



Vol. 38 No. 2 Spring 2017

Book Dealers World

National Association of Book Entrepreneurs

Book Reviews:
Aiming for the Pot of Gold
By Mari Selby

How to Get Your Book
"Discovered" by the Media
By Kathleen Gage

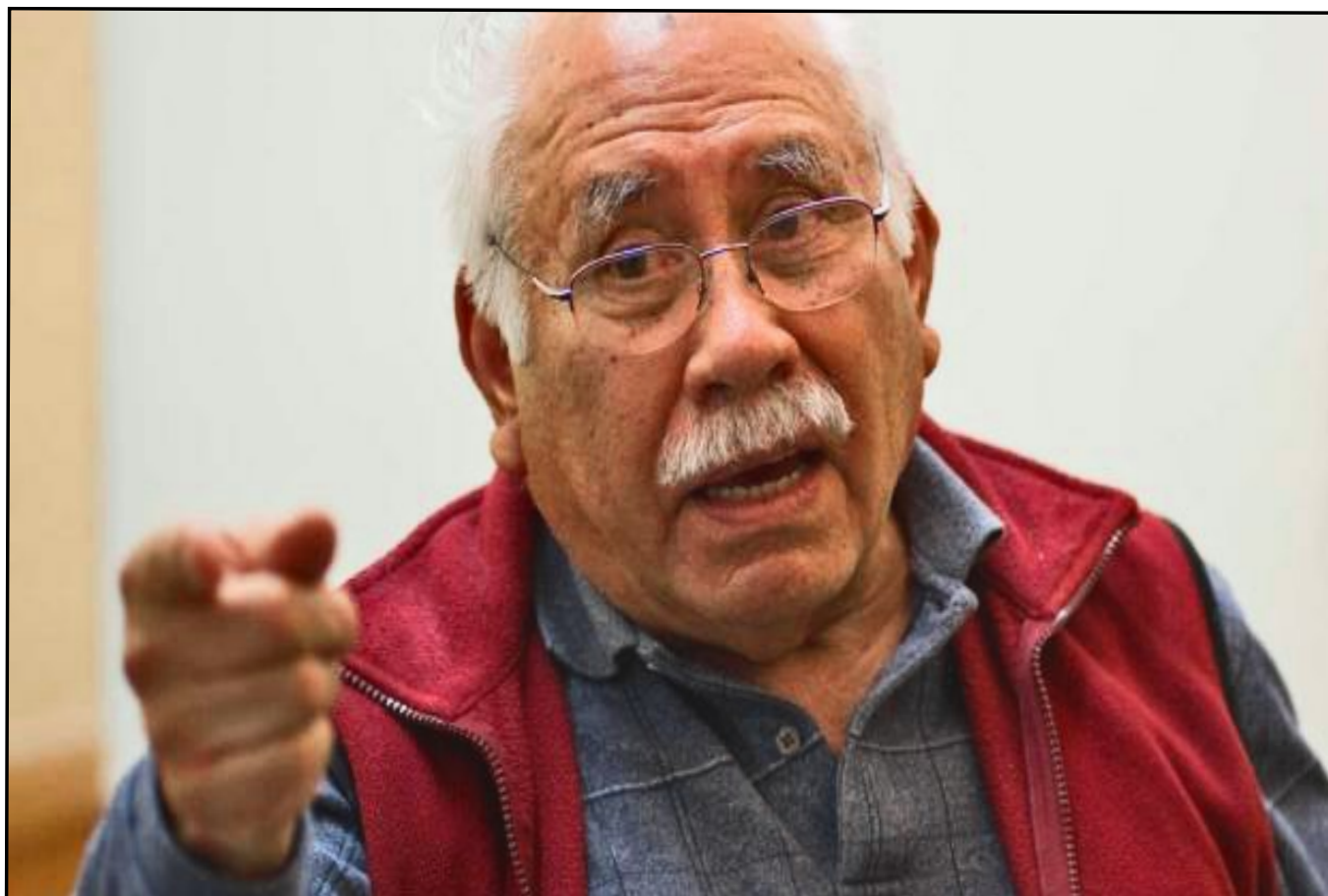
How to Make a Profit
As an eBook Publisher
By Nate Rio

Winter 2017
Pinnacle
Book Achievement
Award Winners

How to Boost the Search Engine
Visibility of Your Books
by Amy Harrop

Email Marketing
Best Practices
by Aurelis Tin

How to Launch Your
eBook Using Social Media
By Carolyn Cohn



Carlos B. Gil, author of the Pinnacle Award winning book, "We Became Mexican-American: How Our Immigrant Family Survived To Pursue the American Dream." Read his fascinating story on page 3.

From The Editor's Desk



Dear Friends,

My favorite time of year is upon us. Spring and Summer are on the way and in Oregon, that means plenty of fun outdoor activities. Our rain will be soon letting up and the sun will return to shine on our beautiful mountains and streams. Time for hiking, fishing, exploring, walks on the beach, and visiting some new interesting places.

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

In this issue of **BDW**, Kathleen Gage tells us how to "Get Your Book Discovered by the Media," Marie Selby has an article on "Book Reviews: Aiming For the Pot of Gold," Nate Rio shows us "How to Make a Profit As An EBook Publisher," Amy Harrop reveals "How to Boost the Search Engine Visibility of Your Books," Carolyn Cohn unveils "How to Launch Your EBook Using Social Media," and Aurelis Tin exposes "Email Marketing Best Practices." There is also a Publisher's Profile on Carlos B. Gil, author of "We Became Mexican-American: How Our Immigrant Family Survived To Pursue the American Dream."

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 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 delightful Spring and fun-filled Summer. Enjoy great outdoor activities and be sure to bring a good book with you!

Al Galasso, NABE

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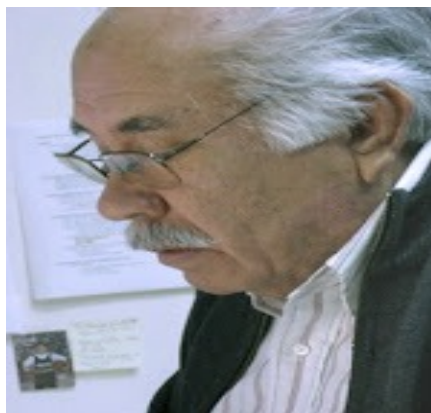
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PUBLISHER'S PROFILE

Carlos Gil
Author of
"We Became
Mexican American:
How Our Immigrant Family
Survived To Pursue The
American Dream"



Carlos Gil

In today's America, immigration has become a hot topic. Since our country has always been a land of immigrants, this book tells a familiar tale.

