



Vol. 41 No. 3 Fall 2019

Book Dealers World

National Association of Book Entrepreneurs

**Summer 2019
Pinnacle
Book Achievement
Award Winners**

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Ted Rechlin, author of a dynamic series of full color, award winning hardcover children's titles focusing on animals, nature, dinosaurs and more. Read his fascinating story on page 3 in the Publishers Preview.

From The Editor's Desk



Dear Friends,

Fall is a beautiful time of year for most of the country, but in some places, storms and hurricanes are making life miserable for many people. We wish everyone well and hope all of you are safe in the coming months. Holidays will soon be here and it is time once again to celebrate with our family and friends.

This issue of **BDW** spotlights our Summer 2019 Pinnacle Book Achievement Award Winners, honoring many of our great members and their fine books. See pages 22 to 25 for a list of the award winning books. Check out some of our wonderful entries and new authors today.

In this issue of **BDW**, Pam Perry reminds "Authors: Your Book is Your Business", Susan Violante show us "How To Create a Synopsis That Hooks Readers," Jason T Jones reminds us of "Two Things Self-Publishers Must Do," Lisa M Umina shouts, "You Have Won an Award: 10 Things To Do Now," and Carmel M Audsley tells us that "Writers Need To Take Care of Business." There's a Publisher Profile on Ted Rechlin and his exciting full color instructional books for children in the areas of animals, nature and history.

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 2019-2020 NABE Book Showcase Exhibits and take a look at our popular **New Super Book Marketing Deal**, which saves you over a thousand dollars on some of our best marketing vehicles.

Hope the Fall and upcoming holiday season bring you great joy, lots of fun, and wonderful new books to enjoy.

Al Galasso, NABE

BOOK DEALERS WORLD

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Our 39th Year

NABE

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**National Association Of
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PUBLISHER'S PROFILE

Ted Reclin
Author of
**A Dynamic Series of Full
Color, Award Winning
Hardcover Children's Titles**

Author, illustrator & creative director of Rextooth Studios, Ted Reclin loves to draw pictures and tell stories. While his drawing style has evolved, his stories haven't really changed much. They're still about science, nature, and lots (and lots) of dinosaurs.

Ted's love of storytelling started at an early age. From the time he was a toddler, he told stories about the lives and adventures of *T. Rex*, *Triceratops*, and all his favorite dinosaurs. His enthusiasm for dinosaurs quickly melded with his love of drawing when his dad first brought home rolls of butcher paper from the restaurant that Ted's parents owned. Ted's dad unrolled the paper across the living room floor and that was the beginning of everything.

Ted would draw the complex and beautiful world of the Jurassic and Cretaceous while telling stories about his favorite dinosaurs that lived there. The adventures that were always alive in his mind never stopped, and as he grew, Ted never stopped practicing his skills as a storyteller.

Ted got his professional start drawing for DC Comics at age 19. He has been working as a freelance author/illustrator for fifteen years and has contributed his work to many museums, zoos, and publish-



Here is Ted Reclin signing his books at a special exhibit at the Smithsonian in Washington, DC with many admiring fans.

ing companies including DC Comics, Skyhorse Publishing, and Dover Publications.

From an early age, Ted was hooked on the gateway drug that is dinosaurs. That led to a fascination with all things prehistoric, and eventually, all things nature and science. Ted cares deeply for living wildlife. His books often carry strong conservation themes, in the hopes that we can prevent some of today's incredible species from going the way of Ted's beloved dinosaurs.

Ted's life-long love of animals, nature, dinosaurs, and all things prehistoric led him to found Rextooth Studios so he could share his passion for natural history and science education - subjects that are more important now than ever before.

Ted brings the vibrant and dynamic world of nature to life in the books of Rextooth Studios. From dinosaurs and prehistoric mega-beasts to animals we live with today, Ted's books strive to paint a picture of the challenges, victories, emotions, and experiences of life through the ages.

Ted lives in Montana with his wife, daughter, and their rescue pup.

For more info on all of Ted's titles and how to order them, visit his informative, colorful website at www.Rextooth.com

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

Our NABE BOOK SHOWCASE EXHIBITS are bright, well-decorated, and colorful. We offer drawings, free gifts and giveaways to increase booth traffic. A few years ago, a publisher who had placed her book in 3 different combined exhibits in the same show, told us that after visiting the other two places, she couldn't believe all the buyers and the activity that was taking place at the NABE Booth. Authors are encouraged to make an appearance at shows if they wish. Even if you cannot attend any of the shows, you can be assured your book will be shown to all potential buyers. We are unlike any exhibiting service you have ever used. This is our **39th successful year of showcasing books**, experience you can count on!

California Book Trade Show Burlingame, California Sept. 20-21 2019

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!

Pacific NW Booksellers Show Portland, Oregon Oct. 6-8 2019

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 Library Assn. Show Pasadena, California October 24-26 2019

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 Library Assn Show Bend, Oregon April 28-May 2 2020

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

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

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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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Authors: Your Book Is Your Business

by Pam Perry

Start where you are with what you have. You've heard it hundreds of times. But what does that mean? You've published the book and you got it on up Amazon. Congratulations!

Now what? Now the fun and frenzy begins.

You push people to buy it. You share the link from Amazon. You do "free download" days with the eBook. You run Facebook ads. You blog about it. You send out eblasts. You get creative and do a book trailer and a few blog tours. You write a press release. You pitch yourself to the media. You book yourself on podcasts or run a teleseminar or start podcast all around the subject of the book.

Hoping people buy the book, talk about the book and then have more people BUY the book. Whew!

Book sales are soaring - for at least three months. Then you know what happens after about 90 days?

Nothing.

You're worn out and tired of pushing your book. You stop pushing it and your sales tank. All that hard work and you are now at a stand still.

That's why being an author is not enough. You have to become an authorpreneur. You must have a strategy to turn your book into a business.

You are the expert and the authority on whatever the topic of your book. You should not limit yourself to just being a sales person for a book. You are the CEO of your information product business.

An authorpreneur creates courses, workbooks, audio books, home study courses, lecture series - and even "branded" products like T-shirts, journals, backpacks or phone cases. This is what we call "product line extension."

Think like an entrepreneur - not like an author. Sure, you can go speak and sell books in the back of the room. But you're not leveraging the entire business model of what is possible with a book.

You can hold a yearly conference or convention around the subject of your book.

You could create a whole sales funnel and launch video/audio lessons for different levels of learning. Think about launching a series for those who are beginning, then intermediate and finally advanced.

You could coach individuals and consult with businesses.

You could sell your book in bulk to organizations.

You could become a paid spokesperson, columnist or a regular contributor to media organization as the expert.

You could get sponsors and provide them with content for their blogs.

