



# Book Dealers World

Vol. 39 No. 2 Summer 2018

National Association of Book Entrepreneurs



**Winter 2018  
Pinnacle  
Book Achievement  
Award Winners**

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Nancy Lynne Harris, MA, author of the Pinnacle Award winning book, "Miracles Master the Art: Healing Medically Incurable Illness" at our NABE Booth at the recent Oregon Lib Assn. Show. Read about her fascinating story and eye-opening book in the Publishers Profile on page 3.

# From The Editor's Desk



Dear Friends,

Summer is just upon us and it is the season to enjoy the great outdoors, take some time out to relax and also to travel to new places and favorite ones as well. Here in the Northwest it is the time we see the sun again on a regular basis after three seasons of rainy days and nights. Have to stock up on my vitamin D , and these wonderful long days.

This issue of **BDW** spotlights our Winter 2018 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. Check out pages 22-24 for a list of the award winning books. Each year the topics get even more interesting and we learn so much about the world around us. Check out some of our wonderful entries and authors today.

In this issue of **BDW**, Jake Olvido shows us "20 Economical Book Marketing Techniques," Bill Platt reveals "Amazon Kindle's Book Marketing Essentials," Diane Erbe unveils "How to Get in Touch With Your Readers," Debbi Sullivan writes about "Effective Book Marketing Through a Website," A.G. Fredricks tells us "Top Alternative Ways to Publish Your Ebook," Angela Booth uncovers "Five Easy Book Marketing Strategies You Can Use Now," plus a Profile on Nancy Lynne Harris, author of "Miracles Master the Art: Healing Medically Incurable Illness."

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 rest of the spring is mild and looking forward to an early summer. Enjoy good friends, fun activities and of course, a good book.

Al Galasso, NABE

## BOOK DEALERS WORLD

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Our 38th Year

**NABE**

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

E-Mail

[BookDealersWorld@  
bookmarketingprofits.com](mailto:BookDealersWorld@bookmarketingprofits.com)

Web Site

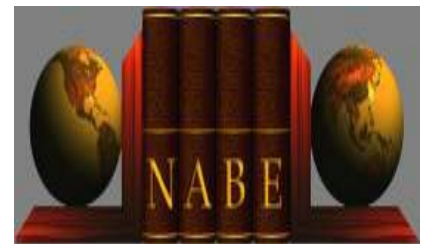
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**National Association Of  
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**BOOK DEALERS WORLD**

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**PUBLISHER'S  
PROFILE**

**Nancy Lynne Harris**  
Author of  
***“Miracles Master The Art  
Healing Medically  
Incurable Illness”***



**Nancy Lynne Harris**

Every day people wonder how they can cure themselves of addictions, mental illness and an assortment of physical pains that manifest as different kinds of medical diseases.

They go to doctors who prescribe the latest wonder drugs or suffer through needless and sometimes dangerous surgeries. But there is another way to wellness to cure yourself of what is ailing you, if you have an open mind to listen to the answers.

Nancy Lynne Harris is an energy healer and spiritual teacher. She is the founder of GodSpirits United, LLC, a company formed to help people recover from a wide variety of medically incurable illnesses. She teaches that at the essential level we are each made of Light Energy that can be controlled by learning to monitor our feelings. The specific words you think regulate and control specific organs in your body. There are special positive words to improve all kinds of conditions. You learn to observe your everyday thinking.

Nancy healed her son Michael of congenital glaucoma, which the doctors said could not be medically healed. She healed herself when her left leg bone disconnected from her hip shortly after the suicide death of her son Jeffrey. She realized she felt so disconnected from her son who had died, that her bones separated in response to her intense feelings of separation. By consciously thinking, “Nothing can separate me from the love of God,” her bones reconnected perfectly.

Nancy is a graduate of The Four Winds Society, the world’s most extensive professional training in energy healing and shamanism, founded by Dr. Alberto Villoldo. She was trained as a Spiritual Teacher by the Eschatology Foundation in Los Angeles. She has completed advanced training in Theta Healing, and was recognized by Worldwide Who’s Who for excellence in energy medicine. She holds a Master of Arts Degree in Music Theory and a Bachelor of Arts Degree in Piano Performance. She is Nationally Certified as a Teacher of Piano.

In Nancy’s latest award winning book, “Miracles Master the Art: Healing Medically Incurable Illness,” she provides instruction on how to live out her philosophy: “reverse your feeling to get your healing.”

She encourages readers to focus positively on their bodies. Nancy reveals seven major virtues and reveals the “male” organs of the heart, stomach and lung as well as the “female” organs of the liver, kidneys, blood and brain. She combines positive psychology with cultural and religious references.

She also discusses “energy treatments,” and urges readers be open to “illumination,” or life’s finer energies, and reject the “invasion” of damaging thoughts and behaviors.

For more information as well as dealer details on her book, visit Nancy’s informative website, [www.nancylynneharris.com](http://www.nancylynneharris.com)

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**Here's Your Opportunity** to give your book, audio/video tape or other product exposure to the book market, library field, mail order arena, media outlets, and internet book buyers at a cost you can afford. The average trade show booth now rents for \$1800 and up. That doesn't include tables, carpeting, lighting, union labor, drayage service, book racks, airfare, shipping, car expenses, meals, hotel bills, etc. You could spend more than \$3500 on just one exhibit alone. By becoming a part of the **NABE Book Showcase Exhibits**, you can have your books on display for less than 10% of what it would cost to exhibit your books yourself.

**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!

### Pacific NW Booksellers Show

Tacoma, Washington

Sept. 28-30th 2018

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

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!



### California Library Assn. Show

Santa Clara, California

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.

## Here's What You Receive at the N.A.B.E. BOOK SHOWCASE EXHIBITS....

◆ **YOUR BOOK** will be displayed face-out in its own special category section with a friendly, professional Tri-Lingual (Spanish, French & English) Sales Staff attending. We also showcase CDs, and DVD's. You do not have to attend any show unless you wish to.

◆ **YOUR BOOK** will be featured in our **NABE BOOK SHOWCASE CATALOG**, which will be passed out **free to buyers** at each show with your web site info.

◆ **25 of YOUR BOOK PROMOTION FLYERS** will be placed beside your book. When a buyer expresses interest in your title, a flyer will be handed out. If additional flyers are needed, they will be xeroxed at the show.

◆ Once you sign up, you'll receive the Free Report: **How to Get The Max From A Show**. It gives you tips on how to design order-pulling flyers and what to put on them, ways to attract more customers, best follow-up methods, and much more.

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

### **EXTRA BONUS**

**When You Sign Up For 3 or More Shows FREE COPY of Al Galasso's Success Secrets of Self-Publishers CD**

Learn master marketing tips and the Inside Secrets of selling more books at the trade shows, in mail order, through special markets, with publicity tie-ins, and more. Boost your bookselling profits!

\_\_\_ Check here if you would like us to design your flyer with our new low cost Book Flyer Service. Includes typesetting and printing. *Only available for NABE Members who participate in our Showcase Exhibits.*

## What Past Exhibitors Have Said About Our Service:

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

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

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

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

"Al, thanks for the leads from the last trade show. The first five I contacted remembered my book and also taking the flyer you handed out. Four out of five already ordered for their libraries. You did a great job representing my book. I am very pleased with your service."  
Joan Shih

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One Book in All Four Exhibits **\$330.00**

### **Non-Members**

\$175.00 per book per show

## To Get Your Book Into the NABE Showcase Exhibits

☞ Fill out the **Showcase Order Form** below. Print or type legibly. Include your remittance by check, money order or credit card.

☞ **For each Showcase that you participate in: Send One copy of your Book plus 25 Flyers.** (We need a fresh book for each exhibit). If your book isn't ready now, you can ship it later, but please sign up as soon as possible because of limited space in the exhibits. Flyers can also be sent after you sign up.

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\_\_\_ Reserve a space for \_\_\_ book(s) in the  
California Library Show Oregon-Washington Library Show  
Pacific NW Book Show California Book Show  
**All Four Showcases for \$330.00 for NABE Members.**

Place book in Hot Books at Cal. Book Show. Add. \$50.00  
 Place book in Hot Books at California Library Show Add. \$50.00

\_\_\_ Enclosed find my check or money order in the total amount of \$ \_\_\_ as payment in full.  
\_\_\_ I am enclosing \$90.00 to join NABE and to receive the special NABE Member Exhibit prices.  
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Author \_\_\_\_\_ Retail Price \_\_\_\_\_  
Publisher \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

## **20 Economical Book Marketing Techniques** *by Jake Olvido*

Whether you are an upstart author or a self published author, an efficient book marketing plan in these times of economic recession need not be expensive if you just know your target market, find the most economical means to inform this market of your works, and establish a lasting, trustworthy relationship with your new-found markets.

Study carefully your expected demographic market's spending behavior and changing lifestyle habits, given these trying times, and then find effective ways and methods that they may be convinced and persuaded in buying your book. Also, compare the effectiveness of your book marketing plan with the competition of the same genre, and consider relevant marketing factors such as the pricing of the book, the common qualities of the bestselling authors, the present market demand for the genre, and the strengths and weaknesses of the competition.

