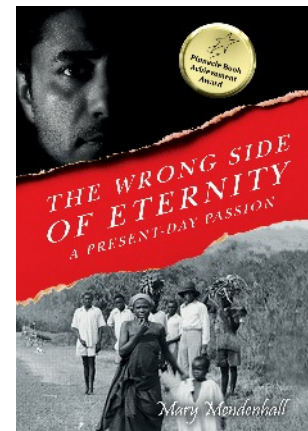


The Wrong Side of Eternity A Present Day Passion

Mary Mendenhall, PO Box 344, Davenport, WA 99122
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A 3-time award winner for historical and multi-cultural fiction, The Wrong Side of Eternity follows Irish-Mexican American Stephen O'Connell as he accidentally saves the life of a refugee fleeing Idi Amin and engages in development projects in Uganda next door to the Rwandan genocide. Clashing world views challenge his faith as powerful forces put at risk all he cherishes.

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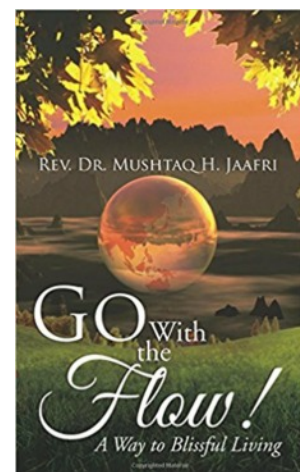


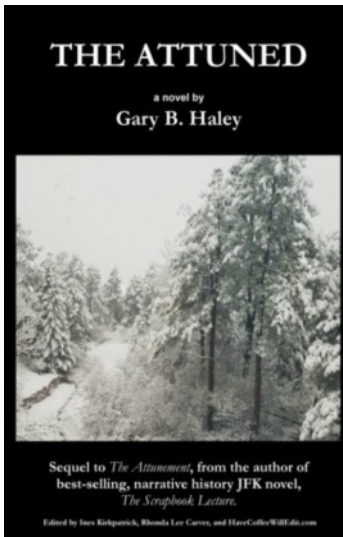
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One of the most difficult things for people to realize is that we as human beings are more than a body, mind, thoughts, emotions or feelings. Our Soul is who we are. It is the highest aspect for ourselves, where we and God are one. This book provides 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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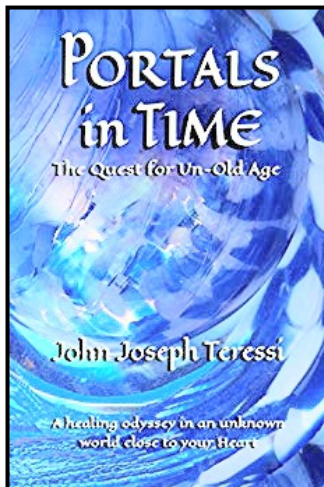


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After dealing with a week of harsh, Mideast deserts, terrorists, ear-splitting explosions and gunfire, there are still mobs to flee, friends to make, mysteries, and getting home without a passport. Abandoned in hostile lands, surviving is a priority. Will locals be friendly? Do rivers offer escape, or death? Forests go on forever and wildlife might be lethal. But if you knew you could make a difference, how far would you go?

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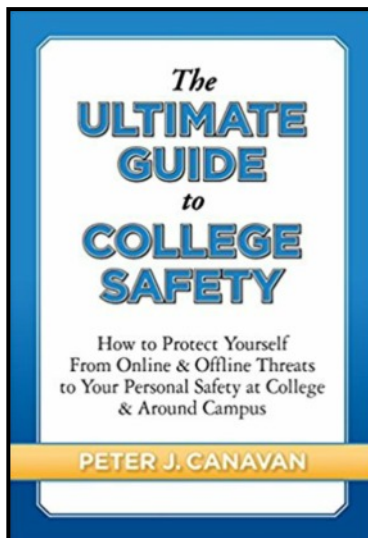
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Peter J. Canavan Union Square Publishing NYC
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Phone: 570-288-3536 E-Mail: pete@petecanavan.com
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This proactive guide makes students aware of the multitude of unseen risks they may confront in the course of their years in higher education. Information about online concerns include identity theft, social media privacy, cell phone safety, phishing, viruses, malware and cyber-security. Offline concerns include bullying, hazing, active shooters, alcohol & drugs, travel safety, safe dating, dorm room security, and even physical self-defense techniques are all covered.