The opportunities are endless. There are hundreds of products or streams of income you can pull out of your book, but you've got to think like an authorpreneur. It's really about leveraging your resources, expertise and business savvy to get to the next level.

Ministry marketing pioneer, Award-winning social media strategist and PR Coach Pam Perry helps authors, speakers and coaches garner publicity and leverage online strategies. As a 20-year PR veteran, she is also the co-author of "Synergy Energy: How to Use the Power of Partnerships to Market Your Book, Grow Your Business and Brand Your Ministry." She offers help through her private mentorship program on the web at <http://www.PamPerryMentoring.com> She also does an "Authorpreneur Bootcamp" and publishes Speakers Magazine.

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Complete Details and
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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. 2019 marks our 39th year of publishing.

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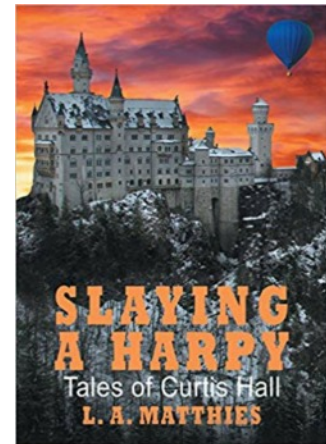
Final Deadline: Dec. 20th, 2019
 See Next Page For Publishers Preview

Slaying A Harpy Tales of Curtis Hall

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

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

Retail: \$18.95, Sample: \$18.95 ppd.
Write for wholesale quantity discounts.

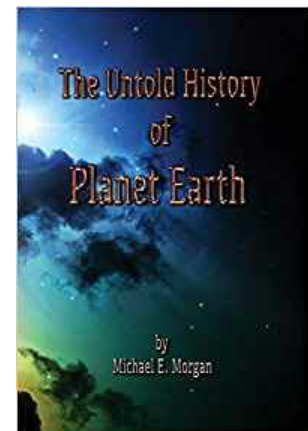


The Untold History of Planet Earth

Michael Morgan
Dawntrader Books LLC
34522 N Scottsdale Rd D7-413 Scottsdale, AZ 86266
Phone: 914-433-9363 E-Mail: cayote11@gmail.com

The Untold History of Planet Earth begins by circumventing political and religious agendas and describes the true history and nature of the Most-High God, beginning well before the accounts in the Bible. This account details how and when the Earth came into existence, when and where man came from after the fall, and the situation up to the present. It entails also a true depiction of the future of man's dilemma.

Retail: \$18.95, Sample: \$18.95 ppd.
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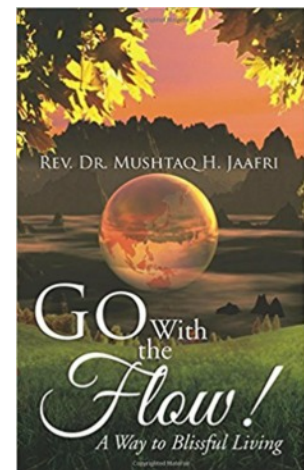


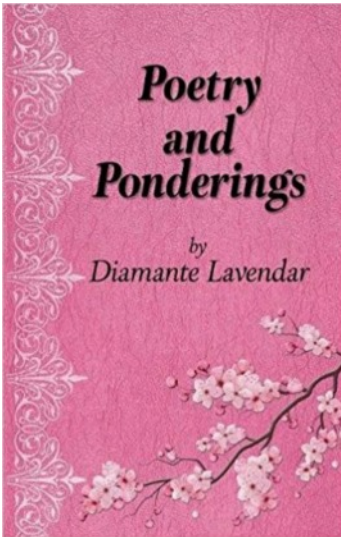
Go With The Flow A Way to Blissful Living

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
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.



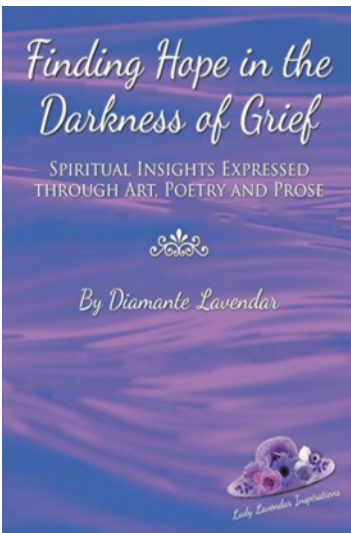


Poetry and Ponderings

Diamante Lavendar Written Dreams Publishing
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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 non-fiction 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.

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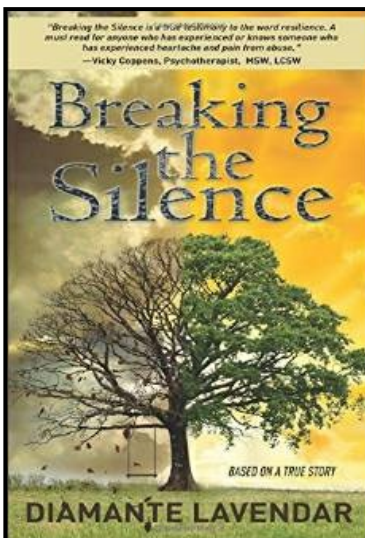


Finding Hope in the Darkness of Grief Spiritual Insights Expressed Through Art, Poetry and Prose

Diamante Lavendar D&L Productions PO Box 8213 Green Bay, WI 54308
Phone: 920-288-9929 E-Mail: diamantelavendar@yahoo.com
Web: <http://www.diamantelavendar.com>

This book is a gleaming of insights from artist Diamante Lavendar. For her, life has been a long, difficult road, but it has taught many poignant lessons. Her poetry collection is an exploration of the human soul, a traversing of situations that life throws at us. Diamante has always been intrigued by the ability to overcome and move on to bigger and better things. She believes that everyone should try to leave a positive mark on the world, to make it a better place for all. Writing is the way that she is attempting to leave her mark one story at a time.

Retail: \$16.99, Sample: \$16.99 ppd.
Write for wholesale quantity discounts.



Breaking The Silence

Diamante Lavendar D&L Productions
PO Box 8213 Green Bay, WI 54308
Phone: 920-288-9929
E-Mail: diamantelavendar@yahoo.com
Web: <http://www.diamantelavendar.com>

A winner of six awards for Inspirational Fiction! Based on a true story. A book to inspire, to bring hope and healing. Written from a Christian perspective, *Breaking The Silence* addresses issues such as abuse, loss, grief, depression, anxiety and healing. Reviewed as "an amazing story of hope" and "moving, brilliant and inspiring". *Breaking The Silence* speaks of jumping the hurdles in life no matter how big they may be and of seeking and finding your destiny.