Try choosing or combining any of these effective book marketing techniques so that you will not only save on your book marketing investment but will become an efficient "authorpreneur" as well:

1. Conduct book signing campaigns at local/statewide bookstores, book fairs, and literary conventions, which lets you market for free or for a very minimal registration fee.
2. Strategically schedule the announcement of your new book or continuing publicity with a relevant national news event, a new blockbuster movie, or a trade fair.
3. Write articles on topics of current interest and correlate it with the beneficial features and advice found in your book, then submit at free PR websites.
4. Participate in various online authors' or genre-specific blog sites. This is one tried-and-tested avenue for the so-called "viral marketing" to flourish because in manifesting your thoughts and perspectives to thousands of online bloggers, you make them appreciate your knowledge and expertise on a particular subject matter of interest, which is related to the book you are writing. In this manner, you are actually and indirectly promoting your book with your interesting ideas shared online.
5. Publish actual portions or excerpts of your book together with a concise feature article that can be distributed in high visitor web portals and article data bases on the Internet.
6. Deal with a reliable print-on-demand publisher that offers complete and extensive distribution services.
7. Consider more promising, diversified literary text formatting options for your works like having a full text version of your book stored in pdf format, having an e-book version of your writing, and having downloadable versions of your book to Internet-capable handheld computer owners.
8. Participate often in writers' conventions, writing guild conferences and symposia and the like. You could gain crucial, practical inputs from seasoned authors who will give you effective marketing advice that may not be found elsewhere.
9. Have yourself available as a public forum/special events speaker in the field or area of your expertise. You may not actually sell books, but may issue author cards for the program participants who may be your future book buyers.
10. Consider listing your book on online classified ads websites.
11. Send e-mails to your friends and reader fans of scanned excerpts of your book with a matching explanatory note.
12. Place an ad in social networking sites that allow the marketing of your books/latest work for free or for a discounted fee.
13. Be a proactive author like giving complimentary copies of your book to celebrities and well-known resource persons, sending opinion articles for newspapers, and getting actively involved in community projects and charitable events.
14. Contact genre experts, independent book critics, and well known book review companies for favorable endorsement comments,
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17. Make your own creative video presentation of your book and upload it to video-sharing websites.
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19. Find author marketing websites that offer free ad listings of your book. This is the Internet version of the conventional bulletin board display.
20. Find book marketing services providers that offer bundled marketing programs at a discounted rate. Compare prices according to your book marketing needs, the kind of services that you prefer, the quality of the services offered, and the limits of your marketing budget.

**Reach Thousands of Book Buyers**  
**In the Publishers Preview Section of Book Dealers World and the**  
**HOT BOOKS TO PROMOTE FEATURE INTERNET PAGE ON OUR WEBSITE**  
**A Two For One Special Marketing Opportunity**

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You receive a 1/3 page display unit, completely designed by us with your book cover photo, a 70-word description of your book, retail price, wholesale, drop-ship and sample costs, plus your company name, address and phone number. This ad will appear in the **Summer 2018 edition of BOOK DEALERS WORLD**, which will be seen by 5000 or more prospects each month.

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If you rented e-mail lists of potential prospects it would cost you up to a thousand dollars to reach these top prospects not to mention all the time and work involved in securing the right lists. We do everything for you in one easy operation. 2018 marks our 38th year of publishing.

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\_\_\_\_ Please sign me up for the next **PUBLISHERS PREVIEW** and **the Hot Books To Promote Feature on the web**. I've enclosed my remittance plus my book, (and a JPEG of the cover by e-mail) plus a 70-word description of the book on a separate page.

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 Card Verification No. \_\_\_\_\_ (Last 3 digits on back of signature panel of card)  
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**Final Deadline: August 25, 2018**  
 See Next Page For Publishers Preview

# The Railroad Adventures of Chen Sing

George Chiang Friesen Press 5-18 Ringwood Drive Suite 229

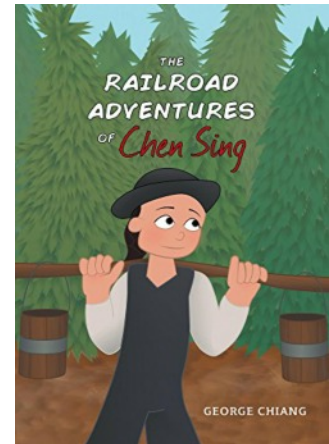
Stouffville, Ontario Canada Phone: 206-714-4955

E-Mail: [adventuresofchensing@gmail.com](mailto:adventuresofchensing@gmail.com)

Web: <http://books.friesenpress.com/store/title>

Experience the action packed adventures of Chen Sing, a teenage boy from China, who ventures across the world to help built the transcontinental railway through the rugged Rocky Mountains. Natural disasters, wild animals and unforeseen events together with the seemingly endless mountains of rock are among the obstacles that stand in the way of Chen Sing and his railroad crew as the bravely forge ahead on their quest to complete the railway.

Retail: \$11.99, Sample: \$11.99 ppd.  
Write for wholesale quantity discounts.



## Poetry and Ponderings

Diamante Lavendar Written Dreams Publishing

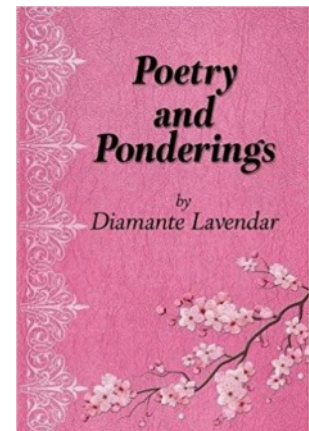
PO Box 8213 Green Bay, WI 54308

E-Mail: [diamantelavendar@yahoo.com](mailto:diamantelavendar@yahoo.com)

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

A winner of five awards for Poetry and Religious/Spiritual Poetry! Reviewed as "beautiful, touching, empowering" and "insight into the emotional and spiritual struggles with overcoming abuse." This nonfiction book of poetry and prose with a Christian perspective offers hope and healing to those who find themselves in tough life situations including grief, abuse, loss, depression and anxiety.

Retail: \$14.99 Sample: \$14.99 ppd.  
Write for wholesale quantity discounts.



## Go With The Flow

### A Way to Blissful Living

Rev. Dr. Mushtaq H. Jaafri, Mushtaq Publishing Company

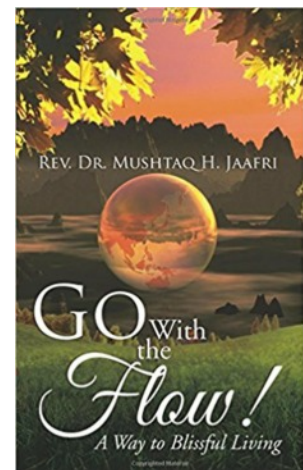
919 Sonora Ct. San Dimas, CA 91773-1488

Phone 909-344-0167 E-Mail: [mushtaqjaafri@gmail.com](mailto:mushtaqjaafri@gmail.com)

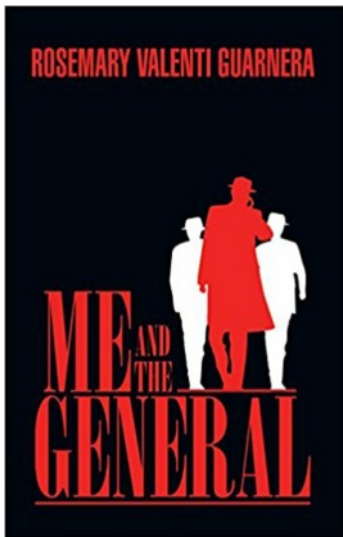
Web Site: <http://www.gowiththeflowstory.com>

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.

Retail: \$13.99, Sample: \$7.99 ppd.  
Write for wholesale quantity discounts.





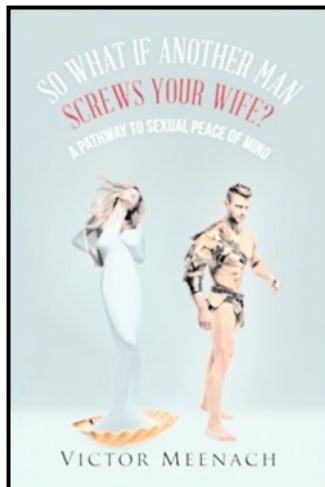


## Me and The General

Rosemary Valenti Guamera Xlibris  
4729 Maidstone Dr Brecksville, OH 44141  
Telephone: 440-528-7545 E-Mail: [rovalguar@att.net](mailto:rovalguar@att.net)  
Web: [www.MeandtheGeneral.com](http://www.MeandtheGeneral.com)

ME AND THE GENERAL is a story finally being told after many years. It 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. More importantly is his lifelong friendship with "Lucky" Luciano-the GENERAL and GODFATHER-linked to the betrayal of Thomas E. Dewey in the famous 1936 New York prostitution trial, a trial that reveals the machinations which caused the incarceration and subsequent exile to Italy for both Ralph and Luciano.

Retail: \$16.00, Sample: \$16.00 ppd.  
Write for wholesale quantity discounts.