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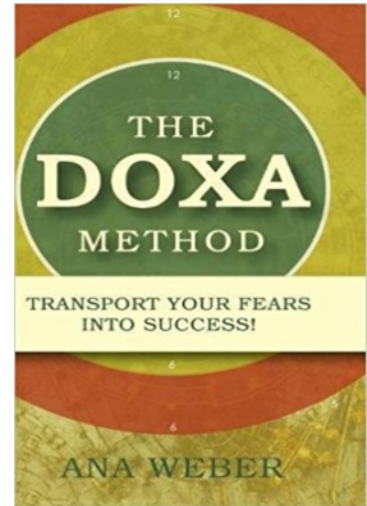
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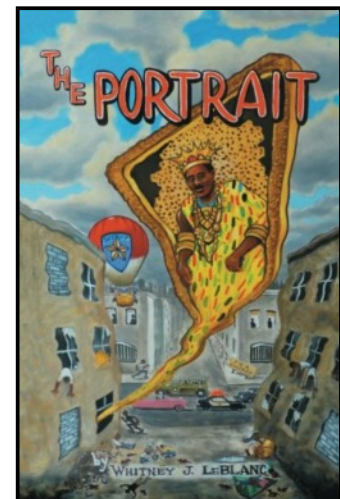


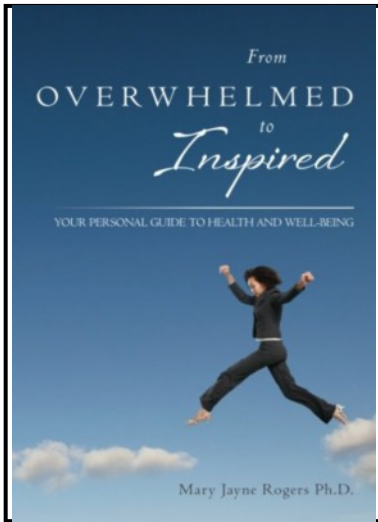
The Portrait

Whitney J. LeBlanc Createspace 490 Sunset Drive Angwin, CA 94508
Phone: 707-965-9729 E-Mail: wjljr2@gmail.com
Web: <http://www.whitneyleblancblues.com>

The Portrait is a story about three people from different cultures struggling to live through the social evolution of the 1960's. The lives of a Latino trapeze artiste, a Black man survivor-of-the-streets, and the White daughter of a wealthy Bible publisher, were thrown together during the tumult and the violence of bigotry and racial hatred, during the Civil Rights Era. The challenges in each of their lives are not unlike the soul-searching that each of us faces in our own daily struggle to remain true to ourselves, and maintain a connection to the biblical commandment; "Love your neighbor as yourselves." A challenge not easily embraced along with the admonition that all men are created equally. This is a story that has echoes and repercussions in our present day circumstances, as we struggle to bring truth, justice and peace to our lives. This story is a repeat of the words from George Santayana, "Those who cannot remember the past are condemned to repeat it."

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From Overwhelmed To Inspired

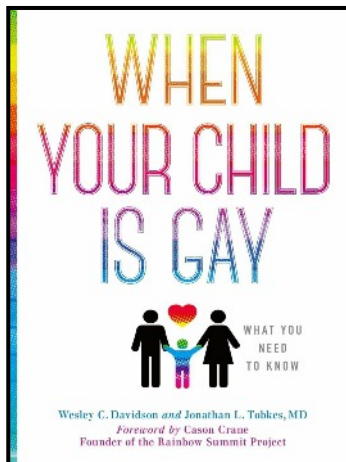
Your Personal Guide to Health and Well-Being

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Albuquerque, NM 87111 Phone: 505-301-9064

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From Overwhelmed to Inspired takes you on a journey toward health and well-being. It is your personal guidebook on the road to health and wellness. With *Overwhelmed to Inspired*, Dr. Rogers teaches readers how to recognize personal wellness and empowers them to make healthy choices in their daily lives. Dr. Rogers can help you discover peace, contentment, and greater self-esteem as you nurture your body, mind and soul.

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When Your Child Is Gay

What You Need to Know

Wesley C. Davidson and Jonathan L. Tobkes, MD

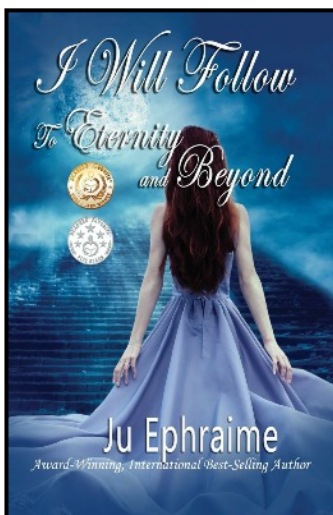
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Phone: 212-532-7160 E-Mail: kzimmermann@sterlingpublishing.com

Web Site: www.whenyourchildisgay.com

Coming out can be difficult for both parent and child. However, co-authors Davidson, straight mother of a gay son and Tobkes, a gay Manhattan psychiatrist, make coming out and its aftermath easier to understand. The authors help parents overcome acceptance barriers. In each chapter, Dr. Tobkes gives useful action plans and conversation starters for parents so they can come to terms with their child's coming out.

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I Will Follow to Eternity and Beyond

Ju Ephraime Envision Business & Computer School Publishing
West Haven, CT 06516

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Widowed at twenty-two, Catherine Montgomery can't live without her husband, Cameron. Cameron would always tell her, "I'll follow you to eternity and beyond." Now that he was taken her, she refuses to accept his death. How could he leave her? To maintain her sanity, she wears his pajamas to bed and will only fall asleep after the candle on the nightstand goes out...His signal for going to bed.