Carlos Gil's story is one that should be read by all Americans who want to understand the immigrant experience and why people choose to leave their own country to pursue a new life somewhere else.

Carlos Gil combines two popular methods to tell his fascinating story. The first method is through family history, artifacts and military records. The second method is through his own personal experience. He attempts to separate facts from fiction and brings the reader a unique glimpse into the immigrant's plight.

Carlos uses extensive interviews with his aunts and uncles, handwritten memoirs from his mother plus his own historical research to flesh out this fascinating tale of leaving one country and moving to another.

As an Emeritus Professor of History at the University of Washington, Carlos is able to unveil a concise picture of the political and economic changes happening in the United States, beginning with the Great Depression.

He describes how his hard working father and selfless mother did backbreaking work picking citrus and selling homemade tortillas all day to support their eight children.

"The immigration experience is indeed underappreciated by those of us who don't immigrate. My grandmother's world, for example, was marked by the traditional order of late 1800s Mexico where everything in life was measured by how you dressed, the color of your skin, the Spanish inflection in your voice, how devoted you were to Catholicism, and much more, all this defined her 100 per cent. In 1930's California, these values didn't count as much and yet she couldn't set them aside like you take off your coat," Carlos Gil said.

"We Became Mexican-American" reveals how determination and hard work led to economic success and a better standard of living for each subsequent generation. The book includes black and white photographs documenting the early days as well as the more recent times.

Blueink Reviews says, "Gil writes a highly engaging story of his ancestor's immigration by interlacing his elders' testimonials with the rugged geography and historic details from Mexico to California, where they settled."

Clarion Forehead Reviews says, "It is a rich, textured portrait. He helps readers see the U.S. through immigrant's eyes."

For dealer information and more details on Carlos Gil's fine book, check out his website at http://diversitycentral.com/diversity_store/books.ph

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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 **36th successful year of showcasing books**, experience you can count on!

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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!



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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

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Book Reviews: Aiming for the Pot of Gold *By Mari Selby*

As authors what do we most want from the publishing of our books public recognition, skyrocketing sales, or simply spreading our message?

We may want all three and receiving a review can be reaching that pot of gold. A review in a prestigious print magazine can truly make an author's name and multiply sales. Even a review in an online magazine can be archived and available to the internet for years. But how to achieve this goal in a competitive market is tricky.

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But first create 3 lists of possible review sites, magazines, and newspapers. This list is meant to offer a sampling of book review options, there are many other magazines and newspapers not listed here.

1. The "pot o gold" list - We characterize these magazines as gold because



Mari Selby

any review or mention of your book in their print publications will result in more sales, more recognition and your message received by large numbers of people. All magazines and newspapers in this category require advanced reader copies sent at least 4 months in advance of the books launch. Prepublication magazines include Publishers Weekly, Booklist Reader and Library Journal. Post publication magazines in this category include People, New Yorker, Reader's Digest, or Slate. To claim a little of the gold by submitting their books to Publishers Weekly PW select. For the small fee of \$149 you have a better chance to reach that gold.

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view books are Crosscurrents magazine, Tricycle, Insight Retailers magazine, Psychology Today and Utne Reader.

3. Evergreen list - I refer to these online magazines and review sites as evergreen because they archive their reviews. Anyone can find the review months later and also having your review online will help build your overall SEO ranking. Getting reviewed on Amazon or Barnes and Noble.com builds recognition as well as sales. Many of our authors have become Amazon.com best sellers. Goodreads is a social media network for authors to create a fan base. My personal favorite online review magazine is of course San Francisco Book Review. Other favorites include Midwest Book Review, Bellaonline or Women's Review of Books.

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Mari Selby is a contributing writer for San Francisco Book Review. For the past 18 years Mari has been the director of Selby Ink, a publicity and marketing firm. <http://www.selbyink.com> Selby ink promotes authors who make a difference, and helps those authors to develop name recognition through traditional publicity efforts as well as social media. Selby ink specializes in the following genres: body-mind-spirit, relationships, health, environmental issues, and social justice.

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 See Next Page For Publishers Preview

We Became Mexican American

How Our Immigrant Family Survived To Pursue The American Dream

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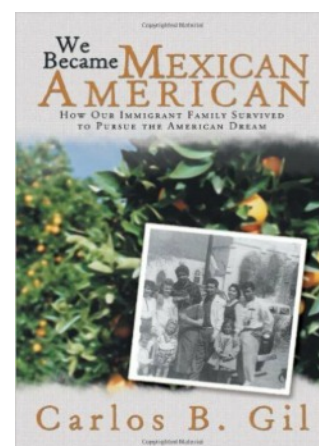
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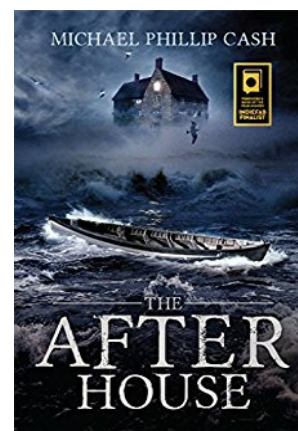
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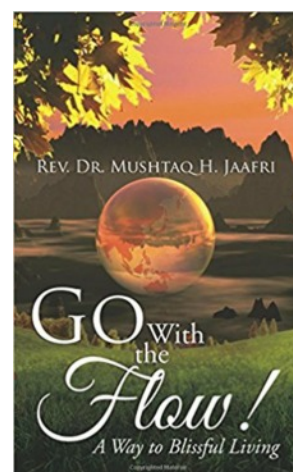
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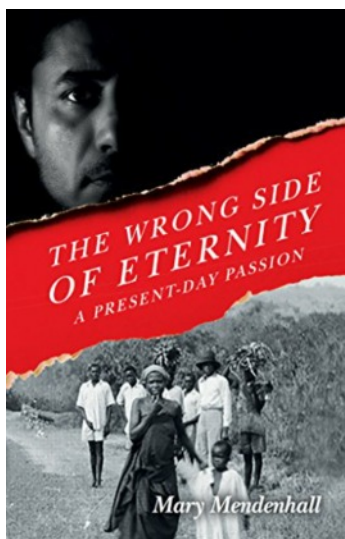
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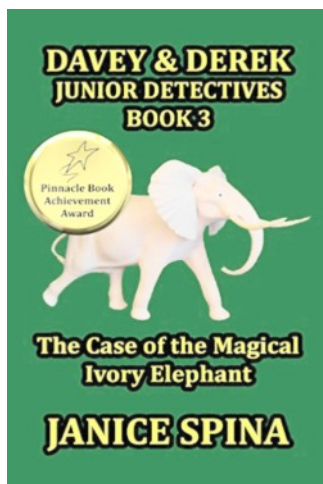


The Wrong Side of Eternity

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

Earth, Air, Fire and Water...Stephen O'Connell, an Irish-Mexican American with a checkered past, is dismissed from Bible college for asking too many questions. As a development worker in East Africa years later, he discovers that the mosaic of cultures has its sharp edges. Against the backdrop of the Rwandan genocide, he and others try to make the world a better world. But who will succeed in the end?