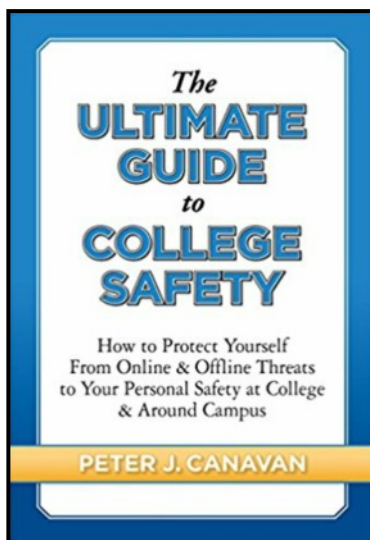


## So What If Another Man Screws Your Wife A Pathway to Sexual Peace of Mind

Victor Meenach 6005 Secretariat Circle Versailles, KY 40383  
E-Mail: [handwin@windstream.net](mailto:handwin@windstream.net) Web: [www.sexsexcomedy.com](http://www.sexsexcomedy.com)

Humorous perspective of sexual conflicts within the couple such as jealousy, guilt, abuse, cheating, needless divorce, even marital boredom. These issues arise from the genetic DNA instruction to the individual encouraging promiscuity, while social and religious values insist on monogamy. The author proposes a solution he terms monogamous promiscuity. Wives read it and laugh. Husbands laugh too. Both know it is a dilemma for both sexes. Easy read: one page per chapter, unorthodox and unique in style and content. Great gift for spouse to enjoy both sexual worlds together.

Retail: \$13.99, Sample: \$13.99 ppd.  
Write for wholesale quantity discounts.



## The Ultimate Guide to College Safety How To Protect Yourself From Online and Offline Threats

Peter J. Canavan Union Square Publishing NYC  
512 Northampton Street, Kingston, PA 18704  
Phone: 570-288-3536 E-Mail: [pete@petecanavan.com](mailto:pete@petecanavan.com)  
Web Site: <http://GuidetoCollegeSafety.com>

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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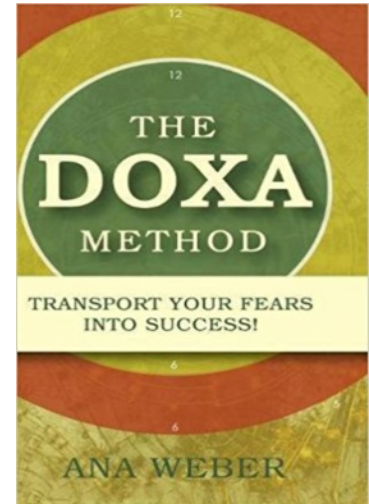
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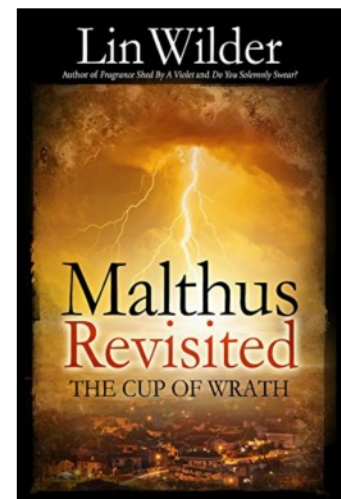


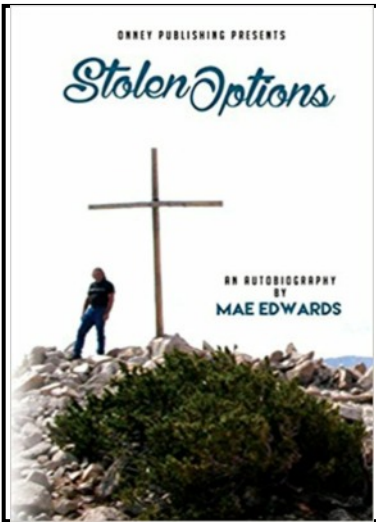
## Malthus Revisited The Cup of Wrath

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Phone: 650-580-3839 E-Mail: [lin@linwilder.com](mailto:lin@linwilder.com)  
Web: <http://www.linwilder.com>

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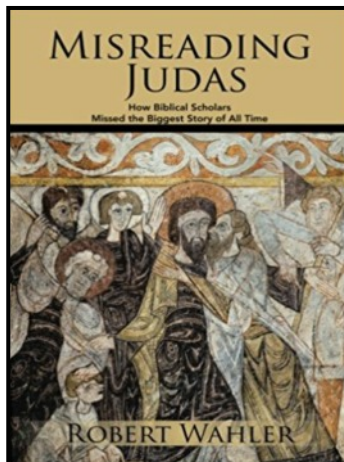
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### An Autobiography by Mae Edwards

Mae Edwards Omney Publishing 522 Elm Street Waller, TX 77484  
Phone: 832-372-9449 E-Mail: [mae@stolenoptions.com](mailto:mae@stolenoptions.com)

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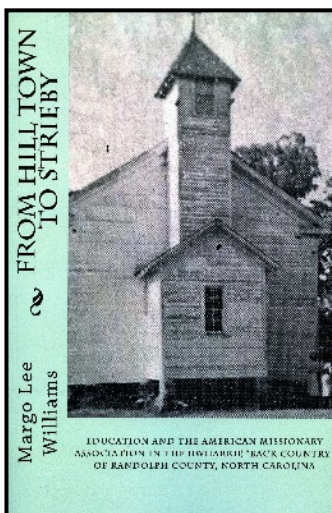
## Misreading Judas

### How Biblical Scholars Missed the Biggest Story of All Time

Robert Wahler Authorhouse 1738 Braddock Ct San Jose, CA 95125  
Phone: 808-896-6203 E-Mail: [judaswasjames@aol.com](mailto:judaswasjames@aol.com)  
Web Site: <http://Judaswasjames.com/>

The report of the discovery of the Gospel of Judas was compromised by the orthodox Christian religious bias of the National Geographic Society-selected biblical scholars. They all missed that the protagonist, Judas, is the sacrifice in the narrative and a stand-in for James the Just, the real savior of his day. The gnostic Apocalypses of James yield the real origins of the inverted canonical "Betrayal of Christ" narrative.

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## From Hill Town to Strieby

### Education and the American Missionary Association

Margo Lee Williams BackInTyme Publishing Inc  
14612 Edelman Drive Silver Spring, MD 20906  
Phone: 301-742-1350 E-Mail: [margolw2@gmail.com](mailto:margolw2@gmail.com)  
Web: <http://margoleewilliamsbooks.com>

From Hill Town to Strieby is Williams' second book and picks up where her first book about her ancestor Miles Lassiter, an early African American Quaker, left off. In From Hill Town to Strieby, she provides extensive research documentation on the Reconstruction-era community of Hill Town, that would become known as Strieby, and the American Missionary Association affiliated church and school that would serve both Hill Town and Lassiter Mill.

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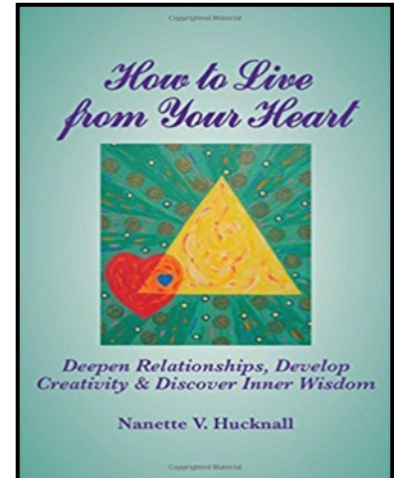
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Joanna Charnas MSI Press

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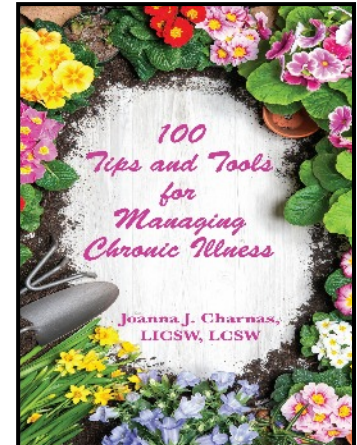
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Managing chronic illness demands constant mindfulness and management. It's a process that constantly evolves over a lifetime. 100 Tips and Tools for Managing Chronic Illness provides readers with one hundred different methods for accomplishing this 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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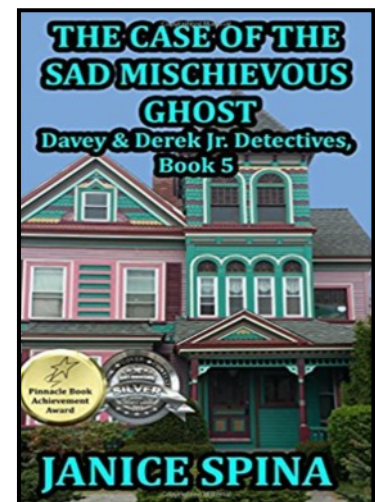
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## The Birthright of Mary Magdalen

Joan Riise Balboa Press 2177 N. 32nd St. Fountain, MI 49410

Phone: 773-817-3181

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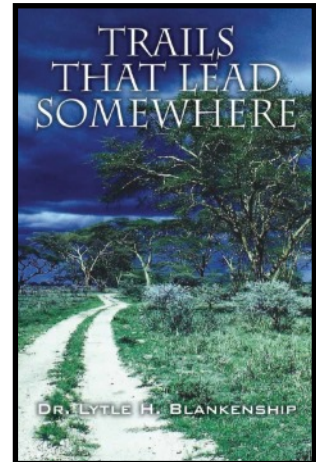


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Lytle H. Blankenship Outskirts Press  
302 Coronado Ave Kerrville, TX 78028  
Phone: 830-895-4875  
E-Mail: [lhblanken@gmail.com](mailto:lhblanken@gmail.com)

Lytle was born one of 15 children in a one room shack. His story begins as a 4 year old. After high school, World War II, 10 years College, 60 years as a Wildlife Scientist, during which he was elected president of profession, Professor, Professor Emeritus; active in church, Lions Club International, 45 years honored with ambassador of Good will, and numerous other awards.