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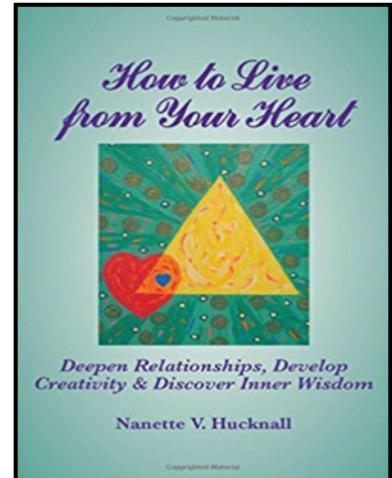
How to Live From Your Heart

Deepen Relationships, Develop Creativity & Discover Inner Wisdom

Nanette V Hucknall MSI Press PO Box 1116, 175 Lang Street
San Juan Bautista, CA 95045 Phone: 831-886-2486
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Heart energy. It comes from an always loving and wise Higher Source. Nurturing, warm, quiet, refined, and all encompassing, heart energy brings spiritual growth that fosters creativity, attracts loving relationships, and engenders peace and happiness. This practical book not only teaches you how to live from your heart but also provides scads of activities to practice doing so.

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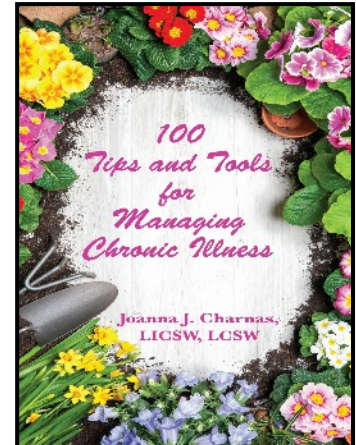


100 Tips and Techniques For Managing Chronic Illness

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

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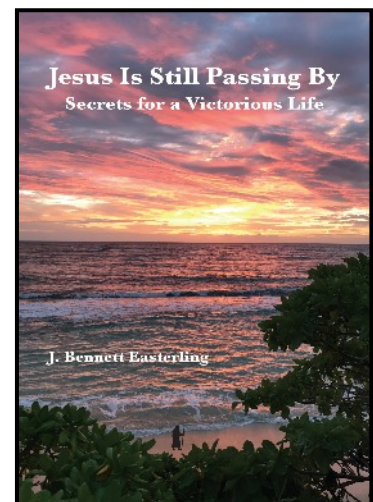


Jesus Is Still Passing By Secrets For a Victorious Life

J. Bennett Easterling MSI Press 1760-F Airline Hwy #203 Hollister CA 95023
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Jesus has not limited his miracles to people who lived when he was on earth. Today, nearly every day someone somewhere reports one. Award-winning author J. Bennett Easterling shines a welcome new light on the 36 miracles of Jesus, supplementing them with helpful background information, powerful true stories of God touching people today, and reflection questions on readers' own faith journey. Ideal for both individual devotions and group Bible studies.

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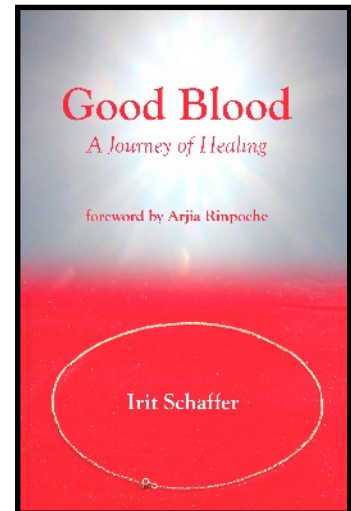
Good Blood

A Journey of Healing

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When she was a child, her father said that he had "good blood" and it was why he and his wife survived and healed from the Holocaust. The author searched for the meaning and significance of her father's words over two continents and through four generations. Her journey uncovered a unique voice of wisdom revealing mysteries of the healing powers within us and the existence of light in every situation that helps us overcome and transcend any obstacle.

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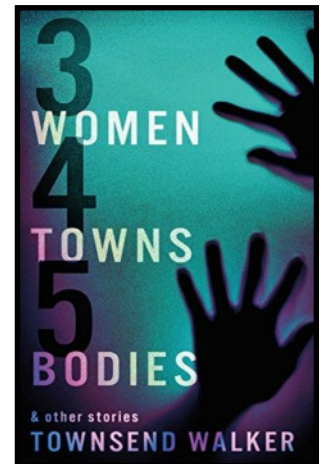


3 Women, 4 Towns, 5 Bodies

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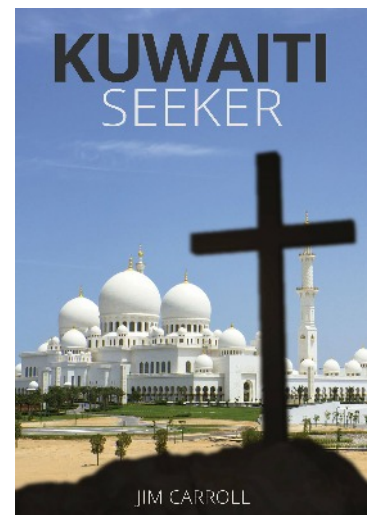


Kuwaiti Seeker

Jim Carroll Crosslink Publishing 2711 Hunter's Crossing Augusta, GA 20907
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Born into a Muslim family, Yacoub searches for truth in Islam. During his spiritual struggle and battle with sin, he is buoyed by his wife Rabea (Arabic: springtime), a believer in Christ through independent reading of the Bible. Yacoub proceeds through misadventures and moral failures until he reaches the end of his resources. Islam fails him. But God, in His mercy, rescues Yacoub. See how much God cares for us.