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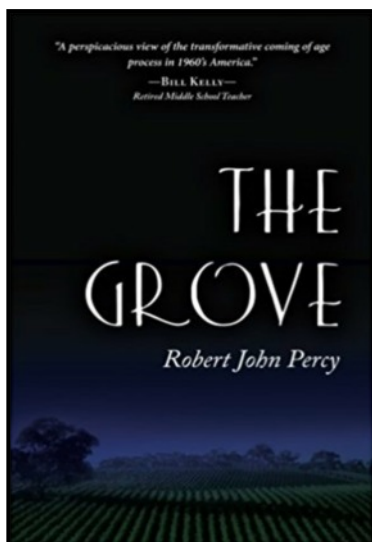
The Case of Magical Ivory Elephant

Davey & Derek Junior Detective Series Book 3

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

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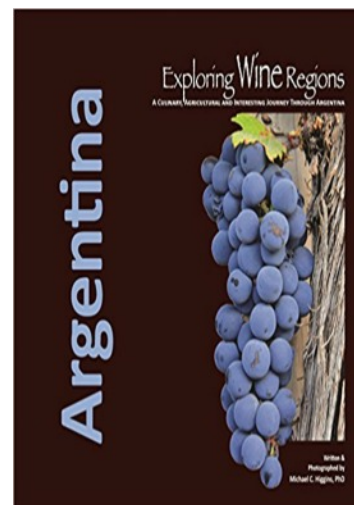
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Exploring Wine Regions: Argentina

Michael C. Higgins, Ph.D. International Exploration Society
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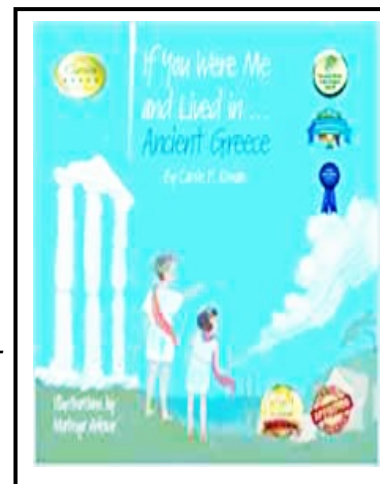


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Retail: \$12.99 Sample: \$12.99 ppd.
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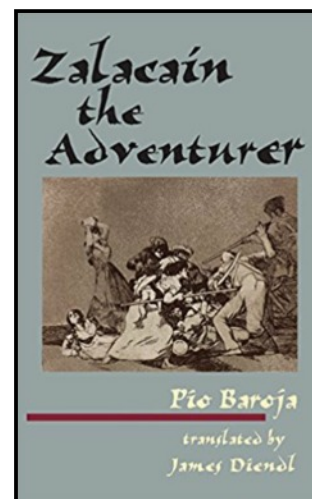


Zalacain The Adventurer

Pio Baroja Lost Coast Press 155 Cypress Street Ft. Bragg, CA 95437
Phone: 707-964-9520 E-Mail: cynthia@cypresshouse.com
Web: <http://www.cypresshouse.com>

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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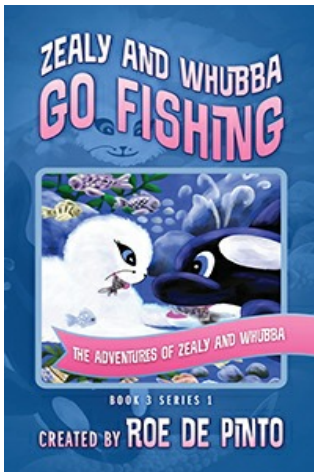
Zealy and Whubba Go Fishing

Book 3 Series 1: The Adventures of Zealy and Whubba

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

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

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



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

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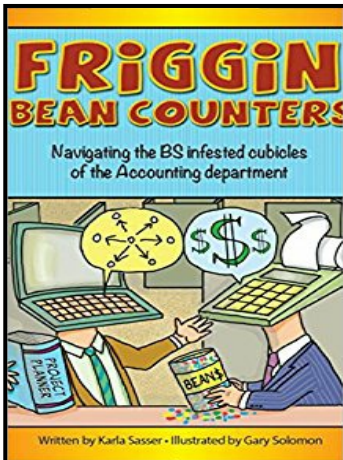
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Karla Sasser, Simi Valley, CA 93063

Phone: 805-328-4523 E-Mail: karla@frigginbeancounters.com

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



Friggin' Bean Counters begins with an entertaining history of the accounting and IT relationship as it developed from ancient Mesopotamia through the Italian renaissance to personal computers to today's Internet-enabled global economy. Particular attention is devoted to the evolution of information technology and its role in accounting and corporate governance. IT and Project managers will understand regulatory and accounting requirements and how implement controls that satisfy crucial regulations and reduce the risk of financial statement fraud.

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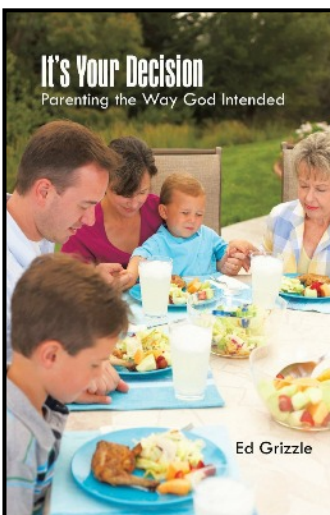
It's Your Decision:

Parenting The Way God Intended

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

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

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



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

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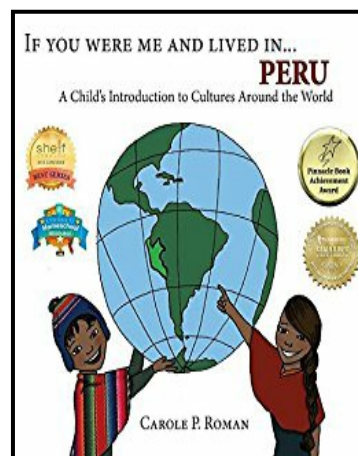
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If You Were Me and Lived In...Peru **A Child's Introduction to Cultures Around the World**

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

You'll never guess what crazy dish the ancient Incan kings ate. But you can read all about it, and more, in If You Were Me and Lived in...Peru, the latest book in Carole P. Roman's fun travel series for kids. An exciting introduction to world cultures written for young readers ages three through eight, this new expedition takes kids to South America and gives them a colorful glimpse into what living in Peru is like. Highlighting a myriad of topics, including language, cuisine, climate, and history, this book teaches kids about diversity while also revealing to them the important truth that we are all connected.

