



Vol. 42 No. 1 Winter 2020

Book Dealers World

National Association of Book Entrepreneurs



**Fall 2019
Pinnacle
Book Achievement
Award Winners**

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From The Editor's Desk



Dear Friends,

I just can't believe it. NABE is now 40 years old. Over the past 40 years, it has been my pleasure to help thousands of publishers market and promote their books. I met many of you at our Book Showcase Exhibits which took place all over the United States and Canada. I have been fortunate to read so many wonderful books and learned so many new things I would not have known about before.

This issue of **BDW** spotlights our Fall 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**, Helen Hecker shows us How Self Publishers Can Market and Sell More Books, Jo Condrill tells us about Book Signing For Experts, James Story writes about The Case For Creating an Author Website, Olaniyan Talbut reveals the Secrets of Social Media Marketing, and Freda Graves unveils How to Write and Publish Great Articles That Get Attention. Plus, there's much more.

If you have not joined **NABE** yet, you can sign up on page 17 and check out the many money saving benefits, including Pinnacle Book Award eligibility. Don't forget to display your book in our 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 New Year brings you happiness, prosperity and peace and you sell many, many books.

Al Galasso, NABE

BOOK DEALERS WORLD

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Our 40th Year

NABE

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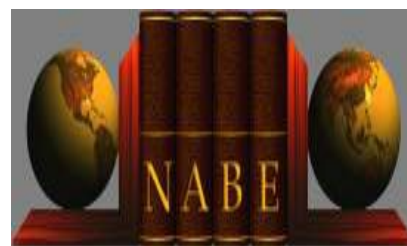
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BOOK DEALERS WORLD

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**PUBLISHER'S
PROFILE**

**B.A. Vonsik, author of
the Primeval Origins
Book Series**

Author and managing owner-partner of Celestial Fury Publishing, B.A. Vonsik is the creator of the **Primeval Origins® Epic Saga**, a multiple award-winning science fantasy series about mankind's undiscovered history, what we as humans are, and what we will become in our approaching end times.

The Primeval Origins® story grew out of B.A.'s curiosity almost four decades ago when he found strong parallels in the themes in our major mythological stories and in the many gods of those legends. Curiosity turned into a life-long pursuit of research of our myths and legends as he pursued careers in the United States military and in the high-tech training and simulation industry.

Vonsik graduated from the United States Air Force Academy in the mid 1980s. It is at the Air Force Academy where his curiosity in our myths and legends was kickstarted playing Dungeons and Dragons® with his fellow cadets when seeking relief from the demanding rigors of this prestigious institution.



Author B.A. Vonsik

While an aviator in the United States Air Force Special Operations as an Electronic Warfare Officer, B.A. continued his passion researching our myths and legends piecing together what he discovered as common threads of our undiscovered history woven through what many in academic and mainstream circles considered fables and fictions.

After a transition from military service, becoming an engineer in industry building training systems used by U.S. and international aviators, soldiers, and sailors, B.A. lived a double life beginning the creation of the Primeval Origins® story weaving in new scientific discoveries, confirmation aspects of our mythologies, legends, and our ancient religious stories with new hypothesizes posed by supporters of Ancient Alien Theory.

B.A. worked developing his writing skills, a ten year endeavor before he felt ready attempting writing and publishing the Primeval Origins® Epic Saga. After forming Celestial Fury Publishing with his business partners, B.A. Vonsik published Primeval Origins: Paths of Anguish in the spring of 2014, followed by his second book in the saga, Primeval Origins: Light of Honor, in Oct 2015.

In spite of winning awards for each of his books, B.A. suffered what all Indie authors struggle to overcome, being unknown with non-existent to lack luster sales. B.A. reworked his book covers with new art and new interior formatting while keeping the epic story in his books untouched.

After building a new Primeval Origins® website, B.A. published his third book in the series, Primeval Origins: Rise of Serpents, in May 2019, an immediate multiple award-winning story. Things are on the upswing for B.A. Vonsik and the Primeval Origins® Epic Saga, the series now having won 27 awards and honors in categories including: Young Adult, Fantasy, Epic Fantasy, Science Fantasy, Science Fiction, Visionary, E-Book, Parallel Universes/Alternative History, Cyberpunk, and most recently as a Silver Award Winner for Christian Fantasy/Scifi from Readers' Favorites.

B.A. Vonsik and his partners have great things lining up for the Primeval Origins® Epic Saga, continuing with the book epics...book #4 with its title yet to be announce and adaptations of the story to graphic novels and movies and the soon to be announced skirmishing and role playing game based on the Primeval Origins® Epic Saga ancient story line.

B.A. Vonsik welcomes fans the world over in joining him enjoying this epic journey of adventure and discovery. Check out the action at <http://www.primevalorigins.com>

**Check Out
Great New Books in the
PUBLISHERS PREVIEW
Section of BDW
Pages 7-13**

Target Your Book or Product to Thousands of Bookstores, Libraries, Mail Order Firms, Online Catalogs, Educational Buyers and more at the NABE Book Showcase Exhibits

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Our NABE BOOK SHOWCASE EXHIBITS are bright, well-decorated, and colorful. We offer drawings, free gifts and giveaways to increase booth traffic. A few years ago, a publisher who had placed her book in 3 different combined exhibits in the same show, told us that after visiting the other two places, she couldn't believe all the buyers and the activity that was taking place at the NABE Booth. Authors are encouraged to make an appearance at shows if they wish. Even if you cannot attend any of the shows, you can be assured your book will be shown to all potential buyers. We are unlike any exhibiting service you have ever used. This is our **40th successful year of showcasing books**, experience you can count on!