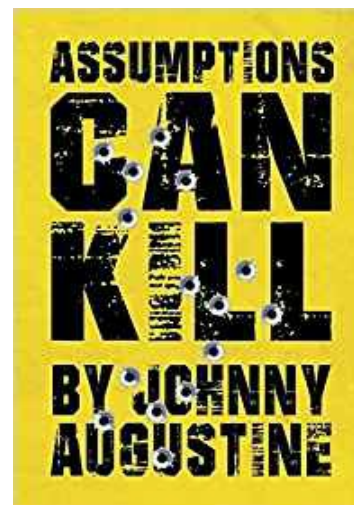
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Assumptions Can Kill

Johnny Augustine Page Publishing
56374 Butternut Lane, Eastman, WI 54626
Tel: 608-306-0383 E Mail: johnnyaugustine18@gmail.com
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This is an action-packed thriller about forty-nine year old Jake O'Neil, who works as a custodian for the local high school. Most people in and around the little town of Wineca assume they know who Jake is, a drunken loner! The drug cartel that tries to carry out a plan to use Jake's school as a distribution center assumes the same thing. But then comes the day many find out ASSUMPTIONS CAN KILL!

Price: \$12.95 Sample: \$12.95 ppd.
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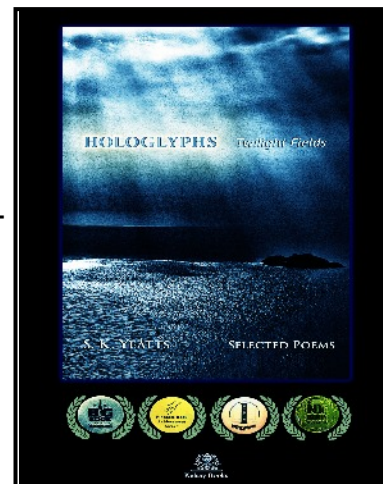


Hologlyphs - Twilight Fields

S. K. Yeatts Kelsay Books 1149 S. Summit Ridge Santa Fe, NM 87501
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HOLOGLYPHS is a neologism from the terms 'whole' and 'image' and portends a poetic style similar to T'ang dynasty China, yet is centered in imagistic archetypes – e.g., Ezra Pound's "Luminous detail". HOLOGLYPHS – Twilight Fields has won multiple awards: The Independent Press Award; The Pinnacle Book Achievement Award; The Big New York Book Award (Distinguished Favorite) and was the winner of the 2019 Next Generation Indie Book Award for Poetry.

Retail: Softcover: \$17.00 Hardcover: \$23.00.
Write for wholesale quantity discounts.



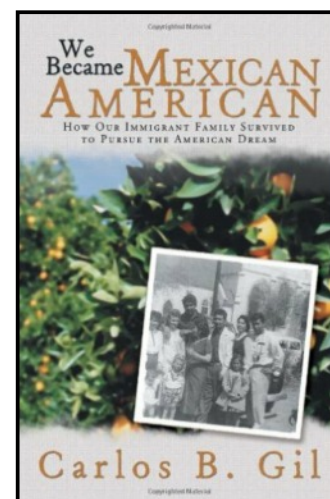
We Became Mexican American:

How Our Immigrant Family Survived to Pursue the American Dream

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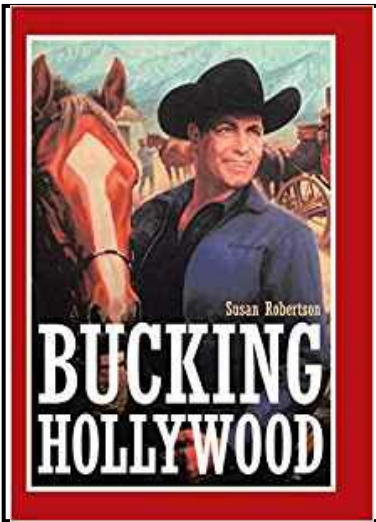
Discover what it's like to emigrate from Mexico to the United States based on one family's account. This highly readable award-winning book tells the story about the shock of arriving in the U.S. for the first time in the 1920s including the cultural conflicts and other difficulties connected with raising children in a new society. You'll learn about Mexican immigration to the U.S. and how the "Mexican" Gil children became Mexican American as told by one of them who recounts memorable experiences dating from the 1920s to the 1970s.

Retail: \$26.99, \$7.99 Sample: \$26.99 ppd.
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Bucking Hollywood

Susan Robertson Page Publishing PO Box 470 Rancho Santa Fe, CA 92067
Telephone: 405-706-3704
E-Mail: larruping@aol.com

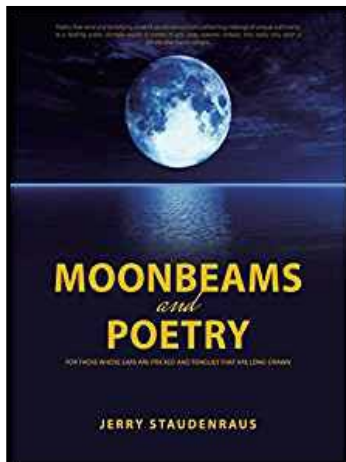


Comprehensive doesn't begin to do BUCKING HOLLYWOOD justice. It refers to the fact Dale Robertson never compromised himself professionally in the film industry or in his life. Truly a flag waving salute to a wonderful man. Studded with thousands of rare film photos, many in color. Written by his wife Susan, totally with her own words, thoughts and ideas to magnificently preserve Dale's legacy.

Retail: \$62.95
Write for wholesale quantity discounts.

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Jerry Staudenraus iUniverse
PO box 464 Moses Lake, WA 98837
Phone: 509-765-0683 E-Mail: jerrystaudenraus@gmail.com
Web Site: www.moonbeamsandpoetry.com

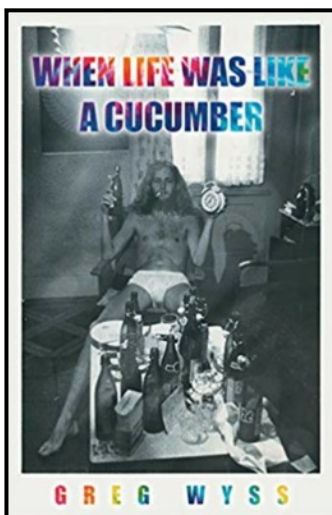


Topics include heavenly bodies, orbs, circles of life, sky gods and the rhythms and movement of players playing and being played. they ponder time passages and hopes of change or fulfillment; about love and remembering and death; hope and regret. It's a book written especially for bonfire orations, for "those whose ears are pricked and tongues that are long-drawn".