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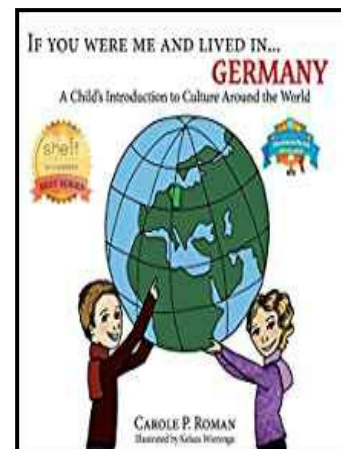


If You Were Me and Lived In...Germany **A Child's Introduction to Cultures Around the World**

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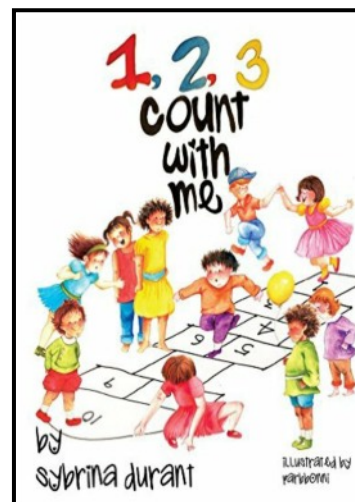


1, 2, 3 Count With Me

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

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

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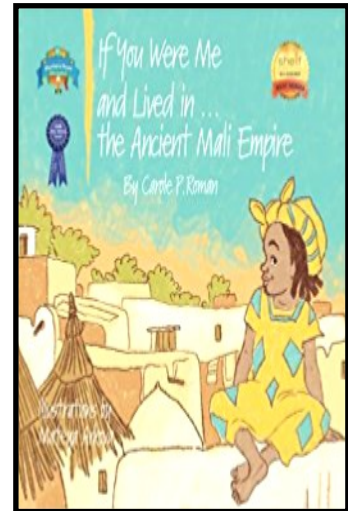
If You Were Me and Lived In... Ancient Mali Empire A Child's Introduction to Cultures Around the World

Carole P Roman, Red Feather Publishing
1211 Stewart Avenue Suite 104, Bethpage, NY 11714
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E-Mail: cnbbook@gmail.com

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

Join Carole P. Roman as she travels back in time to visit the exciting Ancient Empire of Mali in Africa during the 1300s. Learn about the varied customs and cultures. Travel to the past to discover what you would eat and do for fun. See the land and its rich history through the eyes of a youngster like you. Don't forget to look at the other books in the series so that you can be an armchair time traveler.



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Breaking The Silence

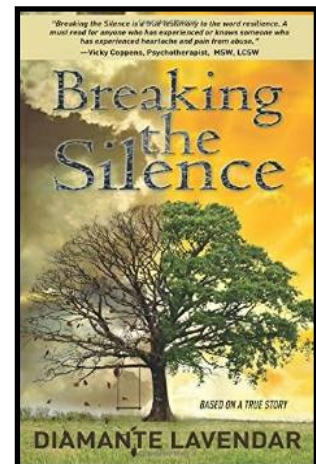
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PO Box 8213 Green Bay, WI 54308
Phone: 920-288-9929

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

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

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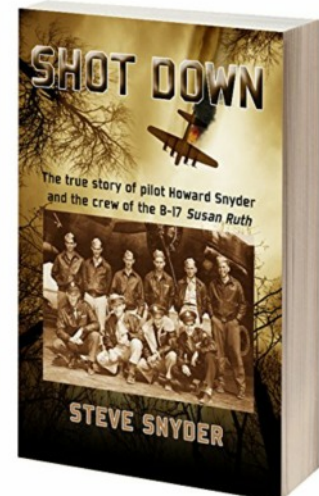


Shot Down:

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

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

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



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Q: What is the National Association of Book Entrepreneurs?

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

Q: How is NABE different from other associations?

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

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

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

Q: What type of marketing opportunities does NABE offer?

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

Q: What does a membership in NABE cost?

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

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How to Get Your Book "Discovered" by the Media

By Kathleen Gage

You've either completed the book, or you are near completion, and now you're looking for ways to raise awareness about your book. You're looking for readers, and lots of them.

There are many great ways to gain visibility for your book. However, the sooner you work on publicity the better.

Prior to the publication date, not after, is when you need to start laying the foundation for: Interviews Book Signings and Speaking engagements

Although most authors who plan to promote their book tend to start after the book is published, it's best to start long before the actual publication date, don't let this discourage you if your book is already in print.

The reality is this; most authors do nothing to get maximum visibility for their book. They "hope" it somehow ends up in the hands of readers. And thus the reason why most books never make more than \$100 a year in sales.

Regardless of where you're at in the lifecycle of your book, it's never too late to look for media visibility. The more evergreen your book, the easier it is to get media interviews months, even years, after the book is published.

Additionally, the more visible you are online, the better. Knowing how to market online is a huge plus.

Be prepared to create as much opportunity as possible with a proactive approach to marketing your book.

1) Build visibility on social media. The best way to get noticed by the media is to have a strong social media presence. Before taking a hit and miss approach to social media, determine where your potential readers are. For some authors, Facebook is perfect, while for others, LinkedIn is more suitable for the genre of your book.



Kathleen Gage

Look for forums and social networks specific to where your market "hangs out." For example, if your market are dentists, it's likely Facebook is NOT going to be where you need to spend your social media time. A location like Dental Town would be a much better fit. Dental Town is an online community specific to the dental industry.

There are online communities specific to just about any industry and interest. It just takes a bit of research to find those that are a fit.

2) Position your expertise with content marketing. Content marketing is a "must do" in today's online world of content hungry consumers. Content marketing is a strategic marketing approach tied into your overall digital marketing where you focus on the creation and distribution of valuable content to attract your "sweet spot" ideal readers and clients.

Content marketing is an ongoing process and one that requires consistent effort. For example, this article is part of my content marketing strategy. It will be distributed in specific online directories and on my blog.

Distribution to directories allows for new readers to find me. Posting it on my blog allows for my current followers to enjoy more relevant content. From there, I can use the permalink from the blog post to share on social media, send an email to my subscribers and gain even more traction for my efforts.

These two strategies should be part of your long-term positioning to get noticed by the media. To get immediate results have a plan of action that gets you the fastest results in the shortest period of time.

1) Identify radio and podcast shows that are a great fit for your book. A quick Google search with "radio shows + your topic" will result in lots of choices. For podcast shows, visit iTunes and do a search for shows that fit for your topic or book title.