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## William's Wondering Week

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Telephone: 631-796-6189  
E-Mail: [williamswonderingweek@gmail.com](mailto:williamswonderingweek@gmail.com)

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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?

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**Q:** What does a membership in NABE cost?

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## Book Marketing: 5 Easy Strategies You Can Use Now by Angela Booth

Want to market your book? These days, there are so many strategies that you may procrastinate, because you want to use the BEST strategy.

There is no "best". Instead, look for simple and easy strategies you can mix and match right now. These strategies are not only essential, they're will also build your brand and platform.

### 1. Book Clubs

This is an amazing strategy, one which few authors use. Book clubs are everywhere these days, offline and online. I'm sure you've received invitations to join clubs. You may even be a member of one.

So, to promote your book, create some end-matter questions and other materials for readers who want to use your book in their book club.

Your material will engage readers. They'll talk about your book with their friends, and word of mouth is the most valuable form of marketing you can use.

Be sure to add your book club materials to your blog, too.

This brings us to another easy strategy...

### 2. Blogging

Your book club materials, when posted to your blog, will intrigue readers. If they haven't bought your book, they'll give them a reason to buy. If they have bought your book, the materials will give

them a starting point for writing a review.

I recommend to my writing students that they create a blog as soon as they decide that they want to write a book. A blog is instant publishing. Your blog will stay online for years, through many books, building your brand and platform.

Your first blog needs to use your own name, or your business's name. However, you may also want to create a blog just for that book. Make sure you link your "book" blog to your "name" blog.

### 3. Readers' Sites

Readers' websites like Goodreads and LibraryThing are a wonderful marketing resource for authors. Create your authors page on Goodreads as soon as your book is published.

You can also use these sites to give away free copies of your books. And if you're lucky enough to get reviews on these sites -- be they good or bad -- you'll get sales.

### 4. Write Your Next Book

Each book you publish sells other books. Many authors have realized this. In this new era of digital publishing, it's very easy to edit your book to include details (and perhaps an excerpt) of your latest book.

On sites like Amazon, once you have sufficient sales, you'll get promotions from Amazon "readers who bought (this book) also bought."

### 5. Create a Mailing List

Create a mailing list for readers. Not only can you give your subscribers updates on your writing projects, you can also run contests, and answer readers' questions.

Here's a final tip. Marketing is an on-going activity. Don't expect results too soon, when you're starting. Results take time. Think in terms of one reader at a time. Your marketing efforts will snowball. Start that snowball with our easy book marketing strategies, and you'll be thrilled with the results.

Want to write a book? You can, with Angela Booth's comprehensive Write a Book Collection. Discover the secrets and develop the skills you need to write ANY book, from how-to guides to novels and memoirs. Angela's been writing since the 1970s, and she shares her secrets with you. Her Just Write A Book Blog helps you to write a book and get it published.

### 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](http://www.dreamstonepublishing.com) or send Kim Lambert an e-mail at [kim.lambert@dreamstonepublishing.com](mailto:kim.lambert@dreamstonepublishing.com)

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May 21-28 2018: Public Library Assn Conference, Philadelphia, PA, 800-545-2433

May 30<sup>th</sup>-June 1<sup>st</sup> 2018: Book Expo America, New York, NY 800-840-5614

## 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. Annual 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.

## **Top Alternative Ways to Publish Your E-Book** *by A.G. Fredricks*

Creating an e-book allows you to sell a product that has zero overhead and that is entirely profit. In other words, you can sell an e-book without having to worry about printing costs, delivery or anything else. There is no 'COGS' (Cost of Goods Sold) and as such, you can stand to earn a lot more with absolutely zero risk involved.

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One of the best ways to profit from an e-book is to sell it on Kindle. This opens you up to a massive audience and provides you with an easy route to market and distribution platform that people already trust.

The downside is that you'll be forced to share your profits with Amazon (35% or 70% depending on what you choose) which means you can risk cannibalizing your own sales). In other words, you need to make sure that people don't buy from Kindle instead of buying from you and that might mean pricing your Kindle product very high. Either way though, it certainly doesn't hurt to have this option seeing as it's free!

There are many other examples of alternative distribution platforms too – such as Google Play Books and Nook.

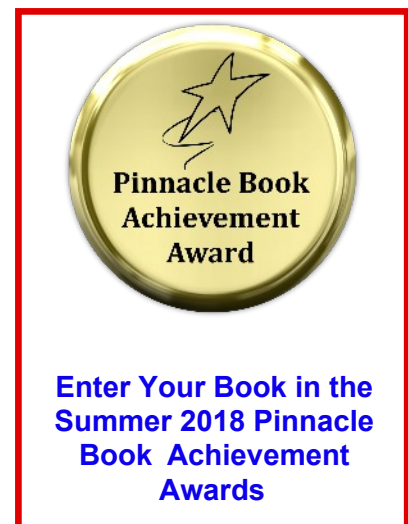
### Lulu

Lulu is one example of POD – Print On Demand. This is a type of publisher that only prints copies of your books when someone orders them. That in turn means there's no need to order a huge number of books and hope that they sell – you only pay a small fee rather than there being an up front investment that carries risk with it.

Essentially then, Lulu allows you to create a physical copy of your e-book which will appeal to lots of people who wouldn't normally buy e-books! This is also just something that will be useful for marketing your book and will look good in videos!

### eBay

Finally, why not go it alone and just sell your book on eBay? You can do this with a hardcopy or physical copy and if you name your book well, you'd be surprised how many orders you get!



# Book Dealers Diary

## **Chronologically Gifted: Aging With Gus-**

**to** by Erica Miller, Ph.D. takes the reader through the research of human life extension and more importantly, teaches us how to make that life extension more purposeful, rewarding and fun. You will learn that longevity is a byproduct of good health and attitude, where we live biologically in a more youthful state than our chronological age, is not only a desirable goal, but something that is quite achievable. For people of all ages. Get more information at [www.dreericamiller.com](http://www.dreericamiller.com)

In **The Railroad Adventures of Chen Sing** by George Chiang you will experience the action packed adventures of Chen Sing, a teenage boy from China, who ventures far across the world to help build the transcontinental railway through the rugged Rocky Mountains. Natural disasters, wild animals and unforeseen events together with the seemingly endless mountains of rock are among the obstacles that stand in the way of Chen Sing and his railroad crew as they bravely forge ahead to complete the railway. More info e-mail: [adventuresofchensing@gmail.com](mailto:adventuresofchensing@gmail.com)

**Memoirs of a Maverick: Certificated Public Accountant** by Robert Louis Grottke shatters misconceptions in his new book. Grottke has spent fifty years in the accounting business and has created new approaches and techniques for many different industries. He chronicles these successes and more in his memoir. Whether you are an accountant yourself or you are simply inspired by stories of people who love their jobs, you will gain new insight and encouragement from Grottke's work. For more information, visit [www.RobertLouisGrottke.com](http://www.RobertLouisGrottke.com)

**Dr. Dee Dee Dynamo's Beemore Break-thru: Coloring and Activity Book** by Oneeka Williams. When a sad Pluto was downgraded to a dwarf planet, Dr. Dee Dee Dynamo rallies her team and jets through the galaxy in Freeda the Flying Ambulance to perform surgery on Pluto. Will Pluto become a planet again? Find out in this colorful adventure. For more info visit [www.drdeedeedynamo.com](http://www.drdeedeedynamo.com)

**Malthus Revisited: The Cup of Wrath** by Lin Wilder is her novel combining the innovative medical research her readers have come to admire with a new and terrifying threat to the world's population: a biological time bomb. Vivid characters old and new rampage across the continents of Europe, Asia, and the U.S. to stop the contagion, picking up steam as they head toward a life-or-death climax in the remote Qinghai province of China. For more info, visit [www.linwilder.com](http://www.linwilder.com)

**The Caretaker of All Souls: An Intimate Interview with Death** by Cristina Caballo-Perelman, MD examines the author's experience with death as a physician. This book offers a powerful message that death brings love and compassion to the soul as it travels to its next destination. It is meant to bring hope to those who are grieving and those who are fearful of the last journey of this life. For more info, visit [www.figjam.guru](http://www.figjam.guru)