Retail: \$14.99, Sample: \$14.99 ppd
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When Life Was Like a Cucumber

Greg Wyss Page Publishing 1-1 Tyrellian Ave - Ste 330 NY NY 10309
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A thought-provoking novel set amid the freewheeling social and political confusion of the early 1970's. Inspired by an angel calling herself Isadora Duncan, a young man launches into a wild journey of self-discovery and sexual awakening through the streets of Boston, Florida's Gulf Coast, the hash clubs in Amsterdam, the Swiss Alps and an idyllic summer on the island of Crete where he is befriended by a Greek Renaissance man.

Retail: \$27.95 Sample: \$27.95 ppd.
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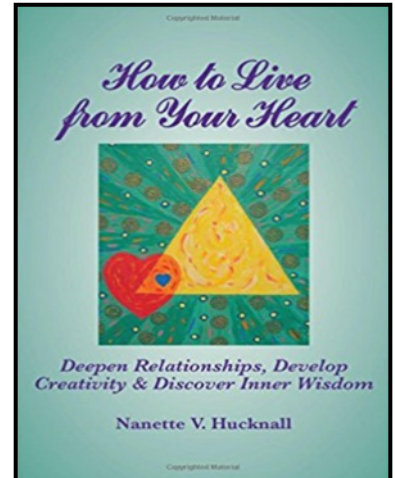
How to Live From Your Heart

Deepen Relationships, Develop Creativity & Discover Inner Wisdom

Nanette V Hucknall MSI Press PO Box 1116, 175 Lang Street
San Juan Bautista, CA 95045 Phone: 831-886-2486
E-Mail: editor@msipress.com Web: www.msipress.com

Heart energy. It comes from an always loving and wise Higher Source. Nurturing, warm, quiet, refined, and all encompassing, heart energy brings spiritual growth that fosters creativity, attracts loving relationships, and engenders peace and happiness. This practical book not only teaches you how to live from your heart but also provides scads of activities to practice doing so.

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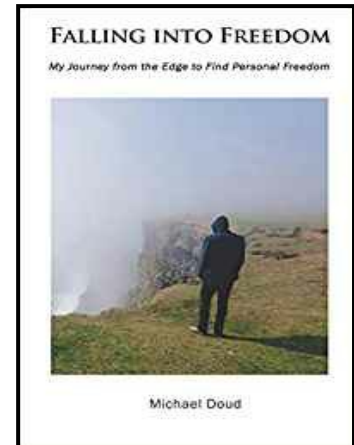


Falling into Freedom

Michael Doud 1 Channing Way
Sausalito, CA 94965
Telephone: 831-402- 2423
E-Mail: modoud@hotmail.com
Web: www.michaeldoud.com

In the winter of 1989, on a windy cliff, it hit me that I was depressed and had been for most of my 38 years. I considered ending my life right there. My only option was to change it, completely. Falling into Freedom is the story of my adventures that began after I stepped back from the cliff and set out to find the wisdom that would set me free.

Retail: \$17.95 Sample: \$17.95 ppd
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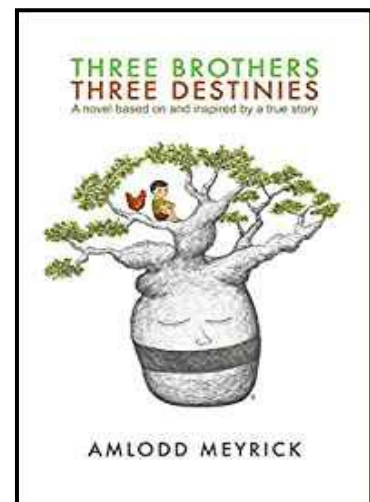


Three Brothers - Three Destinies

Amlodd Meyrick Austin Macauley Publishers Ltd
25 Canada Square, Canary Wharf London, England E14 5LQ
Phone: 0041227539074 E-Mail: atugwell@bluemail.ch
Web: www.austinmacauley.com

Adrian was born in Nairobi, Kenya in 1948, having two elder brothers. Disputes, infidelities and lack of love by their parents caused the three brothers much pain and suffering. The father obliged the family to move to a small farm in the Nyeri region, where they suffered two violent Mau Mau attacks, killing eight persons and two dogs. They moved to Mombasa, then the father left them, flew to England, then obliged the mother to send the three brothers over to him and they never saw their mother again. In England, the father rejected and abandoned the three boys and they spent time in dreadful orphanages, where the eldest brother was sexually abused.

Retail: \$16.99 GBP
Write for wholesale quantity discounts.

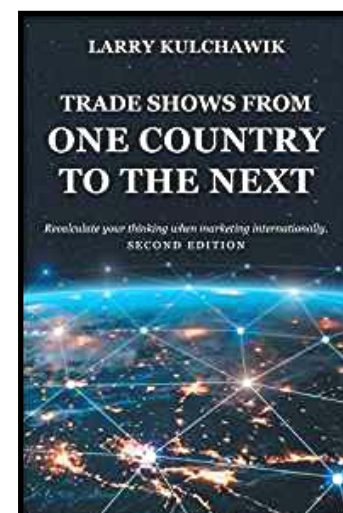


Trade Shows From One Country To The Next

Larry Kulchawik Page Publishing 1-1 Tyrellian Ave - Ste 330 NY NY 10309

Phone 866-315-2708 E-Mail: larrykulchawik@gmail.com

Web Site: www.larrykulchawik.com



The power of Face to Face marketing is best experienced at industry trade shows. When selling any product or service internationally it is critical that you recalculate your selling strategy that best compliments the regulation and cultural differences within the region. Trade Shows from One Country to the Next is a quick and easy guidebook to help prepare you and your selling team to adapt your exhibit design and engagement style to suit the audience in any of 45 different countries. "There is no right way, there is no wrong way, there is only a different way". When marketing internationally awareness and respect about country differences will go a long way to ensure success when marketing across borders. This book offers many tips to bring greater awareness to create an effective sales experience.

Retail \$27.00, Sample: \$27.00 ppd.
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It's Grief:

The Dance of Self-Discovery Through Trauma and Loss

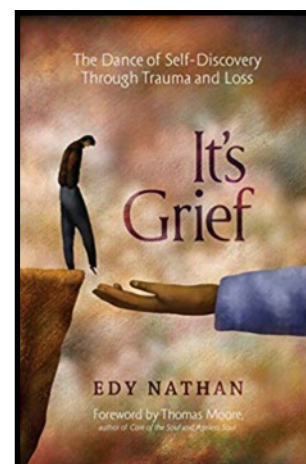
Edy Nathan As I am Press LLC 42 Longview Rd. Pt Washington, NY 11050

Phone: 917-757-3516 E-Mail: itsgrief2@gmail.com

Web: www.edynathan.com

It's Grief examines the emotionally devastating impact of loss and trauma. It illuminates how the brain holds the complex circuitry of grief and provides choices to deal with it. Nathan's Eleven Phases of grief, describe the experience as non-linear, where healing does not adhere to a specific timeline or order. It's Grief unravels mysterious dimensions of this journey with a unique clarity that transforms into one of life's great teachers.