◆◆◆◆
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.

◆◆◆◆
California Book Trade Show
Burlingame, California
Sept. 2020

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
Tacoma, Washington
Sept. 30-Oct. 2nd 2020

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.

◆◆◆◆
Washington Library Assn. Show
Spokane, Washington
October 7-10 2020

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 Washington, Idaho and other neighboring states.

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.

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

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

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

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

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

"Al, thanks for the leads from the last trade show. The first five I contacted remembered my book and also taking the flyer you handed out. Four out of five already ordered for their libraries. You did a great job representing my book. I am very pleased with your service."
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How Self Publishers Can Market and Sell More Books by Helen Hecker

As a self publisher you can market and promote your book on a shoe-string budget, thousands of independent publishers have done it; be careful about your promotion and marketing dollars and don't plunge into unknown waters -- test, test, and test some more. Self publishers need to have a good marketing plan to sell books and it should be written prior to writing your book and in place a year prior to publishing your book. Your book selling, book marketing, and book promotion planning should begin before the manuscript is completed.

Mail a press release to at least 1000 print and broadcast contacts just prior to publishing your title and again and again after you publish; you can never send too many. Make sure your press release spells out the who, what, where, when, and why. Press releases can generate thousands of dollars in sales when picked up by national trade or print media.

Make sure you have at least one good press release, written in AP style, which you can send out for the lifetime of your book. Learning to write and use powerful optimized press releases can often drive tons of traffic to your website while providing multiple back links that can lead to increased page rank and numerous top ten search engine rankings for your targeted keywords. Using press releases for marketing or promoting your book or book's website has become increasingly popular as publishers discover the powerful benefits of using press releases.

Invest in press release submitting software and set aside time every week to send out a press release online to the press directories. Don't underestimate the value of a good press release for making book sales.

Create an online contest and list it in online contest directories to drive traffic to your website. Make sure your sales letter or flier is first class; this is your formal presentation of your title to the prospective buyer. Make sure not to overlook the Internet; get yourself interviewed or profiled for sites both about writing, publishing and about the topics covered in your book.

Your sales letter or flier should include an eye-grabbing headline, the benefits to the buyer, the book features, book sales information and testimonials. Remember to make sure your book is listed in Books-in-Print; don't assume it's already listed. Submit articles to online article directories that focus on your book's topic to drive customers to your website.

Build a web site that provides another avenue for ordering, a virtual online press kit and link exchanges with sites that relate to your topic. I've seen publishers lose a lot of money paying for expensive display ads, so beware if you do this; I don't advise it in the beginning -- get your feet wet first so you know what you're doing. Arrange to speak at local, regional and national events that relate to your book topic; bring books along and have an associate sell them at the back of the room.

It's important to publish a website that focuses on your title; you'll be able to refer editors and customers and all interested parties to your

book information with the click of a mouse. You can give away your book in a raffle at a local function to get more book recognition. If your book fits a specialty market, find a store that fits the genre and offer to leave books on consignment; many publishers have sold thousands of books this way.

Contact any companies, corporations or organizations that might use your book for promotions; offer significant discounts for volume orders or for thousands of copies offer a specified amount above book production costs. Women buy more books than men; see how you can fit your book into the women's market.

Be your own publicist and send a press release along with a review copy of your book to publications in your book's genre and to book review magazines. Market your book to your number one market first, and then go after the secondary markets.

Now promote, promote, and promote your book some more! Use your book promotion and book marketing dollars wisely; go after the free and cheap resources daily. If you apply yourself every day and you promote your book like crazy, you can achieve that ultimate goal of selling thousands of copies of your book, many self publishers have done it.

For more information on book marketing tips and selling more books go to <http://www.TwinPeaksPress.com> founded in 1982, specializing in help for authors, self publishers, ebook and book publishers with tips, advice and resources, including information on media, library and other mailing lists, and press releases - online, wire service and offline distribution.

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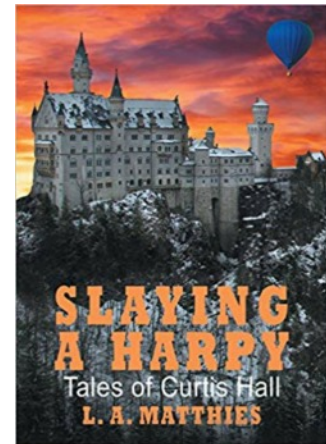
Final Deadline: April. 20th, 2020
 See Next Page For Publishers Preview

Slaying A Harpy Tales of Curtis Hall

L.A. Matthies 1079 Westminster Ave. Dix Hills, NY 11746
Phone: 631-526-2427 E-Mail: craftyme0909@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.
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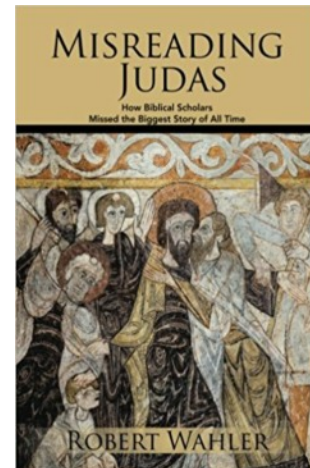
Misreading Judas

How Biblical Scholars Missed the Biggest Story of All Time

Robert Wahler Authorhouse 1738 Braddock Ct San Jose, CA 95125
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New evidence from recent gnostic discoveries in Egypt reveal the true origins of the heart of New Testament Gospel narratives. The Holy Bible borrowed and inverted from a gnostic mastership succession story to create from whole cloth the fictional Betrayal of Christ Gospel narrative.