**Saints of Camarillo: Inside California's Infamous State Hospital** by Dovie Ruth tells the story of Lacey who wanted to learn to work with difficult children at Camarillo. The institution was also as notorious for its scandals as it was for its rambling Mission revival style psychiatric wards. A riveting tale with unforgettable characters. Based on a true story. For more info, visit [twitter.com/dovie\\_ruth](https://twitter.com/dovie_ruth)

**Book of Wisdom: A Simple Book for Spiritual Growth** by Mohmood Valimohamed offers many simple ways to enhance spiritual growth. According to the author, each person travels a unique path and the first step of the journey can be found in this book. For more info, visit [www.centerforinnerawakening.com](http://www.centerforinnerawakening.com)

**Stolen Options** by Mae Edwards tells the story of how her faith sustained her through many hardships, including a series of nightmarish events that would have kept an otherwise weak person down. It is also a story of true love for Christ as well as her husband and family. For more information, send an e-mail to [mae\\_edwards@sbcglobal.net](mailto:mae_edwards@sbcglobal.net)

**Capturing the Magic: A Photographic Celebration of the Disneyland Resort** by Holly Wiencek takes you on a photographic celebration of the world of yesterday, tomorrow and fantasy. With hundreds of breathtaking images as well as an insider's rich historical details, you will feel as if you just stepped into the magic. For more information, visit [www.capturing-the-magic.com](http://www.capturing-the-magic.com)

**The Composer's Legacy** by Michael DeStefano is the story of celebrated music professor David Whealy who becomes the recipient of an unexpected inheritance from a complete stranger. As David explores the secrets of his mysterious benefactor, James Burton West, he finds more than just a remodeled home on the Delaware coast. He finds a secret which may well have redrawn the map of the United States. For more information, visit [www.LibrettiPress.com/books](http://www.LibrettiPress.com/books)

**Be Brave: A Wife's Journey Through Caregiving** by Florrie Munat is an inspiring memoir that invites the reader to walk in her shoes as she navigates the roller coaster journey of caregiving for a spouse with dementia. Despite the daily challenges, she comes to appreciate the reciprocal nature of caregiving—with gifts both given and received. Eventually she discovers the most important lesson of all: that her role as a caregiver has helped her understand the depth and magnitude of her love. For more info, visit [www.florriemunat.com](http://www.florriemunat.com)

**From the Renaissance to England's Golden Age** is a single book that, in three sections—on the Renaissance, the Reformation, and England's Golden Age—tells the story of a time of dynamic political, religious, and artistic change in Europe that had far-reaching consequences for the shaping of the modern world. For students and teachers. Includes color illustrations, maps, vocabulary sidebars, and a glossary. For more info, visit [www.coreknowledge.org](http://www.coreknowledge.org)

**Healthy Weight, Healthy You: Achieving Your Ideal Weight by Exploring the Mind-Body Connection to Weight Loss** by Charlene Marie Muhammad provides a well-rounded, holistic approach to achieving your weight loss goals. It explores how your feelings, thoughts, actions and environmental factors influence eating behaviors and how you can develop strategies to break old habits. For more information, visit [www.urbanherbalist.org](http://www.urbanherbalist.org)

**Bonjour! Let's Learn French: Visit New Places and Make New Friends** by Judy Martialay is an easy and fun introduction to French for your child. Kids take off on a trip of adventure, discovery and learning. Your child's guide is Pete the Pilot. Kids take a pretend flight to France, meet Louis l'escargot, France's favorite snail, follow his adventures, and learn French effortlessly. For more info, visit [www.polyglotkidz.com](http://www.polyglotkidz.com)

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# Winter 2018 Pinnacle Book Achievement Awards

## Best Book in the

### Category of ADVENTURE

Guidings Tidings: Volume Two  
of the Pond Ghost Trilogy

Alene Adele Roy

[www.author-aleneroy.com](http://www.author-aleneroy.com)

## Best Book in the

### Category of ANIMALS & PETS

Tamara Turtle's Life So Far

Regan WH Macaulay

Illustrated by Javier Duarte

[www.reganwhmacaulay.weebly.com](http://www.reganwhmacaulay.weebly.com)

## Best Book in the

### Category of ANTHOLOGY

Creative Ink, Flashy Fiction:

Flash Fiction Anthology Book 3

Theodore Jerome Cohen

Alyssa Devine

[www.theodore-cohen-](http://www.theodore-cohen-)

[novels.com/creativeinkflashyfiction3.html](http://novels.com/creativeinkflashyfiction3.html)

## Best Books in the

### Category of AUTOBIOGRAPHY

Stolen Options

Mae Edwards

[mae.edwards@sbcglobal.net](mailto:mae.edwards@sbcglobal.net)

Unlocking The Natural Born Leader's  
Abilities: An Autobiographical Expose

Salar A. Khan, Md. MBA

[salrub7@hotmail.com](mailto:salrub7@hotmail.com)

Trails That Lead Somewhere

Dr. Lytle H. Blankenship

[www.outskirtspress.com](http://www.outskirtspress.com)

## Best Book in the

### Category of BIOGRAPHY

Rear Admiral Larry Chambers, USN:  
First African American to Command  
an Aircraft Carrier

Ric Murphy

[www.ricmurphy.com](http://www.ricmurphy.com)

## Best Books in the

### Category of BUSINESS

Non Obvious 2018: How to Predict  
Trends and Win the Future

Rohit Bhargava

[ideapresspublishing@gmail.com](mailto:ideapresspublishing@gmail.com)

Memoirs of a Maverick: Certified

Public Accountant - CPA

Robert Louis Grottke

[www.RobertLouisGrottke.com](http://www.RobertLouisGrottke.com)

## Best Book in the

### Category of CHILDREN'S BILINGUAL

Bonjour! Let's Learn French

Judy Martialay

[www.polyglotkidz.com](http://www.polyglotkidz.com)

## Best Book in the Category of CHILDREN'S EDUCATIONAL

Dr. Dee Dee Dynamo's

Beemore Breakthru

Oneeka Williams, MD

[drdeedeedynamo@gmail.com](mailto:drdeedeedynamo@gmail.com)

## Best Book in the

### Category of CHILDREN'S FICTION

The Railroad Adventures of

Chen Sing

George Chiang

[adventuresofchensing@gmail.com](mailto:adventuresofchensing@gmail.com)

## Best Books in the

### Category of CHILDREN'S

#### U.S. HISTORY

The American Revolution

E.D. Hirsch, Jr. Series Editor in Chief

[www.coreknowledge.org](http://www.coreknowledge.org)

The Civil War

E.D. Hirsch, Jr. Series Editor in Chief

[www.coreknowledge.org](http://www.coreknowledge.org)

[www.rextooth.com](http://www.rextooth.com)

## Best Books in the

### Category of CHILDREN'S INTEREST

Sharks:

A 400 Million Year Journey

Ted Rechin

[www.rextooth.com](http://www.rextooth.com)

The Princess, The Cow

and the Corn Maze

Amber L. Spradlin

[www.hocksout.com](http://www.hocksout.com)

Punkin

Christine Conrad Cazes

<http://sbprabooks.com/>

[ChristineConradCazes](http://ChristineConradCazes)

Colby The Courageous Cat

Janice Spina

<http://jemsbooks.com>

## Best Book in the

### Category of CHILDREN'S PICTURE BOOK

Timmy Teacup Transforms

Barbara Daniels

[www.timmyteacup.com](http://www.timmyteacup.com)

## Best Books in the Category of CHILDREN'S WORLD HISTORY

Czars and Shoguns: Early Russia  
and Feudal Japan

E.D. Hirsch, Jr. Series Editor in Chief

[www.coreknowledge.org](http://www.coreknowledge.org)

From the Renaissance to

England's Golden Age

E.D. Hirsch, Jr. Series Editor in Chief

[www.coreknowledge.org](http://www.coreknowledge.org)

## Best Book in the

### Category of DIET

Healthy Weight, Healthy You!