Retail: \$24.95 Sample: \$24.95 ppd.
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From The Ghettos To The Thrones of Europe

James Henderson, Esq. Createspace

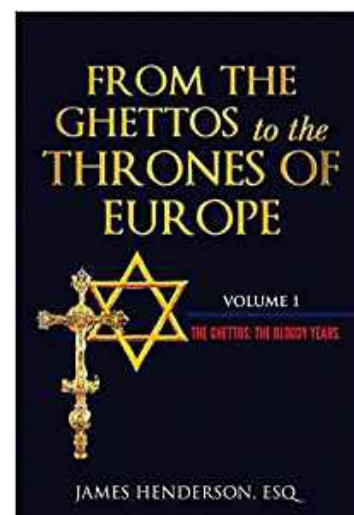
15111 You Win Court Grass Valley, CA 95945

Phone: 530-913-4007 E-Mail: jimlaw09@me.com

Web: www.Hendersonlawfirm.com

From the Ghettos to the Thrones of Europe tells the riveting story of how the Jews rose to financial and political dominance after being liberated from the Ghettos by Napoleon. Ghettos surveys 1750 years of blood and guts conflict between exiled Jews and Imperial and Papal Rome, and climaxes with the ominous alliance of Jewish central bankers and Freemasonry, triggering the French Revolution, 1789, and the fall of the Papal Church-Empire, 1798.

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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?

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How to Create a Synopsis That Hooks Readers

by Susan Violante

When people pick up your book they want to know is what it is about. This is why books have a synopsis or description on the back cover. But if the text featured on the back cover doesn't hook the reader's interest right away, chances are they won't buy the book.

After seeing your book cover or hearing your book title, the first thing readers do is pick up the book and flip it over to read the back cover, or if they are online, they will look for the product description, also called a short summary or synopsis (about a paragraph long). Some authors put only their biographies on their back covers. Depending on the book, the author's Bio might give credibility but not only will the reader still wonder what the book is about; the author is also missing out on the best opportunity to hook readers. Below are some tips on writing a synopsis with a hook:

1- Make it Short. Remember, the possible buyer will not spend more than few seconds looking at the back cover, so make it sweet, short and to the point.

2- Make it Relevant. Most people look for stories relevant to their lives, so it is important to show how the book can relate to current times on the synopsis.

3- Make it Credible. Even sci-fi needs to sound credible to call the interest of a reader. So make sure that how you describe your story (no matter the genre), sounds credible to the reader.

4- Make its Uniqueness Evident. What makes your story different from other books in that genre?

That is the question to answer in the synopsis.

To give an example on using the above tips to create a synopsis, below is my book's back cover/Amazon Synopsis:

"Growing up under WWII Italian survivors was not easy. For Susan, the hardest part was the feeling of alienation as she desperate tried to relate to her parents to no avail. Through the years Susan was able to relate with her mother, but her father remained an enigma until one day he gave her five tapes containing his memoirs. Based on Nino's first tape, Innocent War is a boy's adventure, showing a child's point of view through the war's hardships, dangers, and tragedies, combined with his own humor, innocence and awakening as he grows up. Join Susan as she gets to know her father, and finds herself within the family she thought she knew."

1- Make it Short: It is 114 words and states all topics within the stories.

2- Make it Relevant: It states how I was trying to get to know my father (relevant to all who have parents)... even though it is about WWII, currently we are in war against Terrorists.

3- Make it Credible: I state that the story comes from first-hand accounts and there are tapes to back it up...

4- Make its Uniqueness Evident: WWII under the Italian point of View, A child's experience.

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Oct.12-13: Seattle Antiquarian Book Fair, Seattle Washington, 206-323-3999.

Oct.16-20: Frankfurt International Book Fair, Frankfurt, Germany, Telephone: +49 69 21020.

Oct.24-26: California Library Assn. Trade Show, Pasadena, California, NABE Book Showcase, 541-942-7455.

Oct.25-27: Surrey International Writer's Conference, Surrey, BC Canada, E-Mail: info@siwc.ca

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Nov. 30-Dec. 7th: Guadalajara Book Fair, Guadalajara, Mexico.

Book Signing for Experts By Jo Condrill

Think of your book on the bookstore shelf trying to attract the attention of potential new owners. Crammed together with hundreds of other books, only the spine visible to the roving eyes of readers, your book needs a little help from its creator. So much effort has gone into publishing it; can you afford to abandon it just as it hits the bookstore shelves? Your book needs your help.

Why not orchestrate a publicity-generating event such as a book signing with a mini-seminar, discussion, or reading where you can autograph your book? You can make a book signing tour worth your effort. If you are a new or emerging author with a small publisher, resources for promoting your book are likely to be very limited. If you are a professional speaker and an author, you can raise your celebrity status by doing a book signing in cities where you speak.

A book signing in a bookstore places your book "center stage" for a while, away from the crowded shelf. The event establishes a "pull" system which means the bookstore and its patrons ask for your books rather than the author and publisher having to persuade the bookstore to stock them. The author arrives as a celebrity.

There are many other venues in addition to bookstores. Jon Hanson, author of *Good Debt Bad Debt*, spent a lot of time writing in a coffee shop bakery. So many customers stopped by his table to check on the book's progress that the owner of the coffee shop asked Jon to do a signing when the book was published. Bagels and Books?

If your book is nonfiction, conversations with your audience will indicate that you are a source of expert information. You have done a lot of research in this area. You may become a key resource in their future exploration of the subject matter. People generally take pride in having met and

discussed a book with its author. There is reflected glory which sets that person apart from other readers and gives them a connection to the source.

If you're not doing book signings, you may be leaving money on the table, overlooking an avenue to increase profits. There are many ways to promote your book, but none is as "up close and personal" as a book signing event.