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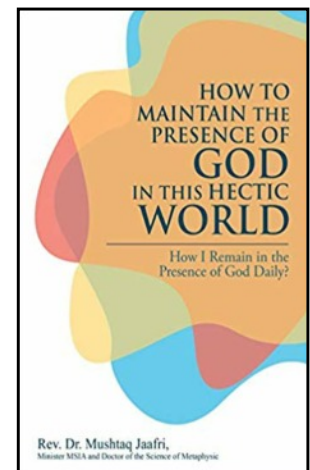


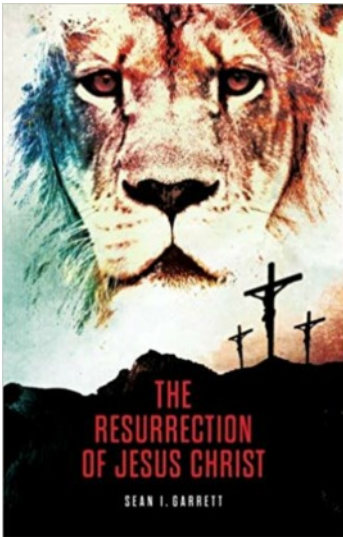
How To Maintain The Presence of God In This Hectic World

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.godconnectionstory.com>

"God is Un-knowable, but I know God." Dr. Mushtaq Jaafari spent over 40 years, always aware of God by talking to Him throughout each day. In order to constantly guard his Soul, Jaafari became quiet. He learned to cultivate the deep presence of God so thoroughly in his own heart that he was able to joyfully claim, "God I'm doing now what I'll do for eternity." Log on to www.godconnectionstory.com. Results guaranteed. Try it:

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The Resurrection of Jesus Christ

Sean Garrett 1602 W. Larch St. #A Alhambra, CA 91801

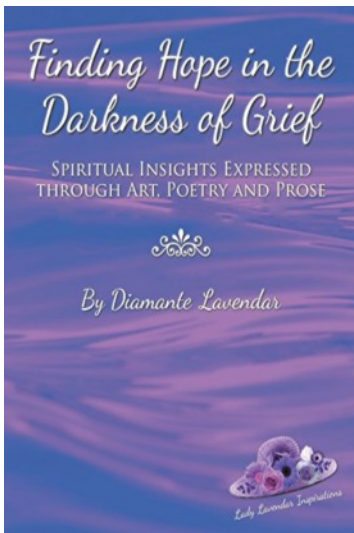
Phone (626) 417-6370

E-Mail sgarrett@gmail.com

Web Site www.resurrectionnarrative.com

A compelling fictional novel which retraces the events of the trial of Jesus Christ, through the eyes of Pontius Pilate, and sheds new light on the aftermath surrounding Jesus' death and resurrection. The Jews have delivered Jesus to Pilate, and with him, a host of allegations in which they fail to establish proof that Jesus should be put to death. Thus, Pilate makes a political and fateful decision to condemn Jesus, despite the lack of evidence to convict him of the crimes against him.

Retail: \$12.95 Sample: \$12.95 ppd.
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Finding Hope in the Darkness of Grief Spiritual Insights Expressed Through Art, Poetry and Prose

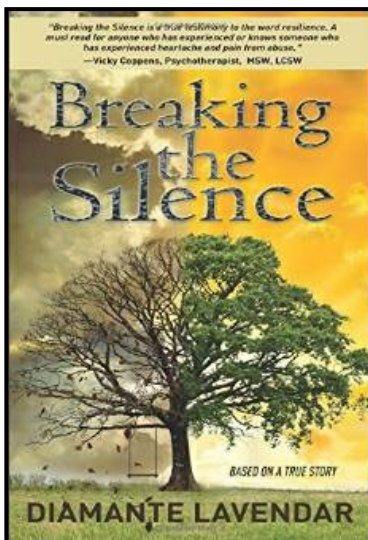
Diamante Lavendar D&L Productions PO Box 8213 Green Bay, WI 54308

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.
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Breaking The Silence

Diamante Lavendar D&L Productions

PO Box 8213 Green Bay, WI 54308

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E-Mail: diamantelavendar@yahoo.com

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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.

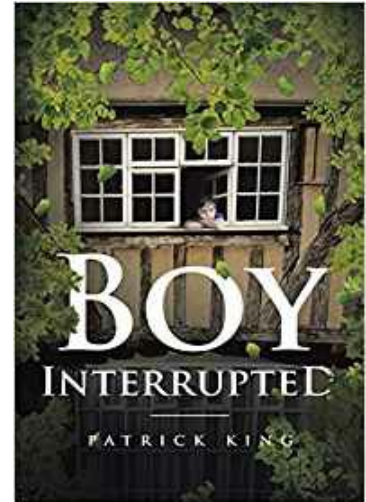
Retail: \$12.99, Sample: \$12.99 ppd.
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Boy Interrupted

Patrick King Page Publishing 1806 East 24th Street Muncie IN 47302
Phone ~ 321-663-7227 E-Mail qgdpkk9@att.net
Web Site: sites.google.com

A gripping and potent detective novel depicting the tortured early childhood and psychotic break of Kenny Hanson, a motherless boy raised by a pedophile father. After his escape from a mental institution, a dedicated team of investigators races to find the monster and motive behind a shocking series of grisly murders across the state of Indiana. Explore the psyche of a rampaging serial killer, the ultimate crime drama outlining the parental abuse that creates this monster: an innocent child abused to the point of insanity.