2) Keep a running list of show information such as the producer, host, or bookers for the show. Most show sites will have this information available.

3) Create a pitch for your book with great hooks that will spark the interest of the show contact. To pitch your idea, you can send a media release, but often a short email will work better.

When pitching your idea, keep in mind that the media is on constant overwhelm and doesn't have time to wade through a bunch of information before getting to the heart of your message. Get right to the point.

Present your idea with the audience in mind. Why will the audience be interested in what you have to say? After all, if you know what gets the audience excited, that will likely get the host, producer or booker interested.

The bottom line is this; you have to put effort into your market visibility as well as how you reach out to the media. Many authorpreneurs avoid these important steps and their book sales reflect this fact.

Make this a part of your overall business practices and you will be far ahead of those who "hope" to be discovered.

Hit #1 on Amazon - FREE report shows you how. If you're an expert who has written a book, or plans to, learn how to get to the top of the Amazon charts, by going to this web page: <http://www.oneonamazon.com>



MAY

May 31-June 2, 2017: Book Expo America, New York NY, 800-840-5614

JUNE

June 3-4, 2017: Bay Area Book Festival, San Francisco, CA Details at www.baybookfest.com

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Aug. 5-7, 2017: International Assn. Of School Libraries Show, Long Beach California, NABE Book Showcase, 541-0942-7455.

OCTOBER

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.

NOVEMBER

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

Email Marketing Best Practices

by Aurelis Tin

Email marketing is one of the most effective internet marketing methods and it is currently being used by thousands of businesses (small, medium sized and even the large companies). Below are some of the reasons why every business should consider;

E-mail marketing is inexpensive

Easy to track and share

Very fast/Immediate with tremendous reach

Efficient and very convenient

The following tips will greatly help in ensuring that many people subscribe to your email list and that your email marketing becomes a success;

1) Offering an incentive

This is one of the ways in which you can get people to sign up for your email list. The incentive should be good enough to attract people. Basically, it should be able to convince them that your email is worth a space in their inbox. You can do this by offering some discounts or even a sale. It is also good to remember that different incentives work differently for different companies so you should choose the one that works best for you.

2) Embedding the opt-in form

This is actually very simple. You should not make people click through to another page but instead, embed the opt in form at the point (where) you ask people to sign up.

3) Put an option to join your email list in every page of your site

You should have opt-in box on every page of your website and it should be in a way that it can be seen by anyone looking at your site. You can add an opt-in box both to the vertical navigation column and to the footer area.

4) Install a slider/ a pop-up

Pop-ups should not be annoying and to make sure that they are not, you can set them in a manner that they can only show after someone has been on the site for at least 2-3 minutes. You should also set it in a way that it is only shown to every visitor once a week.

5) Optimize for mobile

This should be one your number one priority because majority of people (approximately 53%) now open their emails using their mobile devices. Make sure that your email templates are mobile friendly and this will ensure that your subscribers will be able to open your emails anytime regardless of their whereabouts.

Book Dealers Diary

Dial Down The Drama: Reducing Conflict and Reconnecting with Your Teenage Daughter...A Guide for Mothers Everywhere by Colleen O-Grady reveals how to reclaim your center and reconnect with your teen. It helps you: regain perspective, break the cycle of conflict, tune in to your daughter without drowning in her drama, foster spontaneous conversations, and understand the developing adolescent brain and how it influences behavior. This empowering guide gives you the tools you need to defuse the drama and dial up the joy. For more information and dealer info visit www.colleenogrady.com

The Grove by Robert John Percy tells the story of Chipper Murphy and his friends have built a secret treehouse located deep in the orange groves that surround their small town. During an overnight trip, they discover that they aren't the only ones drawn to the deep solitude of the grove and its many mysteries. Over the course of one summer, the friends learn that many things are not what they appear to be. Chipper, who struggles with the secret burden of his mother's increasing dependence on alcohol, faces danger, real and perceived, while grappling with the meaning of trust and true friendship. For more info, visit www.luminairepress.com

Big and Fabulous by Randi M. Sherman is the life and times of Brenda Cankle, an unlikely hero. From her clunky childhood through her stumbling yet optimistic adolescence to her full-figured and unapologetic emergence into adulthood, Brenda is a special brand of warrior. She is big, bold and beautiful. While the quirky cast of characters who surround her is eternally insistent that Brenda live her life in the background and fit into society's mold, she will have none of it. For more info, visit www.randishermanbooks.com

If You Were Me and Lived on Mars by Carole P Roman is the story of an adventurous youngster who takes a trip of a lifetime. Learn about how life would be living on the Red Planet. Travel to Olympus Mons, the largest volcano in the solar system. For more information, visit www.caroleproman.com

Capturing the Magic: A Photographic Journey Through the Walt Disney World Parks by Holly Wiencek takes you on an artful tour through Magic Kingdom Park, Epcot, Disney's Hollywood Studios and Disney's Animal Kingdom. With hundreds of stunning photographs of the wondrous landscapes and attractions as well as insider's wealth of knowledge, it's almost like being there. It is a magnificent coffee table book that brings the magic of the Walt Disney World® Resort into the living rooms of Disney fans everywhere. For more information, visit www.capturing-the-magic.com

The Emergence of One American Nation: the Revolution, the Founders and the Constitution by Donald J Fraser explores the difficulties that the founding generation confronted in molding the United States into one nation. At the heart of that endeavor was the effort to create and ratify a new Constitution for the country, one to replace the failed Articles of Confederation. Fraser not only explains the American leaders' process of constitution making, but places it clearly in the context of the separation from Great Britain, the drafting of the Declaration of Independence, and fighting the Revolutionary War. For more info, visit www.perspectiveshistory.com

Shadows Over The Sun by Giselle Robin is the story of a remarkably courageous woman from a childhood under Nazi Germany, through her marriage and then emigration to Australia to make a new start by developing an organic winery in South Australia. After traumatic experiences she has had to battle with bipolar mental disorder. Giselle tells her story in flawless prose and with compelling honesty. For more info, visit www.engagingreading.com

Vampire Boy by Aric Cushing is the story of Alex Vambarey, who while attending his first year at the Carpathian Academy, discovers that there are other creatures besides vampires. He's never met a gargoyle, or a pixie for that matter. Of course he's read about them, in the Vampedia, but in real life has never seen them before. For more info, visit www.vampireboy.net

The Blue Horse by Jill Hand is the story of a hairless blue horse discovered in South Africa in 1860, who becomes the object of a quest by a trio of unlikely time travelers. An assortment of fascinating characters keep the story moving. For more information and dealer details, visit <http://KellanPublishing.com>