Jo Condrill is a professional speaker, author, and consultant. She has conducted successful book signings from coast to coast, including one at the Barnes and Noble Store in Rockefeller Center, New York City. Jo is the author of: "Take Charge of Your Life: Dare to Pursue Your Dreams" and coauthor of "From Book Signing to Best Seller," which was named the Best Writers Reference Guide of 2002 by the Bay Area Independent Publishers Association. Jo is also coauthor of "101 Ways to Improve Your Communication Skills Instantly." You can check out Jo's informative website at <http://goalminds.com>



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Book Dealers Diary

Bucking Hollywood by Susan Robertson tells the tale of a unique and gifted actor who once bucked the system in Hollywood. This is the life story of movie and TV actor Dale Robertson, told by the person who knew him best, his wife, Susan. Susan says she is not a professional writer but wanted to write this book totally herself with her own thoughts, ideas, time frame, and no ghost writer. For more info send an e-mail to larruping@aol.com

St. Croix & Namekagon Rivers: The Enduring Gift by Craig Blacklock is a landmark, award-winning book, video and museum exhibition celebrating the 50th anniversary of the Wild and Scenic Rivers Act protecting the St. Croix & Namekagon Rivers. Co-produced by the St. Croix River Association (SCRA) and Blacklock Photography Galleries. For more info visit www.stcroixphotography.com

In an increasingly tumultuous world, knowing God is by your side can make an enormous difference, bringing strength, comfort, and peace. In **Searching for God, the Precious Treasure, in My Daily Life**, Rev. Peter G. Vu helps you see God's presence in everyday events and find the encouragement necessary to thrive in times of challenge. Through prayer, acts of charity, and interactions with others, you will see that God is before you, behind you, and all around you, a benevolent guiding force to help you walk the path of the righteous. For more info, visit www.FatherPeterVu.org

A Broken Sausage Grinder: Is Our Government Fundamentally Flawed? by Hank Thomas helps us understand why the Federal Government is designed as it is and how it can be fixed. Everybody proclaims disgust with the political system, yet the system continues to get more disgusting. Is the hard-nosed partisanship in politics today the result of a flaw in the design of our system of government? Did our forefathers overlook something important when they were writing the Constitution? For more info, send an e-mail to abrokensausagegriner@comcast.net

Gina Explores Nature: Lessons From a Magical Mat by Traci Manuel opens up an enchanting world discovered by a young girl named Gina, who, while attending a yoga class with her mom, experiences her mat suddenly taking off. Up and away they fly on the mat together in the recesses of Gina's imagination, soon to discover the wondrous world of nature, unfolding with wisdom and the miracles of life. For more information visit www.tracimanuel.com

Unshakeable Confidence: Mindfulness For Women by Mare Chapman encourages compassionate insight, connection with authentic self, and respect for inner authority. The ultimate destination is unshakeable confidence: the deep, stable, inner trust to handle whatever is happening in life—from the awful and unbearable to the outrageously amazing and wonderful. For more information visit www.MareChapman.com

Struggling and Dying Under Trumpcare: How We Can Fix This Fiasco by John Geyman, MD is his second book in this series. He claims we need real Medicare for All with comprehensive benefits for all U. S. residents. We can afford it through savings of private insurer costs, negotiated drug prices, and progressive taxes whereby 95 percent of Americans will pay less than they do now for insurance and health care. For more information visit www.copernicus-healthcare.org

Melissa & Kasho by Camilla Chance tells the story of Melissa, a shy teenage girl, who feels lost in a transnational high society world that drives her to the depths of despair. But her attraction to the very human Kasho, who has snippets of philosophy to impart, eventually enables her to develop her own strengths. For more info visit www.camillachance.com

The Coca-Cola Trail: People and Places in the History of Coca-Cola by Larry Jorgensen is a journey for anyone interested in discovering the history and growth of the world's most recognized product. The trail will take readers to the places in America that tell the story - places where you can see, touch, and remember. Whether a serious Coca-Cola memorabilia collector, a person interested in American business History, or simply a fan, The Coca-Cola Trail provides a fresh new look at a trusted old friend. Packed with old time photos of the cities and places that were part of the Coca-Cola story. For more info, visit www.thecocacolatrail.com

Danielle: Chronicles of a Superheroine by Ray Kurzweil tells the story of a precocious young girl who uses her intelligence and accelerating technology to solve humanity's grandest challenges. Now if only we can find more courageous visionaries like Danielle. PBS called author Ray Kurzweil "One of the revolutionaries who made America," and Inc. magazine named him "Edison's rightful heir." For more information, visit www.danielleworld.com

One Caregiver's Journey by Eleanor Gaccetta details how one person navigated the pleasant and unpleasant attributes of caregiving to ensure her mother was comfortable, clean and well taken care of in the confines of her home. Learn the inside secrets of successful caregiving. For more information, send an e-mail to Zellie2@comcast.net

Broken Open: Embracing Heartache & Betrayal as Gateways to Unconditional Love by Mal Duane shows us that the journey home is about learning to love yourself fully and completely, despite the agonizing way you were forced to get there. You will find the keys to the healing you desire, so you can wear your broken heart as a badge of courage, and finally live, and love, as a whole woman. For more information and dealer info visit www.MalDuaneCoach.com

Exploring My Ideas by Fida Abbott is comprised of ten evocative short stories that were crafted from the authors personal experiences and observations. Every short story is followed by the authors explanation how she got an idea and wrote it into a short story. This book includes a simple and practical guide on how to explore and compose ideas into short stories, as well as publishing tips. More info at www.abbottsbooks.com

In Rescript: The Story You're Telling Yourself by Colleen Georges you will find out how to get rid of limiting beliefs, critical self-talk, regret, or worry. You will learn to silence the antagonizing inner voice that tells you you're unworthy and unable to change. Dr. Colleen guides you on a self-authorship journey using the eight practices of her RESCRIPT framework, based in Positive Psychology. You'll discover how to: identify limiting stories you're telling yourself, quiet your Inner Antagonist quickly and Recognize your self-worth so you can set and achieve your goals. For more info visit www.RESCRIPTBook.com

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5 Must Do's To Get Traffic From Twitter

by Aurelius Tin

Are you struggling to harness the power of Twitter for your blog? Tweeting the title for your blog post and a link to direct visitors to your site is not good enough. You actually need to be more creative, active as well as connect more with people. Below are 5 tips to help you get traffic from Twitter.

1. Use hashtags

Hashtags are crucial on Twitter because they allow you to label your content, making it searchable. It is one of the best ways to get your content seen by Twitter followers who are searching for specific keywords that you have used. Hashtags enhances your tweet's visibility and engagement even with people who are not following you.

2. Share your updates often

On Twitter, updates can actually disappear in matter of seconds. It is therefore very important to share updates often to get your tweets discovered. It is not good enough to just post a tweet once, instead you need to post it several times to reach several people who are using this this social platform.

3. Engage with your audience more

Just like any other social network, the more you engage with your audience, the better your chances of increasing your traffic. By engaging with others through tweeting, sharing and retweeting, your influence on twitter will quickly grow. Addition to that, retweeting other people's post will increase your chances of getting retweeted back, meaning that you will be able to reach more people.

4. Get visual

Most people usually think that Twitter is a text only social platform but that is not the case. Twitter now features visual content. This means that if you accompany your text with your visual content, you will increase the chances of it being viewed and shared by more people. Posting visuals that stand above others will go a long way in helping you get more traffic.

5. Use a call to action

Every aspect of marketing requires a well formulated call to action. Do you want your followers to download your new eBook or do you want them to read your latest blog post? It is important to let your followers know exactly what you want them to do.

The 4 Components to Building an Author Platform

By Sandra N Peoples

What is an author platform?