Achieving Your Ideal Weight by

Exploring the Mind-Body

Connection to Weight Loss

Charlene Marie Muhammad

[www.urbanherbalist.org](http://www.urbanherbalist.org)

# Winter 2018 Pinnacle Book Achievement Awards

**Best Book in the  
Category of CHRISTIAN FICTION**  
A Town Called Redemption  
Jodi Gardner Bremer  
[drama-mama81@sbcglobal.net](mailto:drama-mama81@sbcglobal.net)

**Best Books in the  
Category of FANTASY**  
Portals in Time: The Quest  
for Un-Old Age  
John Joseph Teressi  
[www.PortalsinTimeBook.com](http://www.PortalsinTimeBook.com)

Poetry of Days  
Robert Buchner  
[www.sharakennington.com](http://www.sharakennington.com)

**Best Books in the  
Category of FICTION**  
The Portrait  
Whitney J LeBlanc  
[www.whitneyleblancblues.com](http://www.whitneyleblancblues.com)

Bury Me With the Butterflies  
Scott Stevenson  
[www.burymewiththebutterflies.com](http://www.burymewiththebutterflies.com)

Crisanta Knight: Inherent Fate  
Geanna Culbertson  
[www.crisantaknight.com](http://www.crisantaknight.com)

**Best Book in the  
Category of GIFT**  
Breath of Joy: Simply Summer  
Kathy Joy  
[www.CaptureMeBooks.com](http://www.CaptureMeBooks.com)

**Best Book in the  
Category of GRAPHIC MEMOIR**  
Breaking Through The Wall  
Audrey Freudberg  
[bambi@bambazpress.com](mailto:bambi@bambazpress.com)

**Best Books in the  
Category of HEALTH**  
Go Back To Nature & Heal your 'Self'  
Gurdip Hari  
[www.jasminpublishing.com](http://www.jasminpublishing.com)

The Thinking Women's Guide  
to Breast Cancer  
Janet Maker, Ph.D  
[www.TWGBreastCancer.com](http://www.TWGBreastCancer.com)

**Best Book in the  
Category of HISTORICAL FICTION**  
The Birthright of Mary Magdalene  
Joan Riise  
[riiresearch@hotmail.com](mailto:riiresearch@hotmail.com)

**Best Book in the  
Category of HUMOR**  
So What If Another Man  
Screws Your Wife? A Pathway  
to Sexual Peace of Mind  
Victor Meenach  
[www.sexsexcomedy.com](http://www.sexsexcomedy.com)

**Best Book in the  
Category of INSPIRATIONAL**  
Younger & Wiser: A Collection of  
Backstory Poetry  
and Inspirational Prose  
Gene S. Jones  
[www.youngerandwiser.net](http://www.youngerandwiser.net)

Time Ripples: A Gift of Love  
Robert H Wellington  
[www.time-ripples.com](http://www.time-ripples.com)

**Best Books in the  
Category of JUVENILE FICTION**  
Tiny Makes a Friend  
Eva Schmidler  
[www.tinymakesafriendbook.com](http://www.tinymakesafriendbook.com)

The Final Rue of Navenna Bleu: One  
Girl's Quest for Guts and Glory  
Pamela Hartley  
[www.amazon.com/author/pamelahartley](http://www.amazon.com/author/pamelahartley)

Amber's Dilemma  
Madelyn S Palmer  
[www.madelynpalmerbooks.com](http://www.madelynpalmerbooks.com)

**Best Book in the  
Category of LGBT FICTION**  
Flower of Iowa  
Lance Ringel  
[www.flowerofiowa.com](http://www.flowerofiowa.com)

**Best Book in the  
Category of LITERARY FICTION**  
A Clean Death  
Adriann Verheul  
[www.acleandeath.com](http://www.acleandeath.com)

**Best Book in the  
Category of MEMOIR**  
Be Brave: A Wife's Journey  
Through Caregiving  
Florrie Munat  
[www.florriemunat.com](http://www.florriemunat.com)

**Best Books in the  
Category of MYSTERY**  
From Homeless To Heaven  
Jeanne Ann Off  
[www.jeanneoffbooks.com](http://www.jeanneoffbooks.com)

Mickey Maux Muddles a Murder  
Dr. Phillip Emma  
[www.drphilipemmabooks.com](http://www.drphilipemmabooks.com)

The Composer's Legacy  
Michael DeStefano  
[www.LibrettiPress.com/books](http://www.LibrettiPress.com/books)

**Best Book in the  
Category of NEW AGE**  
Iphelia: Awakening the  
Gift of Feeling  
Erick Kenneth French  
[www.lphelia.com](http://www.lphelia.com)

**Best Book in the  
Category of NOVEL**  
Aunt Sookie & Me: The Sordid Tale  
of a Scandalous Southern Belle  
Michael Scott Garvin  
[www.michaelscottgarvinbooks.com/](http://www.michaelscottgarvinbooks.com/)

Dina's Lost Tribe  
Brigitte Goldstein  
[www.brigittegoldstein.com](http://www.brigittegoldstein.com)

**Winter 2018  
Pinnacle Book  
Achievement  
Awards**

**Best Book in the  
Category of PARENTING & FAMILY**

Talk, Play and  
Read With Me Mommy  
Jo Ann Gramlich

[www.talkplayandread.com](http://www.talkplayandread.com)

**Best Books in the  
Category of POETRY**

A Gladiator's Journey  
Brian Coates

[www.agladiatorsjourney.com](http://www.agladiatorsjourney.com)

Route 1 Junkie  
Barbara D Hall

[www.ournaturematters.net](http://www.ournaturematters.net)

**Best Book in the  
Category of RELIGION**

And Then Came...Mahjul Balagha  
Mustaq Haider Jaafri

[www.gowiththeflowstory.com](http://www.gowiththeflowstory.com)

**Best Book in the  
Category of RELIGIOUS FICTION**

These Thy Gifts  
Vincent Panettiere

[www.vincentpanettiere.com](http://www.vincentpanettiere.com)

**Best Book in the  
Category of ROMANCE**

Mistress Suffragette  
Diana Forbes

[www.dianaforbesnovels.com](http://www.dianaforbesnovels.com)

**Best Book in the  
Category of SCIENCE FANTASY**

Primeval Origins:  
Paths of Anguish  
BA Vonsik

[www.outskirtspress.com/primevalorigins](http://www.outskirtspress.com/primevalorigins)

**Best Book in the  
Category of SCIENCE FICTION**

When the Eye Sees Itself  
Eric Borgerson

<https://polylyric.com>

**Best Books in the  
Category of SELF HELP**

Chronologically Gifted:  
Aging With Gusto  
Erica Miller, Ph.D

[www.drericamiller.com](http://www.drericamiller.com)

It's Just Your Imagination: Growing  
Up With a Narcissistic Mother

Revital Shiri-Horowitz

[www.revital-shi.com](http://www.revital-shi.com)

**Best Books in the  
Category of SPIRITUAL**

Book of Wisdom: A Simple Book for  
Spiritual Growth  
Mohmood Valimohamed

Mead Mountain  
BK Dell

[www.bkdell.com](http://www.bkdell.com)

Ad Majorem: A Gay Man's  
Spiritual Testament

Tom Beattie

[whatdoesitprofit@aol.com](mailto:whatdoesitprofit@aol.com)

The Caretaker of All Souls: An  
Intimate Interview with Death  
Christina Carballo-Perelman MD

[www.figjam.guru](http://www.figjam.guru)

**Best Book in the  
Category of TRAVEL**

Capturing the Magic: A  
Photographic Celebration of the  
Disneyland Resort  
Holly Wiencek

[www.capturingthemagic.com](http://www.capturingthemagic.com)

**Best Books in the  
Category of THRILLER**

Malthus Revisited:  
The Cup of Wrath  
Lin Wilder

<https://www.linwilder.com/>

Saints of Camarillo: Inside  
California's Infamous State Hospital  
Dovie Ruth

[twitter.com/dovie\\_ruth](https://twitter.com/dovie_ruth)

To March Into Hell  
Ron Parham

[www.ronparham.com](http://www.ronparham.com)

Bishop's War  
Rafael Hines

[www.rafaelhines.com](http://www.rafaelhines.com)

**Best Book in the  
Category of WOMEN'S INTEREST**

Legends of the Grail:  
Stories of Celtic Goddesses  
Ayn Cates Sullivan, Ph.D.

[www.ayncatessullivan.com](http://www.ayncatessullivan.com)

**Best Book in the  
Category of YOUNG ADULT**

Seventh Dimension: the Prescience,  
A Young Adult Fantasy  
Lorilyn Roberts

<http://LorilynRoberts.com>

**Best Book in the  
Category of BODY MIND SPIRIT**

Miracles Master The Art  
Healing Medically Incurable Illness  
Nancy Lynne Harris, MA

[www.nancylynneharris.com](http://www.nancylynneharris.com)

**Best Book in the  
Category of RELATIONSHIPS**

How to Live From Your Heart:  
Deepen Relationships, Develop  
Creativity & Discover Inner Wisdom

Nannette V. Hucknall

<http://nanettevhucknall.com>



# Book Dealers Diary

## **The Thinking Woman's Guide to Breast Cancer: Take Charge of Your Recovery and Remission**

by Janet Maker, Ph.D. is intended to empower patients to go beyond the one-size-fits-all "standard of care" and make the decisions that are best for themselves and their loved ones. Because she has a research background, Dr. Maker was able to find a great deal of information that is not commonly known to patients. This information helped her tremendously, and it can help you. For more info visit [www.TWGBreastCancer.com](http://www.TWGBreastCancer.com)

## **Go Back to Nature & Heal your 'Self'**

by Gurdip Hari takes you on a sensational journey of going back to nature, and healing your Self in each and every aspect of life. To find True Eternal Success in work and relationships, you need to discover who you really are and how the body functions internally. This Book will take you back in time to help connect you to your innermost core and see the magnificence of your true personality and the supernatural powers that are an integral part of you. For more info, visit [www.jasminpublishing.com](http://www.jasminpublishing.com)