Raising Passionate Readers: 5 Easy Steps to Success in School and Life by Nancy Newman is a practical parent-friendly handbook filled with easy-to-do, effective, science-based tips and strategies that can be used in the course of normal everyday routines to boost language skills and instill an enduring love of reading in infants, toddlers, and new readers. Based on cutting-edge scientific research combined with the unique insights of author Nancy Newman. Visit www.raisingpassionatereaders.com

Water Wisdom: A Journey of Discovery by Robert Wellington is a guide to one's true self. It is a journey of great joy, quiet contemplation, mental adjustment and realization. The quest you are seeking lies right before you. For more details, visit www.Time-Ripples.com

Through the Eyes of a Master by Michelle Barnes is a Holy Spirit inspired combination memoir, self-help, and healthy-living guide. Learn some of the ways Barnes works toward a healthier life. She covers topics like mentality, diet and nutrition, vitamins and other supplements, detoxing, and exercise. Her advice is practical and easy to implement. She understands that many don't have the time, energy, or money to immediately commit to a major shift in lifestyle. Instead, Barnes shows cheap and quick ways to eat healthier and be more active. Small changes in the present can prevent major problems in the future. More info at www.MichelleVBarnes.com

More Than Love by Mary Frances Cavallo is a tale of maturity, love, and passion. This young, aspiring Shakespeare professor seems to have her life set with a fiancé in a small town back home, an exciting new job, and an attitude that rivals and rebels against her patriarchal society. Until she meets Robert Joy, a young man with a mysterious disposition that shakes Fanny's beliefs to the core. She is torn between her old fashioned fiancée who wants her to stay at home and an ambitious student willing her to follow her dreams and her heart? More info, at <http://KellanPublishing.com>

My Super Cool Friends by Helen Nito Phillips is a bilingual exploration of simple Spanish and English vocabulary from Luciano Martinez. Inventively utilized adjectives and humorous similes are coupled with Basher-like illustrations that are sure to bring a smile to the faces of children and adults alike. For more info visit www.LecturaBooks.com

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How to Make a Profit As an eBook Publisher

By Nate Rio

In the modern era of easy content publishing, creating an eBook is now easier than ever. In this article, I'll go through the simple steps of how to make a profit as an eBook publisher.

How to Write an eBook Fast (without writing)

Most people do not know where to start when it comes to writing an eBook. However, there are many shortcut methods that expert marketers use nowadays to get content created fast.

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Nate Rio

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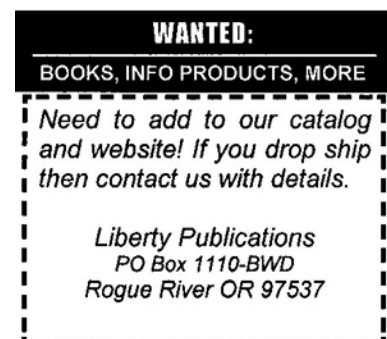
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Book Dealers Diary

Finding the Raven by Patty Dickson Pieczka is about Julia Dulac's father who is murdered onstage. Her inheritance is swindled away, and she must work through her grief and fear of poverty to find both the killer and a means of survival with help from the Raven, a black crystal that reveals images of past and future truths. While having the crystal appraised, Julia finds love and her life takes unexpected turns through mystery and betrayal against the backdrop of the 1904 World's Fair in St. Louis. For more info, visit www.Pattywrites.net

The Circle of Initiates: Past and Present by Klaire D. Roy examines, from a spiritual standpoint, the lives of 109 influential personalities. It candidly unveils what drives and motivates them, through the spiritual tools of the rays of energy and spiritual initiation levels. What forces backed and sustained Abraham Lincoln, Martin Luther King and Barack Obama? What is the nature of the energy that compels Madonna, George Lucas, Walt Disney and Beethoven? What is the source that fueled the genius of Albert Einstein, Leonardo da Vinci and Nikola Tesla, or the magnetism of Chögyam Trungpa Rinpoche, Elvis Presley and Frank Sinatra? For more info, visit www.PalmPublications.com

Me and the General by Rosemary Valenti Guarnera is the biography of a man named Ralph Liguori, whose life was intertwined with the "infamous" Charles "Lucky" Luciano and a would-be president, Thomas E. Dewey. It is a compelling, yet sad, story that illustrates the fine line between good and evil. (The narrative is based on personal interviews on tape and friendship) more info, at www.meandthegeneral.com

Adelia at the Coliseum by Cynthia Morrison is the story of Adelia, a grecian prisoner of ancient Rome must win her freedom in order to find existence with her Roman love Germanus. She is unaware of the greatest obstacle to face her after she acquires this hard earned liberty. This book has earned an "Honorable Mention" Award with the 2017 Florida Book Festival. Visit www.cynthiamorrison.yolasite.com

The Light of Reason by David Litwack is the third book of "The Seekers" series, closing out the story started in the critically-acclaimed, multiple award-winning *The Children of Darkness*, and continued in the award-winning *The Stuff of Stars*. Orah and Nathaniel return home with miracles from across the sea, hoping to bring a better life for their people. Instead, they find the world they left in chaos. For more info, visit www.EvolvedPublishing.com

Glisten (The Black Swan Files) Vol.2 by Tricia Cerrone. She is known as Project Sunday to her former government captors—a human-enhanced teen transformed by a black swan event. She was their most valuable asset, until she escaped. Now, only one thing is certain...Jocelyn has no intention of ever going back. For more info, visit www.triciacerrone.com

Vanishing Blue by Cheryle L. Linturn is the story of Claire O'Leary, an intelligent woman who lived in Boston, Massachusetts, but because of a genetic ability to feel and hear things that, quite frankly, weren't from this world, her life was unusual, chaotic and sometimes terrifying. Although she understood that the world was made up of many variables, it didn't make it any easier when she was dealing with spirits, shadows and links to unnatural horrific creatures that went bump in the night. For more information, visit <http://KellanPublishing.com>

Outland Exile (Old Men and Infidels) by W. Clark Boutwell. The United States is dead and the Democratic Unity killed it. After catastrophic wars and the Meltdown, The Unity rules from its East Coast citadel, leaving the outlands to savages and its strangely altered plants. Providing free health care, full employment, computer-less surfing of its massive CORE, and rec drugs at quite reasonable prices, the Unity mandates retirement at forty before fatigue and error contaminate a culture of youth, innovation and vigor. For more info, visit <http://oldmenandinfidels.com>

Midland Club by Mark Spano is a knotted tale of corruption, lies and murder in a mid-western town. Only one man is willing to reveal the truth—at the risk of his own life. The author skillfully weaves a riveting story of love, hatred, murder and a young boy dealing with his homosexuality into a cohesive, page-turning book. Midland Club leaves the reader's appetite for intrigue, conflict and "whodunit" satisfied...and wanting more! For more info, visit www.thunderfootpress.com