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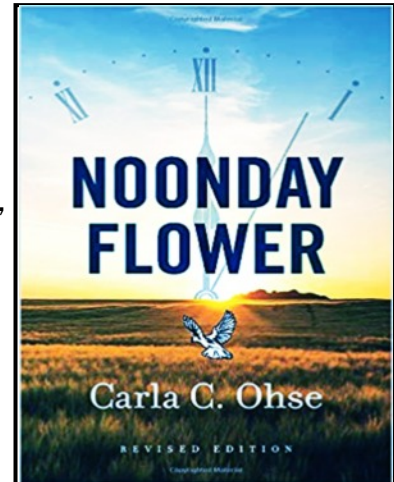


Noonday Flower

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Based on real events and places, Noonday Flower is a sweeping story of love, loss and friendship set against the dazzling backdrop of the neighboring all-black resort village of Idlewild. Carla Ohse's extensive research on the history of Walhalla and Idlewild inform the narrative to perfection and brings her settings to life. Noonday Flower is a testament to how education can extend a lifeline, and how once opportunity is offered, it can be difficult to choose between conflicting dreams.

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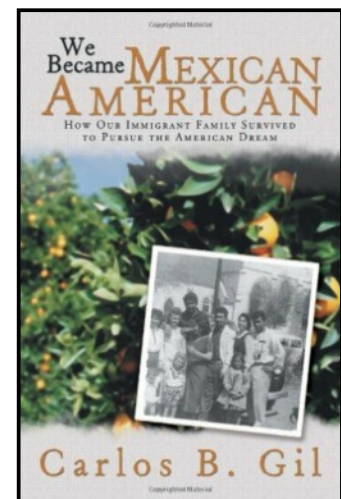
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How Our Immigrant Family Survived to Pursue the American Dream

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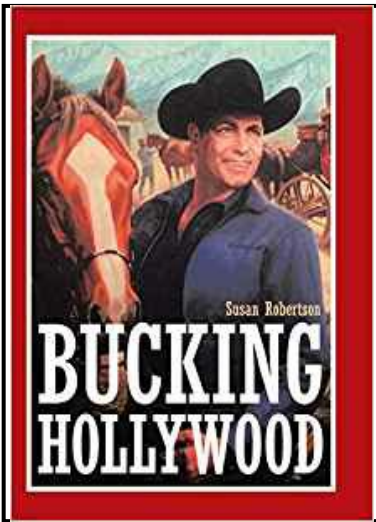
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Comprehensive doesn't begin to do BUCKING HOLLYWOOD justice. It refers to the fact Dale Robertson never compromised himself professionally in the film industry or in his life. Truly a flag waving salute to a wonderful man. Studded with thousands of 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.

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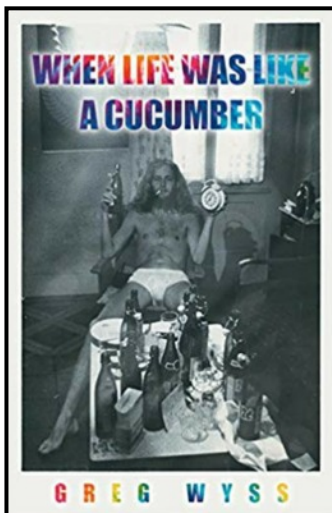


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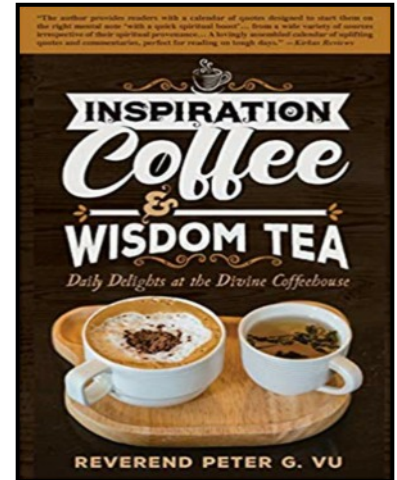
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Web Site www.FatherPeterVu.org

This book is designed to give us a quick spiritual boost & get through each day with joy and purpose as we try to run from one task to another in our busy schedule. Although the short-term goal of this book is to help us get through each day with joy and purpose, its long-term focus is to fine tune our characters and make us better people at home, at work, at our worshiping place, in the neighborhood, and in other places.