## **The Birthright of Mary Magdalene**

by Joan Riise unlocks the gates of your own imagination to travel through an historic time of ancient prophecy and future promise. This is a not a Mary you've known before but one who, like the babe she holds in the first moments of his life, has come to share a searing mission of divine dimension. Drawing from the mystical spark of inspiration that comes from nowhere and everywhere, this story moves back in time through seven generations of women. For more information send an e-mail to [riisearch@hotmail.com](mailto:riisearch@hotmail.com)

**Tiny Makes a Friend** by Eva Schmidler is a chapter book geared towards early, independent readers. The story is separated into four chapters chronicling the friendship between a mouse, Tiny, and a tiger, Toby, living on a nature reserve. The two start out as strangers and quickly become fast friends after Tiny bravely enters Toby's cage. For more information visit [www.tinymakesafriendbook.com](http://www.tinymakesafriendbook.com)

## **Iphelia: Awakening the Gift of Feeling**

by Erick Kenneth French is a graphic novel for the inner children of grown men and women. It is the story of a girl born with a special gift of sensitivity, told through 90 pages of visually stunning images that animate the feeling-level of experience through color, texture, shape and motion, making it perfect for young children, too. For more information, visit [www.lphelia.com](http://www.lphelia.com)

## **Timmy Teacup Transforms**

by Barbara Daniels is a delightful children's story, in which a small white teacup is transformed by a wish, goes on exciting adventures, and learns to appreciate his family, his home, and most of all himself! Features colorful illustrations and delightful text. For more information, visit [www.TimmyTeacup.com](http://www.TimmyTeacup.com)

## **Rear Admiral Larry Chambers, USN: First African American to Command an Aircraft Carrier**

played a prominent role as captain of the USS Midway during the Vietnam War. In the evacuation of Saigon known as Operation Frequent Wind--he famously ordered several UH-1 helicopters pushed overboard to make room for an escaping South Vietnamese Air Force major to land his Cessna. Chambers, who had only commanded Midway for a few weeks, gave the order believing (wrongly) that he would be court-martialed for the \$10 million loss. This biography, written by Ric Murphy, covers his early life and military career, including his role in the desegregation of the U.S. Navy during a period racial strife. For more information visit [www.ricmurphy.com](http://www.ricmurphy.com)

## **Portals in Time: The Quest for Un-Old-Age**

by John Joseph Teressi is for readers who enjoyed inspirational, magical, mystical stories like "The Alchemist," "A Wrinkle in Time," "Celestine Prophecy" and "Alice in Wonderland." If you are someone who is intuitive, loves nature, adventure, and has a sense of humor, you will enjoy this exciting, thought-provoking journey to another world. For more info, visit [www.PortalsinTimebook.com](http://www.PortalsinTimebook.com)

## **Sharks: A 400 Million Year Journey**

by Ted Reclin author and illustrator of Jurassic and Dinosaurs Live! comes the thrilling new epoch-spanning adventure Sharks, a life-science graphic novel adventure. Reclin weaves a captivating history of strange and ancient shark species while sharing insights into the distant past of life on Earth. Full-color illustrations. For more info, visit [www.rextooth.com](http://www.rextooth.com)

## **It's Just Your Imagination: Growing Up with a Narcissistic Mother**

by Revital Shiri-Horowitz explores what it's like to grow up with a mother who insists on putting herself at the center of every situation. This book gives you the tools to live a pain-free life if you were raised by a narcissistic mother. This first-hand account of the author's personal journey offers a vicarious understanding of maternal narcissism and its implications. For more info, visit [www.revital-sh.com](http://www.revital-sh.com)

## **Non-Obvious 2018 Edition: How To Predict Trends And Win The Future**

by marketing expert Rohit Bhargava has curated his best-selling list of non-obvious trends by asking the questions that most trend predictors miss. It's why his insights on future trends and the art of curating trends have been utilized by dozens of the biggest brands and organizations in the world like Intel, Under Armour and the World Bank. For more information, visit [www.rohitbhargava.com](http://www.rohitbhargava.com)

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## **Amber's Dilemma**

by Madelyn S. Palmer tells the story of Amber, who lives a privileged life. But she is not as pretty as Alyssa, one of the girls of the court, and she is unable to catch the eye of handsome Sir Royce. Her mother doesn't seem to have enough time for her. Her ten year old brother Matthew always seems to show up at the wrong moments. How in the world will she ever fit in? For more info, visit [www.madelynpalmerbooks.com](http://www.madelynpalmerbooks.com)

## **Amazon Kindle Book Marketing Essentials by Bill Platt**

Many authors/writers have discovered the power and potential of the Amazon Kindle marketplace for selling their books.

For e-Books priced from \$0.99 to \$2.98, and e-Books priced at \$10.00 or more, Amazon pays 35% in royalties on all products sold. For e-Books priced between \$2.99 and \$9.99, Amazon pays royalties equal to 70% on all products sold.

Without a doubt, some book authors are making an absolute killing by self-publishing their books on Amazon. A good friend of mine is making half a million a year with her books on the Kindle platform.

It is possible to make a nice living selling nonfiction on Amazon, but the people collecting the largest royalty checks are those who are writing fiction.

### **Publishing Essentials**

Amazon Kindle is an attractive place to publish books, because absolutely anyone who is willing to set up a Kindle Digital Publishing account can upload a manuscript and start selling their books within 24 hours in most cases.

Amazon is also the largest "buyer search engine" on the Internet, meaning that the people using Amazon's search tool are looking for products to purchase.

When you load your book to the Amazon website, there are a few key pieces of information you will need to include with your book upload:

Must be logged into an Amazon Account;  
Title;  
Author (Pen Names are acceptable);  
Description;  
Categories;  
Keywords;  
Description;  
Image representing Book Cover;  
Book Manuscript;  
Prices;  
Choose optional Amazon promotional programs.

### **Book Marketing Essentials**

In most cases, the primary marketing tools you need are six items:

Title that will catch the shopper's attention;  
Book Cover that assures the shopper that this book will give them what they want;

Category choices that will allow it to be found by its target audience;

Keywords that could help people using the search function find the book;

Book Description that sells the book to the person looking at the book;

A respectable and acceptable Price.

### **Common Misconception About Book Marketing in General**

Many people believe that all they need to do is to create a book and upload it to Amazon, in order to start making money. In part, this is true.

Once the book is uploaded and approved by Amazon, then you can start making sales.

However, your book marketing essentials need to be solid, in order for you to actually find buyers.

You must have an interesting book title.

You must have a book cover that appeals to the reader. The big thing here is that you want your book cover to look like it was professionally designed, rather than designed by your junior high school child or grandchild.

Most important, you must have a compelling book description. The title and cover will get people to open your sales page, but it is your description that will sell the book for you.

It is sad, but most self-published authors will spend several months writing their book and less than ten minutes crafting their book description. Yet, future buyers are looking to the book description to convince them whether they should or should not purchase your book.

If the description stinks, then sales will stink too.

If you construct a compelling description, you could very well find your book on the best sellers list.

Reality Check About Selling Books on Amazon

People tell me all the time that they don't need to worry about marketing their books, because Amazon will do all of their marketing for them.

Here is what you need to understand about Amazon marketing your books for you.

Yes, Amazon wants to sell more products, so they will tell their customers about your books.

But here is the thing... Amazon's internal marketing machine is completely driven by computer algorithm. An algorithm is a computer program that seeks out products to share with their customers.

Amazon's computer algorithms are designed to find strong selling products and to promote those top-selling items to their customers.

Amazon isn't going to push a product that has only sold ten copies in the last month. Instead, it is going to push products that are currently selling hundreds of units a day, because they are trying to maximize the number of products they can sell. They are not going to promote a product that has lukewarm sales.

If you want to sell lots of books on Amazon, you should refrain from burying your head in the sand.

In order to get Amazon to market your books for you, you have to

help your book by getting its sales started on good footing.

You can of course try the marketing approach that most authors take -- upload and pray.

Or, you can invest a little time or money to get your sales rolling, so that the Amazon sales algorithm can find your book and promote it to their customers.

You can advertise your book for free in a number of Facebook groups, on Twitter, or on your own blog. You don't have a blog? Why not?

Or, you can spend a little money and advertise your book on a site like Bookbub or any of the websites shown here.

You Are In The Driver's Seat

As a self-published book author, you are not only your own publisher, but you are also your own marketing team.

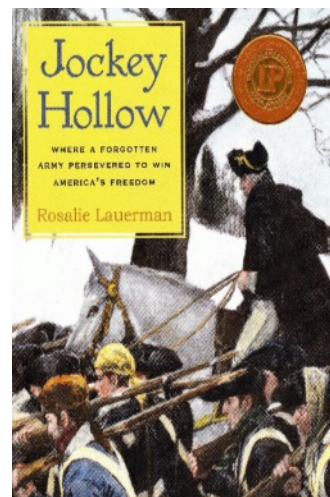
All you really need to do is to grease the wheels, so that Amazon's internal sales algorithm can find your book and tell their customers about it.

Once Amazon has found your book, then Amazon will do all of your book marketing for you.

Until you can get your sales moving forward, the only hope that your book will have for good sales is one -- pray hard.