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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 37 years, our members have sold millions of dollars worth of books.

Q: How is NABE different from other associations?

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

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

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

Q: What type of marketing opportunities does NABE offer?

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

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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"It is my belief that most good books are still unwritten. They are still in the minds of you, me and countless others. When I wrote my first book, "When You Can Walk on Water, Take the Boat," I was lost in a sea of red tape and horrible misinformation about publishing. Thanks to you, NABE and your helpful magazine, "Book Dealers World," I started off on the right foot. You are a great help to many an aspiring author."
John Harricharan

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When You Speak to Community Groups, You Sell Books

By Harriet Hodgson

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

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

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

I have several talks and all are about the multiple losses I suffered in 2007, the year my elder daughter, father-in-law, brother, and former son-in-law died. My daughter and former son-in-law died in separate car crashes. Their deaths made my twin grandchildren orphans and my husband and me GRGs, grandparents raising grandchildren.

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

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

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

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

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

with Lois Krahn, MD is available from Amazon.

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

Author's Secrets Revealed!



Packed with amazing tips and tricks, to get you unstuck from writer's block and to improve your writing in dozens of little ways, there are tips about all aspects of writing, for both fiction and non-fiction authors. For details, visit www.dreamstonepublishing.com or send Kim Lambert an e-mail at kim.lambert@dreamstonepublishing.com

Place Your Book in the 2018-2019 NABE BOOK SHOWCASE EXHIBITS



Complete Details on Pages 4 and 5



Video Book Marketing *By Trish Collins*

Are you an author who have books ready for marketing? Have you ever considered marketing them via video book marketing? If you don't know what it is, if this is the first time you have heard about it, then this is your chance to discover its many benefits. Go ahead and read this article for a brief introduction on the overall experience.

You can upload your video on video sites for people to view.

You can upload the video on Facebook, and a few other social media sites and get an even bigger coverage.

The video you uploaded online if properly indexed and cached by search engines can easily be searched by anyone with Internet access.

SEPTEMBER

Sept. 13-15: Southern Independent Booksellers Alliance Annual Trade Show and Conference, Tampa, Florida, 803.994.9530

Sept. 28-30, 2018: Pacific Northwest Booksellers Show, NABE Showcase, 541-942-7455.

OCTOBER

October 3-5 2018: California Book Trade Show, Oakland, California, NABE Book Showcase, 541-942-7455.

October 10-14 2018: Frankfurt Book Fair, Frankfurt, Germany
Telephone: T +49 (0) 69-2102-0

October 20-21 2018: Southern California Independent Booksellers Assn. Annula Trade Show and Conference, San Gabriel, CA 909-938-5809.

NOVEMBER

Nov.7-11 2018: California Library Assn Show, Santa Clara, CA NABE Book Showcase, 541-942-7455.

APRIL

April 17-19th: Oregon & Washington Library Assn. Combined Show, Vancouver, WA NABE Book Showcaee, 541-942-7455

This type of book marketing strategy is more focused on allowing you to reach your target market online in a more convenient way. What exactly is it about? How does it work? These questions may have already popped into your mind.

This type of book marketing strategy involves author interviews on video. There are two ways you can do it. One way is to get someone to take a video of you being interviewed by another experienced book author. Another way is to set up a webcam and have yourself interviewed online. That is how easy it is. With the help of the Internet and a few other online resources, you can be the star of the show and at the same time have the chance to tell people about your book and what it is about.

Benefits of Video Book Marketing
If you choose to take advantage of this type of book marketing strategy, your book will get more exposure and will reach a lot more people than the traditional type of book marketing because videos are easy to create and distribute.

You can upload the video on your own blog or your own website and your site will get more traffic that way.

Video book promotion is truly one helpful tool that you can count on when it comes to promoting yourself as an author and your books online. If you want to cater to a larger market and let the world know that a talented writer like you exist, this is one excellent service that you should take advantage of.

There are so many ways to market your book but doing the marketing all on your own can be quite tricky. Visit Talkingbooks.tv and find out how they can help you in getting your book out for the people to enjoy.