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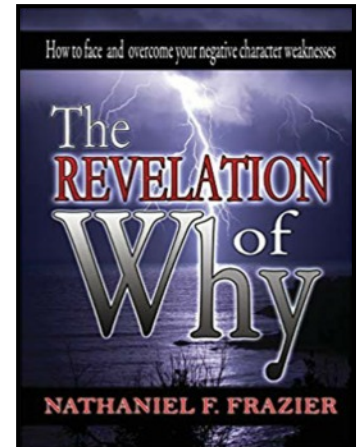


The Revelation of Why

Nathaniel F. Frazier P.O. Box 332525 Murfreesboro TN 37133
E-Mail nate@therevelationofwhy.com
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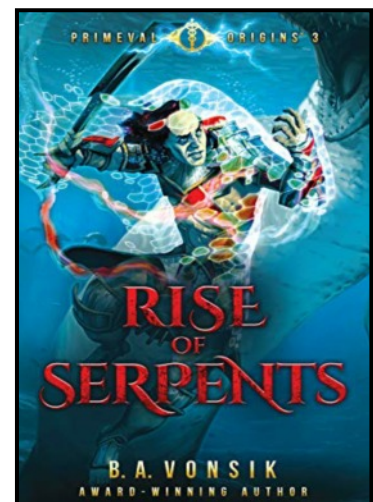


Primeval Origins: Rise of Serpents

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Story of a City Boy Who Survived the Viet Nam War by Living for Jesus

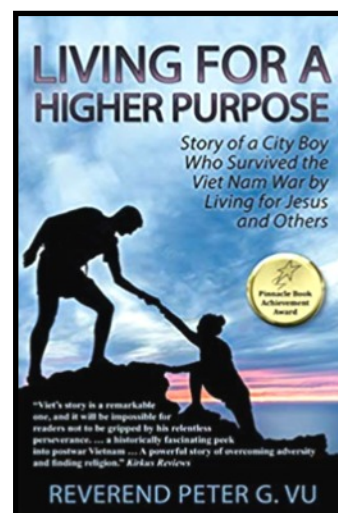
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"Living for a Higher Purpose" is an enthralling story that will keep readers interested at every turn of the page as it gives a unique perspective of the Viet Nam War from an eye-witness and survivor. The book is not just a story of struggles, difficulties, and despair but also a story of hope, redemption, and transformation. Anyone who has been through the toughest times of their lives can find comfort and security in reading this book. Viet's story inspires readers to find their own higher purpose in life.

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Blood Moon Redemption

Judy DuCharme Ambassador International
11723 Tipperary Lane Ellison Bay, WI 54210
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Web Site www.judithducharme.com

Blood Moon Redemption is an end-times thriller that will keep you riveted until the very last moonrise. When the Jews were expelled from Spain and traveled with Columbus, only a tassel from a prayer shawl remained with them to signify their faith. That tassel, handed down, stolen, and hidden, became a marker of God's protection and now is the focus of a terrorist scheme and a young woman's destiny.

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Be Attitudes

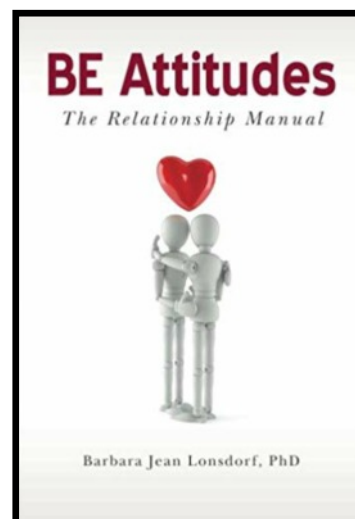
The Relationship Manual

Barbara Jean Lonsdorf, Ph.D. Createspace
1320 McIndoe St. Wausau, WI 54403

Phone: 715-842-2444 E-Mail: bjlonsdorf@aol.com

This couples workbook is a hands-on, step-by-step guide to help partners replace habitual negativity with behavior that promotes positive communication and problem solving. One goal is to change habits of HOW things are said that create barriers to working out problems. Couples in long term relationships carry unhelpful thoughts and scripts about their partner that are additional barriers to intimacy.

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Q: How is NABE different from other associations?

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How to Write and Publish Great Articles That Get Attention

by Freda Graves

It has become evident that writing and publishing articles is a great way to become an expert in your niche and drive targeted traffic to your site and business. Writing articles is a great way to answer your clients and customers questions.

The challenge I get from most people is how I begin writing and publishing great articles that will get me attention. The key is finding a style that works best for you. You can read my article 5 writing styles that will get your article read. In this article you will learn how to put an article together and publish it.

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Conclusion. Your conclusion should be a brief summary of the article. It should have a call to action. Letting the reader know that now that they have learned what it is that you have just taught them, now it's time to do it.

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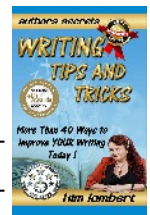
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Book Signing for Experts By Jo Condrill

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>



Book Dealers Diary

In **David's ADHD** by Sherrill S. Cannon, David discovers ways to cope with his hyperactive brain, while learning how to calm and soothe his ADHD. Solutions include setting daily schedules and following simple rules that regulate behavior. His teachers and therapists encourage using the computer for academic advancement, and to establish a pattern for study as well as for occasional recreation. David not only learns self-control and communication skills, but is able to fit into the classroom and make friends. For more info, send an e-mail to sherrillcannon@aol.com

Your Lion Inside: Tapping into the Power Within by Kimberly Faith is a unique empowerment book for women. a manual of truth that transcends age, culture, economic status or leadership position. Let it prove that, without doubt, you are already enough. Even in the midst of society's drumbeat of be more, do more, give more, life does not have to be so hard. Learn new ways of thinking that will elevate your life, professionally and personally. Rewrite your personal narrative, day by day, decision by decision. For more information, visit www.kimberlyfaith.com/