Go With the Flow: A Way to Blissful Living by Mushtaq Jaafri 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. For more info, visit www.gowiththeflowstory.com

Truth or Dare: Inside-Out Marketing by Stacey Ruth proposes that the answer is not the marketing strategy, spend, content, or placement. Instead, it asks organizations to look inward into the unspoken assumptions that are driving them. In clear and practical terms, the book guides the marketer, regardless of their level within an organization, how to re-vision their marketing from the inside out. For more info, visit www.staceyruthsays.com

The Code of Destiny by Sara Enochs is the story of Ava Ballantyne who has a unique and special gift, so powerful that she's not even allowed to share it with her closest friends. She knows that if this information fell into the wrong hands, the consequences could be dire. At every turn there are those who want to learn her secrets. It's only natural for them to be curious about a woman who is not only deeply connected to an age-old secret society, but who's also being pursued by a telepathic CIA agent. For more info, visit www.saraenochs.com

Money and Greed by Jorge Rivera reconstructs the death of a woman and the investigation that led to the prosecution of bank executives and imprisonment of the guilty. It is a work that makes one cry, laugh and goes beyond the limits of time, by teaching life-changing insight into the nature of human greed and the power of money. For more information, visit www.hamiltonrandpublishers.org

Donald Trump's Top Secret Concession Speech by John Sheirer is a book he does not want you to read. What if he thought he was going to lose the election? Even more importantly, what if he thought that he should lose the election because he realized that he's a terrible person with no business being president? What if Donald Trump spent a few days with an audio recorder making notes for the concession speech he thought he would have to deliver on election night? A delightful satire for all voters. For more information, visit www.JohnSheirer.com

How to Boost the Search Engine Visibility of Your Books

By Amy Harrop

Whether you plan to put your self-published books up for sale on your own website or on a popular book-selling platform like Kindle or Kobo, one of the most important things you can do is boost the visibility, also known as the discoverability, of your books online.

While there's no way to optimize your actual book for search engines, you can optimize the pages that your books are posted on and the links that point to those pages in order to funnel more prospective buyers and increase their exposure.

Before we get into specifics, think about this simple truth...

The Way We Discover Books Has Changed Forever

Imagine walking into a book store and browsing for a book on a specific topic.

You'll most likely walk to the section of the store that has the type of book you are looking for. For example a cook book, a science book or a literature book.

From there you would peruse the book shelf until you come across a topic that most closely matches the information you're looking for. It may be a cook book about baking cakes, a science book about geology or a literature book based on space age science fiction.

For all of your time and effort, you would most likely end up with a book that closely meets your needs.

Now come back to reality for a moment and think about the way you would use the internet to conduct the same kind of book search.



Amy Harrop

Without an actual title already in mind, it is often very difficult to hone in on the perfect book that falls in line with the information you want.

On the other hand, if you learn and use the language of the internet and combine it with the way that the average internet user searches for information, you can position every book that you release prominently in front of an audience that is most likely to be interested in its content.

This language is known as Search Engine Optimization.

What is Search Engine Optimization?

Search Engine Optimization or SEO is the practice of altering a website or single web page so that it is naturally more visible in a search engine's results. These non-paid-for positions in the search engine are also known as organic search results.

The goal of every Search Engine Optimization endeavor should be to get the pages that list your books and their buy links to appear as high up in the search engines as possible for certain keywords and phrases.

Accomplish this, and the result is a gradual increase in exposure, interest and eventually sales of your books.

How to Use Keywords to Optimize Book Search

If your goal is to optimize your book listings in order to get attention in the search engine result pages, it's best that you start to think of keywords as the currency of the internet.

A keyword or a keyword phrase is any term that a searcher, or in your case a potential reader types into the search box in order to find the information they are looking for.

Let's suppose you are a self-published author who focuses on creating specialty cook books and your latest title is all about creating flourless chocolate cakes and other gluten free desserts.

Someone searching for your book may not have any clue who you are or that you even have that cook book available for purchase online. What they do know is what kind information they're looking for.

If this individual uses Google's search bar, they may type in any one of the following terms:

- Flourless chocolate cake recipe
- Gluten free desserts
- No flour dessert recipes
- Flour free cake
- Books about gluten free baking
- Flourless cake cookbooks

Google then uses these keywords to find related websites, books and videos before returning web pages that deliver information that most closely matches what the searcher is looking for.

If you aren't sure what kinds of keywords to include in your pages, try using a keyword tool like the free one provided by Google or one of the many other options available.

This gives you insight into the types of words searchers may input in order to find information related to the areas of interest you cover in your books.

The Power of Backlinks

Along with doing on-page optimization with specific keywords and keyword phrases, getting backlinks from relevant and related websites is another key to boosting your book's visibility in the search engine results.

This is because Google and other search engines view them as a kind of thumbs up of approval from other websites.

With that said, it's important to remember is quality is much more important than quantity. Having one link from a highly reputable and relevant website is worth a thousand links from a spammy website.

Legitimate ways to get backlinks include:

- Going on blog tours
- Writing articles for websites
- Social media sharing
- Blogging to attract new readers

Simply creating relevant and valuable content attracts links because it gets shared by your fans and picked up by various media outlets.

The key is not to force things and create a bunch of artificial backlinks, but to make your content so interesting that links come naturally.

Over time you see a boost in your book page's search engine rankings and a subsequent uptick in sales. While doing things the organic way does take time and effort, the long-lasting results are more than worth it.

Blogging and Search Engine Optimization

As far as SEO goes, blogging can be one of the most productive activities you can do to increase the amount of natural search engine traffic that lands on your author website or on pages that feature your book titles. Earlier, we mentioned the way that the average internet user searches for the information they want to find online.

They type a search term or phrase into the search bar and scroll through the results to see if they find a page that seems to reflect the type of content they want to read.

Posting to your blog on a regular basis is a simple and easy way to keep your website fresh and up-to-date with relevant information that your fans and readers want to know, as well as provide the search engines with pages of keywords that they can use to index your pages and direct web searchers to your website and book titles when they indicate an interest in certain topics.

Along with naturally occurring keywords and keyword phrases, blogs tend to attract attention from interested visitors, which leads to social sharing and SEO-boosting back links when the pages are shared with others.

Blogging is also a great way to bridge the gap for a complete stranger who lands on your sales page but isn't sure whether or not

they want to take the leap of faith and actually buy your book.