An author platform focuses on who you are as the author, and how many people you influence. It is what you represent. It is what comes to mind when people hear your name.

There are four components to building a platform as an author.

Authors should think of themselves in the same way as celebrities do. Becoming famous does not happen overnight. In fact, you don't become famous without having a following.

And you can't have a following without first having a presence. People have to come to know you as an author. They must encounter your brand in order to get to you.

Many new authors tend to believe that the only thing they need to focus on is writing the book; when that is so far from the truth. As an author, yes, you must write books; but, you also have to think about how you are going to get in front of the people who matter the most to your career: your readers.

What are the four components to building your platform as an author?

1. Presence. How will people find you if they don't even know that you exist in the first place? You must spend time doing the things that will get you in front of

the people who will be reading and promoting both you and your work. Having a presence opens doors for opportunities you may have never imagined in your life. Social media has made it easy to build your presence online.

2. Relationships. This has to do with the people who can help further your reach and exposure as an author. It is the bloggers, the radio show hosts, the newspapers, magazines, and other forms of media. What connections are you building with the people that can help you get in front of the people who will one day become your fans and supporters? The relationships you build determine how big you can play in the world.

3. Tribe. You have to become the person your reader wants and needs to meet. The person your reader wants to connect with. Take time to get to know your readers. Authors become their readers BFIMH (Best Friend In My Head). But you can't become that, if they don't know you, and you don't know them. Once your readers have to come to know you, and love you, they will become a member of your tribe. They will be your biggest supporters, and will help spread the news of your works, appearances, and more. Tribe members don't ask to be compensated; they support you because they love you.

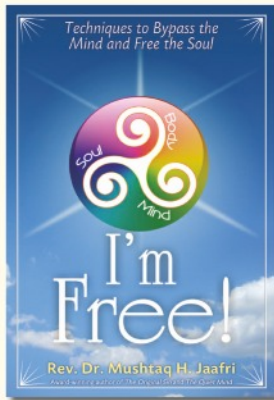
4. Brand. What do you stand for in the eyes of your readers? Are you a hot male romance author? Do you write Christian

erotica? Whatever it is that makes you unique, is a part of your brand.

Focus on building your platform as an author. It will determine the success or failure of your career. Though it may take time, effort, energy, and even finances, having a solid foundation is well worth the sacrifice.

Sandra N. Peoples is an author and publisher with a business brain. Over the years, her amassed skill set has allowed her to be able to train countless authors & entrepreneurs on how to use books as a business tool to get clients. An award winning blogger and author, Sandra has been featured in Publishing World Magazine, brass Magazine, BlogTalk Radio, AAMBC, The Flint Journal & NBC25 News. She is also a Platinum Expert Author with Ezine Articles and was a Shorty Award nominee for her content. You can read more about Sandra at <http://srandranpeoples.com>.

Does Soul Really Exist?



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Two Things Self-Publishing Authors Must Do

by Jason T Jones

Think back to the last time you were in a bookstore. How did you choose a book to read? Sure you have your favorite sections, but chances are you looked at the front cover, back cover, and (if you are the thorough type) inside the jacket. If you look around the store, you will see everybody else choosing books the same way. The whole process takes two to five seconds.

If you are self publishing, you may be tempted to skimp on some parts of the book publishing process. The way people choose books to read in a bookstore teaches self-publishers something very important. There are two areas in self publishing that does not pay to do cheaply; the cover art and the title.

Devote some time to finding the right cover artist for your book. If you do an internet search for "book cover design" you will get a host of websites and freelancers that offer professional cover design services. Spend some time looking at their galleries and any previous work they've published. After you've decided who you would like to work with, find their contact information from their website and ask about their availability. Avoid any "self-publishing company" that offers cover design as part of a package. Many of those are based off pre-designed templates. You're putting your heart and soul into this work. You and your book deserve better.

If you want your book to be commercially viable, then your title has to be commercially viable. Many well-known and highly successful books started out with other titles.

According to Dan Poynter, the father of self-publishing:

- Tomorrow is Another Day became Gone with the Wind.
- Blossom and the Flower became Peyton Place.

- The Rainbow Book became Free Stuff For Kids.
- The Squash Book became the Zucchini Book.
- John Thomas and Lady Jane became Lady Chatterly's Lover.
- Trimalchio in West Egg became Fitzgerald's The Great Gatsby.
- Something that Happened became Steinbeck's Of Mice and Men.
- Catch 18 became Catch 22

Being a self-publisher, you probably don't have the resources to do the market testing that large publishers do for their titles. So, until you are in a position that you can afford market testing, here are some tips:

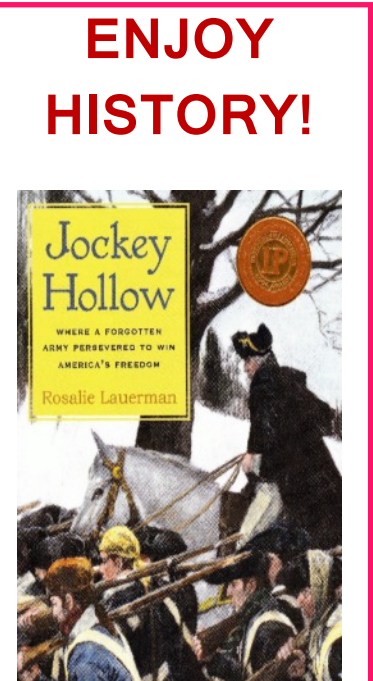
The shorter, the better; Very few titles are complex. Did you notice how the titles above use four words or less?

The title should please the ear. Did you notice how four of the titles listed above use alliteration?

The tiles above also help you create a mental image or a mood.

You may have a brilliantly written book, but that means nothing if no one reads it. Give your book every possible chance to be bought by using a great cover artist and title.

Jason has been married to his beautiful wife Carol since 2006. Jason and Carol have two fantastic grand kids. With the encouragement of his family Jason published his first children's book in 2010 and will have more in the future. Learning how to promote his book led him to internet marketing with a focus on affiliate marketing. You can learn more about internet marketing by signing up for a free video you can find here. <http://ticklehillpublishing.com/wp/freevideo>



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You Have Won an Award 10 Things to Do Now! By Lisa M Umina

First, let me be among the first to say "congratulations and well done." Entering your story, book or poem into a writing contest can be intimidating and humbling but now that you have won the award - it is time to shout the news from the roof tops. But where do you begin?

Just like with any marketing efforts, you need to have a plan. The "best laid plans" are the ones that are the most effective.

See here is the thing: Remember all the blood, sweat and tears that went into writing your novel? When you were done all you wanted to do was put your feet up and enjoy the days of wine and roses, but actually the real work is just beginning; the work of getting the word out so that people actually buy your book.