Book Dealers Diary

Fresh News Straight From Heaven by Gregg Sapp is a novel based upon the True Mythology of Johnny Appleseed. John Chapman--aka Johnny Appleseed knows this land better than any white man. Everywhere he goes, he shares the "Fresh News Straight from Heaven," which he hears right from the voices of angels who chat with him regularly. God had promised him personally that he could build peace by growing fruit. Convincing people of that vision, though, is no easy task. Most folks consider him mad. For more information, visit www.sappgregg.net

Aphrodite's Tears by Hannah Fielding tells the story of Oriel Anderson, who joins a team of Greek divers on the island of Helios, a dream she has always wanted to come true. Yet the dream becomes a nightmare when she meets the devilish owner of the island, Damian Lekkas. In shocked recognition, she is flooded with the memory of a romantic night in a stranger's arms, six summers ago. A very different man stands before her now, and Oriel senses that the sardonic Greek autocrat is hell-bent on playing a cat and mouse game with her. For more information, visit www.londonwallpublishing.com

The Amazing Afterlife of Animals by Award-winning Animal Communicator and Psychic Medium, Karen Anderson, reveals tantalizing evidence that our pets communicate with us throughout their lives as well as after their physical death. Discover how deeply your pets love you and how the bonds of love never die as you journey into the amazing afterlife of animals. For more information, send an e-mail to karen@karenanderson.net

Red Carpet Rivals by Bobbi Kornblit swirls around the glamour and chaos of the most celebrated movie awards ceremony. The savvy, sexy, and funny novel provides an inside scoop about the studios and the stars in Hollywood from the 1980's to the present. Secrets are revealed about their relationships, sexual harassment, health, and blind ambition. For more information visit www.RedCarpetRivals.com

Black Officer White Navy by Reuben Keith Green is likely the first memoir of a Black naval officer who rose from high school dropout to unrestricted line officer in the post-Vietnam War era. The author's unique career path and insightful analysis of both his personal experiences and those of others in the military give a clear picture of what was happening both within and outside the Navy, and how the forces of discrimination and institutional denial and damage control efforts can make a career in the military fraught with obstacles, as well as opportunities. For more information, visit www.reubenkeithgreen.com

Saying Thanks and Beyond by Ralph Mosgrove explores ways to respond to acts of kindness, to go beyond the words, and to find possibilities. He offers ideas to inspire you to become a better person and give someone else that emotional lift, like an elderly person who lost their independence or a soldier who can't open a door for himself because of a loss of limb. Mosgrove emboldens you to change your world and give a legacy of yourself to the generation who is watching. For more information and dealer details, visit www.mosgrovechoice.com

Healing Happens by Avital Miller brings you insight and inspiration from health and healing experts who cured themselves and others despite dire medical prognoses from over twenty illnesses ranging from cancer, diabetes, and multiple sclerosis to Hashimoto's, hypothyroidism, bipolar personality disorder, stroke, and more. Enhance the power to heal yourself through natural healing techniques and awareness in order to comfortably, energetically, and joyfully live your passions. For more information visit www.healinghappensbook.com

When Otters Play by Mara Purl is the story of Miranda Jones, who is captivated by the sweet faces of otters and their antics. She can hardly wait to interact with them on her kayaking expedition off California's Central Coast. Yet nothing could be more surprising than the controversy they've caused and the hatred they seem to inspire among local fishermen. More info at www.marapurl.com

Parenting Errors: How to Solve Them by Dr. Kerby T. Alvy clarifies the many and interrelated responsibilities of parents, defines what parenting errors are, and provides a unique approach to solving them. For more information, visit www.parentingerrors.com

Keys to a Healthy Smile After 40 by Drs. Justine and Janice Doan, DDS shatters the myth that plastic surgery is the best way to rejuvenate your face. The truth is, the best way to rejuvenate your face is to have a healthy smile. Most people have no clue that they can prevent disease and reverse aging through proper dental care. It's not their fault, no one has taken the time to explain the truth. Until now. The doctors reveal why you need different dental care after age 40. For more information, visit www.keystoahealthysmileafter40.com

The Badass Girl's Guide: Uncommon Strategies to Outwit Predators by CJ Scarlet is the one book criminal predators don't want you to read! Filled with critical information about how to empower yourself to keep from becoming a crime statistic, this definitive, comprehensive guide contains facts and strategies not found in other personal security books. This edgy, remarkable book reveals how predators select and groom their victims, and teaches women and girls how to *fail* the predator interview to avoid being targeted in the first place. For more info visit www.cjscarlet.com

Whisper in My Ear by John Henry Hardy is a story of two loving couples, with ordinary desires and passions, who are called on to bear witness to an extraordinary time as they serve in the US Marine Corps and the US Navy, and strive to fulfill their duties and follow their orders, whether they agree with them or not, while a gruesome and bloody war rages all around them. For more information, visit www.jhhardy.com

Fierce, Funny, and Female: A Journey Through Middle America, the Texas Oil Field, and Standup Comedy by Marti MacGibbon delivers a sometimes heartbreaking, often hilarious, always engaging account of her passage through trauma, betrayal, and loss. As one of the first women to work as a laborer in the Texas oil field, she set off explosives and staked oil wells before realizing her childhood dream of becoming a successful standup comic. For more information, visit www.martimacgibbon.com

Divine Principles by Ken Ungerecht uses the tools of science to establish two fundamental principles of the spiritual nature of that universe. It then applies the same methods to examine and evaluate a wide variety of related ideas in light of those precepts. For more info, visit www.divineprinciples.net