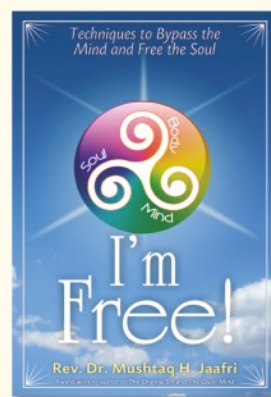
By giving them a taste of what you have to offer with review snippets, manuscript excerpts and by sprinkling a generous dash of your true personality throughout your blog, your prospect gets to know you and your work better which makes moving your book in their mind from a maybe to a must-have, that much easier.

The Bottom Line

Once you've written your manuscripts, you should never allow them to get lost in the vast ocean of the World Wide Web. By harnessing the power of Search Engine Optimization, you can position your book titles and brand prominently in internet users minds, by making them highly visible and easy to discover!

Check out my blog for more publishing tips. Amy Harrop Blog.

Does Soul Really Exist?



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How to Launch Your eBook Using Social Media

By Carolyn Cohn

If you have been in business for any length of time at all, you probably have a large volume of content that you may use once and then forget about it. Of course, you can probably re-purpose the majority of your content (assuming that it is not time-sensitive).

However, there is another way to leverage that fabulous content for everyone's benefit. You can turn some of your content into an eBook (or eBooks).

Using social media to publish and distribute your eBook

After you have taken a good look at the content that you have in your repository, the next thing that you need to do is to choose all of the articles that are connected to each other. They should not all be on the same topic but they should be on related topics.

You will want to choose between 20 and 30 articles to build your eBook. Those articles are going to be the chapters in the book.

As you have always done with your other content, you will want to put a call-to-action in your eBook so that your readers have a way to reach out to you and interact.

The promotion of your eBook will also be done differently from how you would promote a paper book. Of course, everything will be done online and social media is the vehicle that will work the most effectively to get the word out about your book and to create a buzz that will get people talking.



Caroline Cohn

Publishing and promoting an eBook is also a lot less expensive (in general) than a traditional book. Promotion is a lot more cumbersome with a traditional book than it is with an eBook as well.

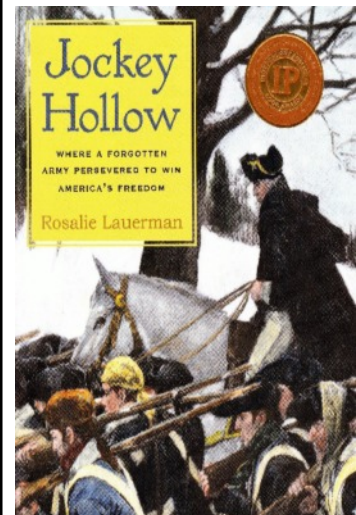
Promoting your eBook through social media:

Once you have written your eBook and you are ready to publish it, there are a few different ways that you can publish. Amazon is a wonderful, easy, and inexpensive way to go. As far as your price point is concerned, you will not be charging very much for your eBook so you have a good chance that a large number of people will be willing to buy it.

However, it isn't enough for people to just buy your book. You need people to review the eBook as well. Undoubtedly, you don't have total control over what those people write about your book but if you have published a top-quality book that helps other people, there is a good likelihood that the reviews will be positive. You also want the reviewers to give your eBook the maximum number of stars when they rate the book. It is all there on the page in Amazon when they write the review. Of course, that review then becomes a testimonial that you can use to promote your book further and to enhance your brand offerings.

Promoting your eBook means that you can take advantage of the large number of people who will be able to read your book online. eBooks are very easy for your readers to access and to review. It takes a minimum of effort and the entire process only takes a small amount of time. There are several different ways that you can promote your eBook through social media.

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Put a retweet button in one of your chapters: If a person likes your content, whether it is in your eBook or in some other form of content, he or she will be willing to retweet it so that other people can take advantage of it as well. You can make it very easy on the person by supplying them with a retweet button. One click and off it goes! However, the placement of the button is important and you should be strategic about where you place it. Again, the concept is making it as easy as possible on the reader.

Build a special landing page for your eBook: You can have a landing page on your website that is exclusively for your eBook. It will be designed to make it extremely easy for your readers to go from there to share your information with other people. It should include a personal message from you. That message should include a request to the people whom you are addressing to help spread the word about your eBook. Of course, that page should include a share button, which will make it very simple for your readers.

Use a contest as a vehicle: You can create a contest and invite your readers to participate. A contest is generally a fun thing to get involved with. You probably will not have to twist most people's arms to be a part of it. This is part of creating a buzz for the launch of your eBook. Ask your readers to come up with a creative way to do that. The most creative, clever idea gets a prize.

Make videos to promote your eBook: Videos are a wonderful way to create buzz. Many people are visual so they respond much more positively to videos than to

the written word. Also, there is a higher level of interaction with videos so people who watch them tend to feel that they are more involved with what you are doing and what you are trying to accomplish than they are with written words on a page (at least, that is true for some people).

Add buttons: When it comes to promoting your eBook, social share buttons are essential for your success. This goes back to the concept of making it as easy as possible on your readers. If the buttons are right in front of them, they will be inclined to click on them and share your content with other people if they think that what you have to say is worthy.

Conclusion

eBooks are a wonderful way to get the most out of the content that you worked so long and hard to write. There are so many ways to promote your eBook through social media and, in many cases, your eBook is less about getting rich than it is about using your eBook as an extremely effective business card. You should start to create a buzz about your eBook way before it is out there. The entire process surrounding your eBook launch should be a part of your overall marketing strategy. You will see what a wonderful impact your efforts make.

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. Throughout her career, Mrs. Cohn has established and maintained strong relationships with professionals from a wide range of companies. The principle that governs her work is that all words need to be edited.

Mrs. Cohn earned a Bachelor of Arts degree in English from the State University of New York (SUNY) at Buffalo.

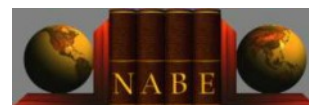
Mrs. Cohn is a member of the American Medical Writers Association (AMWA).

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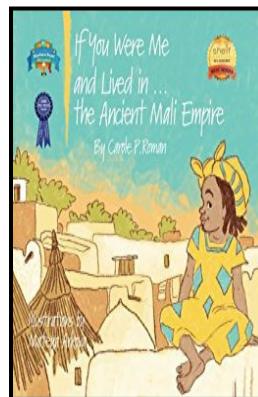
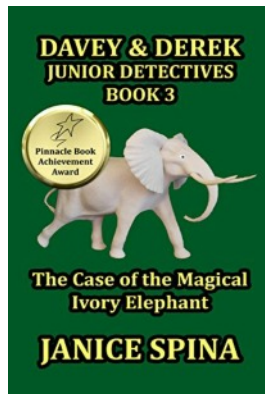
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