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Be Attitudes: The Relationship Manual by Barbara Jean Lonsdorf, Ph.D. is a couples intimacy workbook which helps couples to think and talk about their daily verbal and physical exchanges. Couples and also individuals will learn how to successfully communicate, problem solve and manage the conflicts in their relationships. For more information, send an e-mail to bjlonsdorf@aol.com

Walks of Life: Your Journey Back to Nature by Doug Wheat empowers the reader with the tools and inspiration to take the leap back to nature. It reaches out to everyone who might not be wholly civilized, to those whose dispositions include some cast of the romantic and adventurous, who might consider trading the sweet air of forest and desert for that of the city, the melodies of birds for sounds of traffic, the campfire for a computer screen, the stars for a ceiling. For more info: www.yourjourneybacktonature.com

Sister Butterfly: An Illustrated Story with Songs About Inclusion, Belonging and Compassion by Mike Mirabella is a loving and compassionate portrayal of how to find connection with those who may think or communicate differently. The verse sings with joy as vibrant illustrations pop with color, drawing the reader inside this world of love. Siblings and friends will see the true beauty of knowing a child with Down syndrome, or any other disability in a new way. For more info, www.MirabellaBooksWithSongs.com

Family Fare by Kathleen Mugnolo features over three hundred authentic family recipes, including many traditional favorites such as gnocchi, pierogi, pasta fagioli, Italian beef, pepperoni bread, Caesar salad, and ravioli. Laid out in an easy-to-use format for great results when you cook. Personal comments accompanying each recipe add much interest. For more info, e-mail kmugnolo@comcast.net

Charley's Horse by Judith Shaw tells the story of Charlene Rittenberg who is crazy about horses. She knows everything about them, except how to ride. When her parents split up, Charley is sent to riding camp. She'll live with girls who love horses as much as she does, and she'll finally learn to ride. It will be heaven. But the cabin is infested with bullies, her summer horse hates her, and riding lessons scare her spitless. A secret friend is all that makes camp bearable. For more information, visit www.storiesbyjudith.com

The Powerful You is the new revised edition of the international classic A Message for My Child by acclaimed human rights activist Patrick Atkinson, beautifully illustrated by his son Ernesto Atkinson. It shares an inspiring message of empowerment that's been enjoyed by millions of people. Bilingual, it's the perfect birthday, graduation, or holiday gift book for tweens teens, and young adults. For more information and dealer info, visit www.AtkinsonCenter.org

Inspirations: My Vivid Imagination Has Been Transformed into Reality by Peterson Francois focuses on human interests and finding the balance that can change your life forever. Author Peterson Francois has compiled inspiring quotes and information that can instill confidence in anyone who is working hard for success. Information is power, and this handbook is designed to provide enough power to handle any situation you might encounter. For more information, email stanfordtutoringservices@gmail.com

Remembering Shanghai: A Memoir of Socialites, Scholars and Scoundrels by Isabel Sun Chao and Claire Chao is an engaging and extraordinary multigenerational saga. A high position bestowed by China's empress dowager grants power and wealth to the Sun family. For Isabel, growing up in glamorous 1930s and '40s Shanghai, it is a life of utmost privilege. But while her scholar father and fashionable mother shelter her from civil war and Japanese occupation, they cannot shield the family forever. For more information and dealer info visit www.rememberingshangai.com

I Am Power: Divine, Powerful Affirmations that Can Change Your Life One Moment at a Time by Daya Devi-Doolin will help you to experience clarity, conviction, courage, healing and empowerment to move forward and accomplish the dream life you have desired. Put fear in its rightful place, learn what sickness offers you, how to overcome depression, and how to get what you want. For more info visit www.padaran.com

See the Sea by Alese & Morton Pechter tells the story of Jamie, the angelfish, who searches the beautiful underwater world for a shark. While she travels, she encounters many of her friends. Enjoy the magnificent photos and exciting fish life as you imagine snorkeling with them. While reading playful, rhyming text, parents and children will glide peacefully over the ocean floor experiencing an amazing adventure and become aware of how to protect our oceans. For more info, visit www.seetheseainfo.com

Inspiration Coffee & Wisdom Tea: Daily Delights at the Divine Coffeehouse by Rev. Peter G Vu offers encouragement to stay inspired, focused, and joyful. For each day, there are two thought provoking quotes, along with a short and interpretation of each, to boost our mood, mirth, and sense of purpose. For more info, visit www.FatherPeterVu.org

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Self Publishing Book Tricks You Can Use

By Christopher Kyalo

There are a number of self publishing book tricks that you can learn which can make a huge difference to the level of success that you will ultimately attain. A lot of the most effective tricks and tips call for a very deep understanding of human nature and lots of creativity.

For instance the book you end up self publishing will sell a lot better if you use the age old trick that has served publishers well for centuries, of focusing on a nagging problem. The more serious and pressing the problem is the better your book you will sell.

Yet another of the really effective techniques from the publisher's bag of tricks is to create a publicity or media event around the book you are self publishing long before its' release. The idea is to create a buzz in the media that will cause people to sit up in anticipation of the release of your book. This is one of the favorite tricks employed by Hollywood to market films, and they should be no reason why it will not work just as well for the book you are self publishing.

Another trick of the trade is to create the sort of book title for your self publishing venture that cannot be ignored. If your title does not work there is nothing wrong with changing it. One of the common tricks employed by publishers on books that do not sell is to repackage them by mainly giving them a new title. This trick has worked marvelously in many instances and is well worth considering if the book you are self publishing does not sell well initially.