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Beyond Beauty by Dr. Debbie M. Palmer with Valerie A Latona explains exactly what you need to do to look and feel years younger. But this is more than just a book about how to get healthy, radiant skin. *Beyond Beauty* digs into the latest research to offer doable strategies to make-over your diet, your exercise regime, your spiritual life, and even the quality of your sleep. All work synergistically, says Dr. Palmer, to keep you energized, healthy, and happy. For more information, visit www.getbeyondbeauty.com

Seasoned with Gratitude by Kathryn Lafond is an innovative cookbook infusing mouth-watering recipes with reverence for the sacred gift of life. A cookbook for all dietary persuasions vegetarian and carnivore, paleo and gluten-free, which encourages the use of fresh, sustainably-raised ingredients. In recipes from breakfast through desserts, discover morsels of scientific research and folk wisdom, as well as blessings and practices to share and nurture awareness of our place in the circle of life. For more information, visit www.KathrynLafond.com

BFFs (Best Friends Forever) by Alexander Rutherford is a fascinating story of teenager Alex and her friends. Capturing the everyday lives of a colorful cast of characters moving into young adulthood, including dating, relationships, and academic and social pressures, this memorable novel also delves into highly intriguing, more complicated territory. All the passion of emerging sexuality, and the intensity and confusion it can stir up, are highlighted. Written with honesty and gritty reality, this is a book that will thoroughly entertain, surprise, and engage teen and young adult readers. For more information visit <https://www.sbpra.com/AlexanderRutherford>

Wakonda Whooper by Sandia Kosmo is a magnificently illustrated story of one whooping crane, Wakanda, who, through her curiosity and questions to her parents, shares the story of an incredible species being saved by caring biologists. Includes full page artwork, hands-on activities, and crane trivia pages. For more information, visit www.wakandawhooper.com

Book Marketing Tips - 6 Golden Tactics You Can't Ignore

By Simon Colin Lovell

In this post I wanted to touch on what I feel are 6 vital elements of book marketing that you really must implement in order to maximise your book sales. It's easy to sit back and wait for sales of your book to come in via traditional channels. Maybe you're expecting for your book publisher to sell your book for you or your self published book has been submitted to online directories. Chances are you're not going to see a great deal of sales that way. By implementing just one of these tactics you should see a significant increase in sales - combine all of them and I you'll be certain to increase your chances of selling more books.

1. Public Relations - Getting Into The Media

You don't have to hire an expensive public relations firm to get yourself into the media and sell more books. In fact it's a lot easier than you think when you know how. Public relations is about creating a story that a newspaper, magazine, radio or TV journalist will see as news worthy. Let's say you've written a book about health. Do you have an example of how your book has helped someone overcome a condition and helped them with their lives? This would be a great case study for the media - they love 'real life' stories. Maybe you've written a book about helping babies overcome sleep problems. Do you have some interesting statistics that a newspaper would find interesting, or is there something in the news that would directly relate to your book. Always be on the lookout for ways to get your book out there, but position yourself as an expert on your topic rather than simply be out

to get sales. The media will simply ignore you if they think you're out to promote your book, you have to have some information of value.

Offer your local or national news '7 Top Tips on' your subject and send them across. Talk to the editors, get to know the local news and become someone who they go to. It's then a case of 'dropping in' your web site address and promoting your book after the story.

2. A Good Web Site, That Converts

It's very easy to get a mate to put up a web site for you, or to buy a freebie package online and expect to sell your book. But I'm afraid I'm going to have to be honest with you here - it's not going to happen. There are a few reasons for this and it's based on years of experience. Number one, most web designers don't know how to market, they don't know how to bring visitors into your web site and most of all, they don't know how to 'convert' a visitor once they get there, this means - when someone arrives at your web site, does it say, look and feel right for the person to buy it.

Don't worry, I've spent many years with online without testing variations of headlines etc and it's cost me money. By investing properly in your book with someone who knows not only how to give you a good web site, but who can also help you market your book, you'll sell far more diets and the free vs paid ratio becomes clear.

You want sales and this comes from this special three-pronged approach that's tried and tested. You've put the hard work into your book, you'd had it published, now you don't want to fall at the last hurdle and be frustrated with no sales.

3. Forums - Overlooked Book Marketing Tactic

This has been a bit of a gem for me over the past couple of years and you can get a great deal of interest from people who are already chatting in web site forums about the topic of your book, but you have to be careful. Spamming is a big problem for a lot of forum owners, including me for some of my web sites. You have to be genuine and go and provide good quality information to people who need it, but a lot of the time you'll be able to add your details and web site address into the signature of your profile so that every time you post, a link will appear at the bottom. Not only will you be interacting with your target audience, you'll be generating confidence in them which is huge if you want to create a buyer who trusts you. So, my advice would be to go and find some forums on your topic, create some accounts and spend a few hours a day replying to people offering good quality information.

4. Lead Generation. What's That?

Things have really changed over the years when it comes to marketing, especially online. These days you can't just expect the majority of people to just visit your site and buy, although this can happen with sites like mine that covert more visitors into customers. Lead generation is about grabbing an email address but not through the traditional 'newsletter' angle. By offering a unique document such as tips sheet or report that the visitor can get for free, you can start to generate a relationship with your audience. You can also offer a first chapter free or a mini online course that works quite well. Lead generation, when implemented correctly will transform your business. Why?