But we get distracted. We let life or that shiny silver ball take our eyes off the task at hand; that is to be in a continual mode of marketing.

Now that you have won an award, you need to focus your efforts, develop a marketing plan and then work the plan so that you can make the most out of this incredible honor!

Following are 10 WAYS TO MAKE THE MOST OUT OF WINNING AN AWARD

1. Take a picture of you holding the award and your book!

2. Hire a professional to write a press release about the award. Halo Publishing offers this service that includes distribution to nationwide media outlets, a phone interview with one of our reporters and a full page news release.

3. We also encourage you to send that press release, including the photo of your book cover and your author photo, to:

The local editor of the weekly town paper.

All the contacts in your email file.

Post on Facebook, LinkedIn, Twitter, Instagram, Pinterest and any other social networks on which you participate.

Post it on your website

Post it to a variety of free news sites like Free Press Release or PR Inside, 1-888, Local Patch, etc. Google free press release submission to find websites in your area

Contact any organizations in which you are a member, Chamber, Rotary, etc. and send them a copy to be posted or linked to in their next newsletter

4. Include the award in your online signature for email and your bio on every webpage and account you have: Joan Jett, Author, Winner 2015 Best Author On the Planet.

5. Include this same information on all of your marketing collateral such as business cards, brochures, postcards, etc.

6. Call your local paper and see if they would be interested in doing a special feature article. Many local papers are willing, at no charge, to write an article when a local author wins an award. It doesn't hurt to ask.

7. Call the local bookshop and ask if they would be willing to host a book signing event where you can also feature your award!

8. Create a simple video (30-60 seconds) in which you show your book and the award and just share a brief commercial about what the award is and how excited you are about winning. Post this on your website and link to the video from all of your social media accounts. Check this article on Creating a Killer Video.

9. Use Animoto to create a video from still pictures. You can add a voice over or just select music from their collection. You can create a 30 second video for free.

10. Create a meme from the picture of you and the award. Visit <http://www.imgflip.com> and upload your photo and add a few words. Share the picture everywhere on the web and include a link back to the press release and/or where they can buy your book.

BONUS IDEA: Throw a party. (It could be a "garden party to reminisce with your old friends") Invite your friends and family and local contacts to come and help you celebrate this wonderful accomplishment. Carry the award with you everywhere. Take lots of selfies with you, the award and your friends and share all over the web. The more you share the more effective your marketing efforts will be.

Bottom Line: Winning an award for your work is a really big deal. Now is not the time to be modest. You need to find every way you can to stand and Shout it From the Rooftops. You can't afford to be distracted because then you'll lose the momentum of the moment. You need to Let the Sun Shine In on you and your efforts!

Please visit our blog at <http://halopublishing.com/blog/> for marketing and writing ideas.

**Writers Need to
Take Care of Business**
By Carmel M Audsley

As a writer, it's easier to work on the business of writing than on the business of selling books. You need to continue to grow your business by writing more books, while marketing your current catalogue to prospective buyers. It's an ongoing task. While we would all love to spend our days creating and writing, we cannot afford to stop marketing to our readers, because every day hundreds of new books flood the market and voracious readers are always willing to try the latest offering.

Peak sales times for any products are Christmas, Mother's Day and Father's Day. Other themed days, for example Valentine's Day for romance writers, can generate sales if you apply specific marketing techniques.

These heavy trade periods are not the time to discount your books or give them away. This is the time to crank up the marketing machine to a higher level to take advantage of the fact that people need to buy gifts for friends and loved ones, and are looking for ideas. Christmas especially can be a stressful time of year, so take some time earlier in the year to work on a marketing campaign that targets specific needs to help readers make a choice. Use terms in your marketing such as *a great stocking stuffer* and *a book for*

the man who has everything to attract harried shoppers.

Instead of cutting your profit margins by discounting the price of your books, try to value add. If you are selling paperbacks, offer to wrap your book in Christmas paper and tinsel and post directly to the buyer so that all he has to do is place the gift under the tree. Have some inexpensive bookmarks printed and offer a free bookmark with each book purchase. If you have written a series of books - from an e-book perspective - make an offer to readers that if they buy the first book in your series you will gift them the second book. That way, the reader is getting something for free and you will get the royalty on the sale so the 'gift' has cost you very little. The customer feels he is getting something for nothing and you are building a relationship with your readers who will be more inclined to buying your future books.

Because people are more open to buying new things when they are in a rush to complete their Christmas lists, you may attract a lot of new readers so make sure you keep track of them and add their names and addresses to your email list so that you can advise them of any new releases.

You need to have your marketing campaign ready to go before any high peak sales periods and also to take some time afterwards to go through the figures. How many more

books did I sell? Where did the sales come from? Take time now to be ready for next year.

The effort you put into creating a targeted marketing campaign will be reflected in the sales figures.

Make no mistake. Writing books is a business that includes marketing and selling. Unless you want to pay for a professional to publicize and market your books, thereby eroding your profit margin, you will need to learn how to get your name out there and keep it there if you want to sell books.

Carmel M Audsley is a Journalist, Editor and Author who has taught creative writing and owned a publishing company. She has just released her seventh historical fiction novel set in Scotland and Australia.
<https://www.amazon.com/dp/B075PT571M>.

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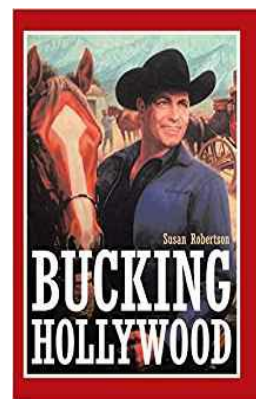
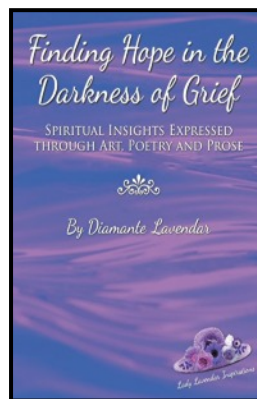
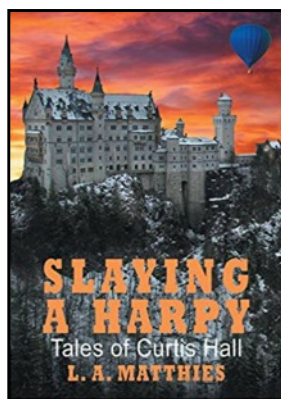
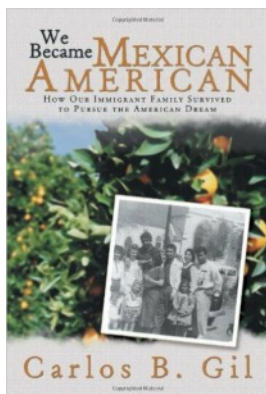
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