How to Profitably Market Your Published Work Both Online and Offline

by Clement Sadjere

If you are self publishing your work, it will be wise if you can get a marketing plan before publishing. Statistics have shown that the most difficult aspect of publishing is getting the published work to the end users.

Below are some marketing options available to the self publisher.

Recruit Marketing Agents

The process of recruiting marketing agent is very simple. All you simply do is to place a simple advert in the classified column of newspaper or magazine that your target audiences frequently patronize. The advert should be catchy and specific on the number of marketers needed and the nature of the product to be marketed. The locations where the marketers will be needed should also be specified. Lastly, the issue of commission to be must be emphasized, but the amount should not be disclosed. Remember to insert your phone number or email address at the end of the advert. The good thing about these adverts is that they are very cheap, and the return on investment is so high depending on the newspaper or magazine you eventually chose to use.

Outsource the Job to a Marketing Firm

There are specialized marketing firm, whose sole duty is to market products of companies at an agreed amount or commission. These marketing firms have their own marketing teams that are recruited and trained on the act of marketing.

They have branded vehicles, t-shirts and fliers that they use in increasing their marketing penetration. These firms often help self publishers and business owners to accomplish their marketing task with ease. The only draw back, is that some of these marketing firms normally require a down payment from their clients in addition to outrageous commission. The secret is to identify the one that suit your financial goal and aspiration.

Arrange for a Formal Launching

When I published my first book, this was the option I implemented in my marketing process. It involves inviting key personals, close friends, family members, Journalists, colleagues and the general public to the official unveiling of your published work.

A detailed list of invited guest will have to be drawn, and a suitable venue must be used to host such a program. If there is enough fund, you can include a musical band and some light refreshment. The essence of the launching is to raise fund and also to help market your work to the general public. If the right guests are available, this is a very good marketing strategy. It will however cost you a little fortune.

Integrate an Affiliate marketing Plan to your Publication

This option is good for self publishers wishing to publish online. All you need to do is to get a good website and install an affiliate marketing plan into your sales page. The software should be able to track registered members who refer clients to the site, and if these clients eventually buy your published works, they will be paid commission.

Under this option, the publishers should be able to make available the hard back and e-book format of the published work, so that visitors to your site can choose the format of their choice. The internet has made the readership of e-books to expand beyond measure, and the popularity of online books has even superseded that of contemporary books.

Getting your website running will not take more than 48 hours, but the ability to deliver what your visitors are requesting is a crucial key to your marketing plan.

Market the published work on your own

I will not advice anyone to go for this option, as it can be so demanding and stressful. It requires that the individual carry the published work from one city to the other and distribute it to bookshops and vendors. He will be expected to monitor the sales progress and this can eat deep into the profit margin. Moreover, the human hour wasted in traveling and distributing these published works can be utilized into other profitable ventures.

Clement Sadjere is an Author, a motivational speaker and an information product sales/ marketing expert. He can be reached via telephone on +2348052790262 Clement is the owner of <http://www.grelohi.com> a free article directory website

Display Your Book in the 2020 NABE Book Showcase Exhibits

See Pages 4-5 For Complete Details

The Case for Creating An Author Website *by James Shirley*

Author website versus book website?

Wondering whether it's better to have an author website more of book website? Is one really better than the other? This is a question I get from my email subscribers often. My email subscribers are bright people. Most authors don't even think about this.

You may have an author site or a book site or no site at all. Whatever you have now that's okay. But let me tell you why having an author website is the best choice of all.

First let me say that in the past I have had book websites. They work just fine. But over time I have realized that author sites are the better option. Here's why.

Number one, I have written several books on the same topic. Now having several websites for several books was difficult to keep up with. It was overwhelming. But having an author web site allows me to direct all of my marketing back to one place. From my author site, I can launch as many books as I want to. And it's easy for readers to see all the books I have written in one place. Everything is connected. I have platform.

Number two, having multiple websites means dealing with multiple domain names, multiple site updates, and multiple email lists. My workload increases by a factor of how many websites to manage. But I don't like managing multiple websites and I bet you don't either. Nowadays, I try to keep things as simple as I can. And I find that keeping it simple helps me be more successful.

Having an author website allows you to simplify your marketing.

Finally, something common among authors is to be paranoid about readers finding out that you write on multiple subjects. Somehow it seems impossible that you could write fiction and at the same time author of the nonfiction book about gardening. What would your readers think? It turns out readers are very forgiving people. They have multiple interests just like you do.

But if the couple of subjects you write on are so different that you couldn't possibly bring them together under one author website you can always create another website for a different pen name.

Now we know some reasons why an author website makes the most sense. Let's talk about why book websites can be a problem.

First, let me say again that if you have a book website now you don't necessarily need to go out and take it off-line. Keep it. But if you're reading this right now and you've got another book in the pipeline consider an author website. Okay, back to why book websites can be a problem. I mentioned earlier, that if you write multiple books having book websites can be a lot of work. But there's another important reason why book website can cause you headaches. If you ever put a book out and decide to change the name of the book you're screwed. If you've built all this marketing around the book website you have locked yourself in to the title, the subtitle, and the cover of your book.

Whereas, on an author website, the books display are simply images on the page. You can change them when you want. You can make updates.

Your book title can change and it won't be catastrophic to your marketing.

Of course, I am assuming you won't be changing your name any time soon.