Because you'll have a list of potential clients or customer who may buy from you again. This now means not only have you written a book, but you have a potential business model to work from. What other products can you sell to your list of leads and customer. This is a very powerful marketing tactic that has transformed my business and will for you too.

5. Seminars

If you're confident about talking about your subject then seminars can be a great way to promote your book. Who can you link up with locally to offer them a free or paid talk on your subject. Who would benefit from what you'd have to say. If you write fiction, who would be most interested in that kind of story?

Alternatively, non-fiction lends itself to so much potential, you just need to sit and brainstorm ideas. If you're not confident about talking in front of large groups then either learn or start off with smaller groups and build up gradually.

The secret here is to get going and overcome the fears you have. The more you do it, the easier it becomes. All positive change comes from being outside your comfort zone. What's more, the more confident you get in this area, the less likely you are to get nerves when it comes to media interviews.

Seminars are also a great way of generating 'leads' (see above). If your first seminar is free then maybe you could offer a paid upgrade to your second topic. The possibilities really are endless, so just get out there and get going, you won't regret it.

6. Social Media - Facebook, Twitter Etc

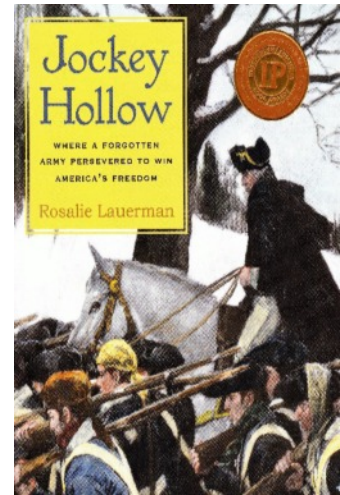
This is a great way to drive free traffic to your web site. Social media is growing massively and it's not going away, so if you ignore it, you'll be behind other book author who are doing it. Do you want that? Oh no! All of my web sites have social media abilities built in, but there's a lot that happens on the back end to make it all work and a system that works really well. It combines Twitter with Facebook, YouTube, blogging and lead generation and together, it's a force that your competitors cannot compete with.

Learn about social media and understand how it can work to help your book marketing and sales. Start by using any social media platform you're on and telling people about your book. Maybe you use Facebook or Twitter - great, this is a good place to start. But you need to remember that it's pointless in using social media if you don't have a web site that sells a visitor when they get there. I know it all sounds quite complicated, but it's not when you really start to learn it all. In fact it becomes very easy and think about all the books you'll be selling.

So there you go. But listen, I've only touched on 6 areas of book marketing and there are hundreds of potential ways to build your book sales. The secret is, take action - invest some money and start making money with your book.

Simon Lovell is an expert in book marketing and author of his own books including The Lunch Box Diet bestseller. He now helps authors like you. Head to <http://www.myebookmarketing.com> for more information.

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Five Book Marketing Ideas That Will Sell Your Book

By Hae Debenham

No best-selling book has ever achieved success without some sort of hard work. Even renowned authors were put through the wringer before finally getting published and being widely read. It takes efforts, patience, and book marketing ideas that will take you from unidentified writer to best-selling author. Listed here are five of those marketing suggestions to consider.

Grow your online presence. If you don't have a website yet, get one made. If you aren't in any social media community, join in one. You can drum up more attention for your book if you include a testimonial page on your website, persuade folks to review your book on your Facebook page, become visible on Twitter, consider having Q and A sessions on Google+, and optimize your web page for SEO. People find out more about new books on the web compared to what they do from friends, book shops, or the advertising. Social networking sites build a new amount of word-of-mouth marketing that has allowed readers to take discover of new authors. So, increase your online presence.

Don't be put off by technology and trends, and apply ebook marketing. Plenty of writers now have ebook versions of their pieces. In the past couple of years BookStats reports that adult fiction has pushed ebook

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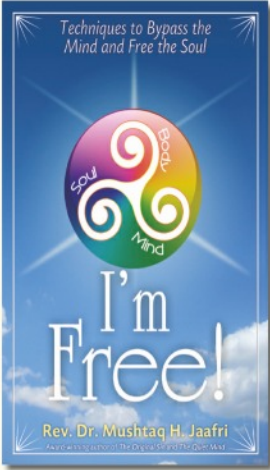
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Google Alerts and Book Marketing

By Irene Watson

Google Alerts is a simple and free tool that is available to anyone for tracking topics on the Internet. For authors, it is a great advantage because you can have it provide you with results whenever a new mention appears on the Internet of your name, book title(s), or topics relevant to your book that you can capitalize upon for promoting your book. This information can be delivered to you via email in a timely matter-as it happens, daily, or weekly - so you are aware of the latest conversations and topics that may interest you.