If you need help finding story ideas for your fiction writing, check out <http://FictionPlots.com/> If you enjoyed this article, then you should also check out <http://SelfPublisherToday.com/> where Bill Platt is the publisher and a frequent contributor.

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## **Book Marketing: How to Get in Touch with Your Readers** *by Diane Eble*

One of the biggest problems with traditional book marketing is that when someone buys your book, you have no way of contacting your readers. There's no way to tell them about any other books you have (unless the publisher included that in the book somewhere), or when you have a new book coming out.

There's no way to let them get to know you better, and find out what other products you have that might interest them.

In short, there's no way to build a relationship--the most crucial factor in marketing. When a reader feels he/she knows you as the author, that reader is more likely to read your other books, buy your products or services, and pass on your book to other people.

However, you can get around these roadblocks with just a few simple strategies.

If your book is not yet published, by all means, include something in the book that will drive people to your web site to sign up to get something. Create a free report, ask them to register their book for some kind of bonus, offer an newsletter--as many enticing offers as you can manage.

If your book is published already and you haven't done the above, consider sending postcards with your web site address (where people can get the bonuses). Also, send emails to everyone you know who might pass on your message of your special offer.

There's also a new program Amazon.com has created, called AmazonConnect. You don't even need a web site for this, so it's something you can do right away. Perhaps you've noticed that when you log on to Amazon.com, one of the first things that comes up is "AmazonConnect" and your "plog."

The "plog" is a personalized web log that appears on your customer home page. When you buy a book via Amazon, and the author is part of the AmazonConnect program, you will receive messages by that author.

AmazonConnect, provides a way for authors to communicate with their buyers. It's not ideal, since you do not yourself have their contact information, but it's much better than nothing. One nice feature of the program is that your readers can post whether they liked your post or not. The interaction can provide valuable feedback to you, and if you're active with it, it's another way to reach your readers and generate "word of mouth" advertising--the best kind of advertising on the planet.

Another nice thing is this requires no extra cost on your part. If you are an author with at least one book for sale on Amazon.com, you are eligible to participate in AmazonConnect. To learn more about the program and to sign up, visit <http://www.amazon.com/connect>.

These are just a few ways to try to get in direct contact with readers. Other ways that work well include getting radio interviews, or doing a podcast or teleseminars on your topic.

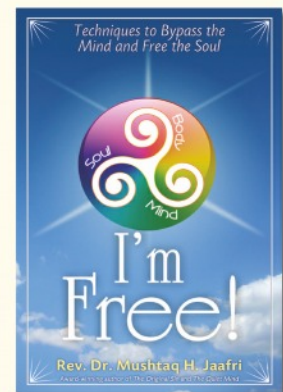
The key is to make sure there's some kind of action for people to take to get in touch with you and you with them.

On a radio interview, for instance, make sure the host will give out your web site address, or a number for people to call to get some sort of bonus. Same thing with a teleseminar.

As Seth Godin said, your goal is to turn strangers into friends, and friends into customers ... who will buy from you again and again, and tell everyone they know about your wonderful book!

Diane Eble has 28 years experience in the publishing industry as an editor (magazines, fiction and nonfiction books), author (11 published books, more than 350 articles), and copywriter. She is now a book publishing coach as well. Her recent books are *Abundant Gifts*, *MotherStyles: Using Personality Type to Discover Your Parenting Strengths* (coauthored with Janet Penley), and the new e-Book, *Jump Start Your Book: 12 Questions You Must Answer Before You Write Your First Word*.

## **Does Soul Really Exist?**



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## Effective Book Marketing Through a Website by *Debbi Sullivan*

Part of an effective book marketing campaign is a website - after all, what is the first thing people do when they hear of something interesting and they want information? They "Google" it. Your internet presence needs to grab the potential reader the same way the opening chapter of your book does. Your site should look professional, be informative, and be easy for people to find. But how to do all that? A single page provided by your publisher or P.O.D. printer is not enough.

There are many ways to get a website, from custom designed solutions to do-it-yourself sites. The most effective time- and money-saving solution for authors is a complete managed website. With a managed website you choose a professional design from a selection of templates, then have it customized for you. You get a domain name, your website hosting, and professional site updates all in one package. No software to learn, no time spent building it, and no huge custom design fees. These strong, professional sites are that easy - the only time you'll need to spend is in organizing what information you want on the site, and these three tips will help you prepare.

As an author, it is recommended that you register up to three domain names for your site. If you used a P.O.D. provider for your book, you may have chosen a publishing name (Backyard Books, or Patio Press, etc.), and you should register that as a domain. Register your own name (or pen name) as well, because people often search for a site by author name. Then, of course, you'll want to register the title of the book. The domains can be set to go to specific pages within your site, so I recommend using the publishing name (if you have one) as your main site, with the other names going to pages in your site that are specifically about the book or about you. If you don't have a publishing name, use your author name as the main site. The book's domain name will go directly to the page on the site about the book. If you write more books, you can then add them to your site under your publishing name or author name, each book with its own page within the site. Your site can then promote your new books as well as your back catalog, and will continue to grow with you. Your home page will immediately present your new book, as well as having links to

the rest of the site. Promotional excerpts, quotes and pictures of the book should greet visitors to your site. Other pages you will want to add include the above-mentioned author page (your bio, picture, etc.) and a page dedicated to this specific book. Including a sample chapter is often a very effective means of drawing readers in to purchase your book, and of course images of the cover art will need to be included.

If you are selling your book yourself, you will need an order page set up so people can purchase the book right from your site. If your P.O.D. or other booksellers are selling the book, your order page should include links directly to the page at their site where your book can be purchased.

You may want to include a page for press releases and book reviews, as well as endorsements. If you don't have many of these yet, you can always wait to include this page until you have a few to add. It can give the wrong impression if you have a full page dedicated to a single accolade - better to wait until your book has garnered several notable quotes before giving them their own page. In the mean time, you can always position quotes and review snippets throughout the other pages of your site.

Include any other pages you think are relevant, but remember to write. You're a writer, after all - provide your website builder with real content for your pages. Be clear, be concise, and remember to mention the title of the book and the topics involved in your text. If you wrote a story set in the world of motorcycle racing, for example, be sure to speak about the sport in your site's content. Search engines, like Google, will be reading every word on your pages, so you want to feed them the words that people will actually use to try to find your book.

Finally, you will want to include a site map, which is simply a page that lists links to every other page of your site. Even if your site is small to begin with, site maps do help search engines find their way around and through your site, and that is what you want them to do.

Yes, that's right, you need to promote the website that is a promotional tool for your book if you want it to be effective! Luckily, if you've had the site built well, this doesn't have to occupy all your time.

There are several things you can do besides providing good site content to help

your site be found. One of the big ones is to get some links coming in to your site, which often involves making some links out from your site. Approach other website owners for an exchange of links, but only relevant, decent quality sites. Some sites to consider:

Your publisher or P.O.D. If these companies provide a simple book page or mini-site for you, be sure you add a link to your own site from that page.

Did a graphic artist design your cover? Exchange links with them, as well as with any photographers you may have used for pictures on the cover or back cover.

Do you belong to any writers' groups or other professional associations? Trade links.

If someone has reviewed your book, see if you can exchange links with their publication - or at least ask that they include your web address in their review of the book.

Is there a group associated with your book topic? In the motorcycle example above, send a sample chapter to the webmaster of the motocross group and see if they'll trade a link.

If your book is non-fiction, consider writing some short articles (like this one) about your topic and submitting them to article directories or related websites. All articles should have a link in the resource box back to your site. Make use of any print materials you have - business cards, flyers, ads, etc. to list your website address. You should also have a marketing page at the end of the book itself, which should include your web address.

As time goes on, make sure to email updates in to your site provider. They can update the site with dates and places of readings or book signings. Make use of this service to keep your site fresh and keep people coming back.

Marketing your book with a website does not have to be difficult and time consuming. Prepare the site's content correctly, and find a good company to build and maintain it for you. Then you'll have a world-wide billboard, 24 hour store, and information kiosk about you and your book all working for you!

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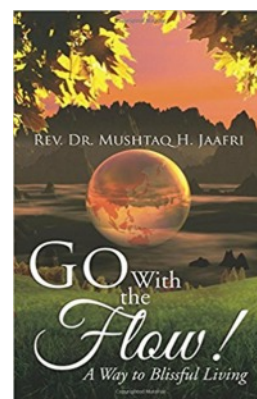
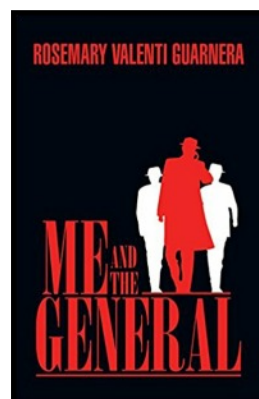
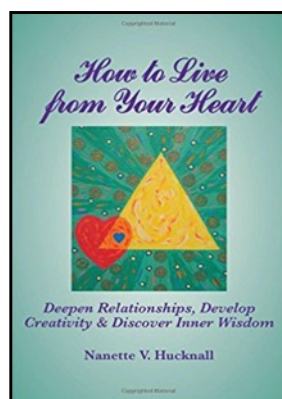
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