It's easy to sign up for Google Alerts. Simply go to Google Alerts and fill out the simple form, which will ask you for the "Search Query," meaning the word you want to track. Here I would enter your full name. Next it will ask for the Result Type; "Everything" is probably the best choice here, but if you have reason to be specific, you can choose to receive only results in a specific category: News, Blogs, Videos, Discussions, or Books. Then you choose how often you want the results and how many results you want to receive, which is either All Results or Only the Best Results. If you are unsure what to put for any of these categories, to the right on the screen as you select them, Google automatically shows you the current results you would get based on that selection so you can determine whether "All Results" might be more than you want or precisely what you want.

As you select the categories, consider how likely your results will be to fit what you really want to know. For example, if your search query is George Washington because you wrote a biography of Washington and you only want to find out when your book is mentioned online, you might want your Result type category to be only Books. However, if you want to see every mention of George Washington to see whether there's a discussion on a blog, or a conference about him being held that you can participate in, you might want to select "Everything." As for your actual Search Query term, if you use more than one word, Google will present results where both or all words appear, although they may not be consecutive. For example, if your name is Natasha Smith, you might get results that list everyone who ran in a marathon because in that marathon were Mark Smith and Natasha Johnson. To solve this issue by limiting results to be

solely about you (or anyone else named Natasha Smith), you will want to put quotation marks around your name in the Search query field: "Natasha Smith".

The big question now is: What do you do with the results you receive from Google Alerts? Three main reasons exist for authors to use Google Alerts:

1. Tracking your marketing efforts.
2. Capitalizing on hot trends relevant to your book or topic.
3. Protecting your reputation.

Let's look now at how each reason can be helpful for you in your quest to sell your book.

Tracking your marketing efforts

The results you get back will tell you how well your online efforts are succeeding. For example, if you have a blog and you blog on Monday about your book and you get a Google Alert on Tuesday showing your blog as one of the results, you know your blog is getting out there to the search engines. More importantly, you will find out who else is talking about your book. For example, another blogger, to whom you have no connection and who simply is a book lover, might write a review of your book on her blog, or you might find that someone who blogs on your topic mentions your book on his blog, or perhaps there's a newspaper that prints a review of your book, and because the newspaper also has a website where it prints its content, Google Alerts lets you know about that book review. You then will know how well word is getting out there about you and your book.

Capitalizing on relevant hot trends

Google Alerts will probably be more effective for nonfiction authors than fiction authors for capitalizing on hot trends or current discussions, but it can be helpful to both. If your book is about autism and you use "autism" as one of your Google Alerts terms, you'll be getting constant results, maybe more than you want, but you'll be able to see when new information comes out about autism, who is interested in it, and where it is being talked about. You can then contact the people chatting or blogging about it to let them know about your book and see whether they will review your book in their publication or on their blogs, or have you as a guest on their

show or interview you for their newspaper, etc. Fiction authors might want to be more specific regarding genre and use terms like "vampire books," "historical romance," or "time travel books" to find places where people are discussing similar books; you can then contact those people or enter their conversations.

If you are researching your book, Google Alerts can also work the same way because you'll be able to contact people interested in the same topic as you and share research or simply follow what others are saying about your topic so you have up-to-date information, as well as make sure you're not repeating what has already been said and instead come up with a new spin or angle for your topic.

Protecting your reputation

Hopefully, your reputation will never need protecting, but while it may hurt your feelings to know people are saying unkind things about you or simply misrepresenting you or your book, it is definitely to your advantage to know about such situations. You can then determine whether you need to take action.

Google Alerts allows authors to stay on top of the marketing game for their books, to find new markets and avenues for their books, to watch their reputations and fame grow, to find ways to increase that fame, and when needed, to protect themselves and their books. For a few short minutes spent setting up search terms and reading the results, the benefits can be extraordinary.

Irene Watson is the Managing Editor of Reader Views, where avid readers can find reviews of recently published books as well as read interviews with authors. Her team also provides author publicity and a variety of other services specific to writing and publishing books. <http://www.readerviews.com/>



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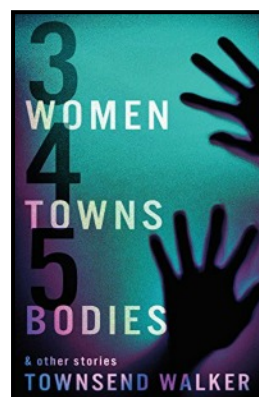
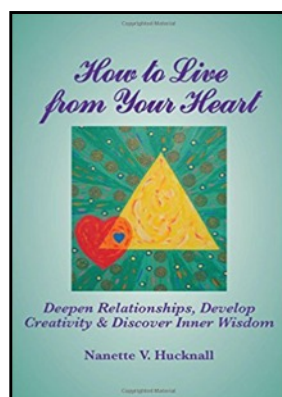
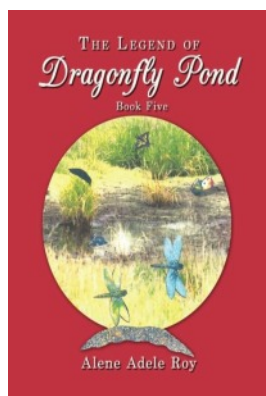
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