Now let's talk about why an author website is better beyond the time-saving and headache saving I outlined above. The key thing is branding. With an author website, you will be branding yourself. This is a shift from marketing and promoting your books. But if you plan to write more than one book, if you plan to make a go at making a living as an author, then your time in your marketing efforts are far better spent building your brand instead of your books brand.

And while this article is about the choice between an author website and a book website, you should also consider what this means your social media presence. It would make sense to have your social media presence be author based instead of book based.

If your thinking about building an author website or book website consider simplifying your marketing efforts by going with an author website. An author website can be used to promote several books and it ultimately builds your brand as an author.

Jim Shirley is the author of several published books and he is now helping others become self published authors. Jim has personally put together a report that answers the key questions about self-publishing and you can get your copy along with other useful information: <http://SelfPublishToday.com/blog>

Social Media Marketing by Olaniyan Taibat

Marketing is a way of communication between a business and potential customers for presentation and promoting values of a certain product or services. The main goal of marketing is to sell. Social media marketing is to take advantage of the benefit of the social network to realize some of the marketing goals such as promotion and establishing a relationship with customers etc.

Social media marketing is used to present business through social media and use this as a way to communicate a message to potential customers. Social media refers to different websites that allow interaction among users and the exchange of information through a variety of channels. Content can come in the form of blog articles, presentation, videos, e-books etc

Below are some of the most important websites

Facebook- it is seen as the most popular social network and also a network with the largest amount of potential customers. Facebook pages are for celebrities, businesses and institutions. A page can have several administrators or managers. Facebook groups are for users who share the same interests. It is also for college students etc. it can be closed/open or secret.

LinkedIn: LinkedIn is regarded as the largest business professional network. It allows sharing of posts and profiles.

Twitter: it is differentiated by its microblogging from sending short messages called tweets. It uses hashtags.

YouTube, Vimeo: these websites host video files. Videos can be promotional, instructional or you can start a video blog. You can promote a video by sharing the link on other social channels.

Google+: It uses Google+ profiles for individuals, Google+ pages are for companies and institutions.

Pinterest, Instagram, Flickr: these 3 websites are visual-content sharing platform. It allows images and short videos for online stores, decorators, clothes manufacturers etc.

Foursquare, Yelp: Most times, tourists make use of these social networks for reviews on places visited.

Blogging is a form of social marketing which uses blogs to create and publish content while establishing a relationship with the readers. Blogging is an interactive form of publishing content on the web. The act dates back to 1990s till around 2000s. It comes from the word "weblog" and publishes content which is useful, practical and engaging.

WordPress is the most popular blogging platform. Others are Tumblr, Blogger. For a successful blogging activity, choose a suitable design, be consistent, interact with the readers and analyse your performance.

Tips in using social media for marketing include

Customization: you need a profile image, description of the business, cover image, business urls, and lastly your business location.

Social Media Optimization: it entails that if a visitor inputs your business name on a search engine, it should be easy to find within seconds.

Follow social media guidelines: guidelines on text and URL in the cover photo, conditions when organizing online process and limitations should be adhered to strictly to avoid a ban.

Evaluation: It requires monitoring and analysis to evaluate your performance and determine if results are satisfactory. If results are not satisfactory, the approach and methods should be changed.

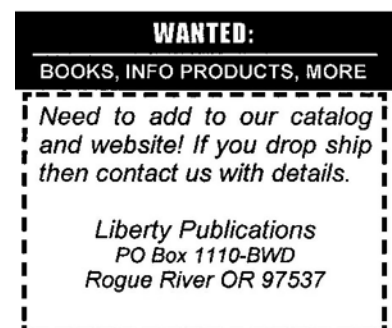
When you intend to use social media for promotion, there are 2 major divisions of promotion for social media. This is the paid and free adverts.

Paid adverts allow direct promotion with paid ads. It also can track conversion and flow of a paid campaign. A free version, on the other hand, allows you to create and manage a social account and online promotion through a social media account.

Tools for managing Social Media. Tools for planning include Google calendar, post planner.

For managing your social channel- Hootsuite, Tweetdeck

For monitoring: Google Alerts, Google Analytics and Social Insights.



Write and Publish Like a Boss by Jeffrey Bennett

Writing and publishing like a boss is an excellent experience, if you have something to offer to your audience. When you meet the needs of a specialized industry, there is no better reward. If your industry is especially small, you might have a built in audience that other publishers won't be able to meet. That leaves you possibly meeting new expectations in an industry otherwise unmet. The results, a reliable pay check and some new earned respect. Here's why you should become an expert and strive to meet small niche needs:

Control Creativity-The publishing house owns the rules. You might have a story to tell, but it must fit within the editorial guidelines of the publisher. When you self-publish, you control the cover design, book content, price and distribution. You also own all the rights to reprints, print media and spin off items.

Market Your Way-More and more publishing companies rely on the author to market books. Just look at the latest book covers and see which is larger the author's name or the book title? It's the author who sells books. As a niche professional, you have a built in market and your efforts can easily reach them. You know what works, so go to it.

Money, Money, Money-Self publishers earn all the profit. Set your price, pay the distributor and keep the rest. I have written for publishing companies that have paid 8% royalty. Work hard, write a book, earn \$4.95 on the \$60.00 sales price. With the self-publishing model, you work hard, write a book and keep \$60.00 minus expenses.

Publish On Your Schedule-Can't get that book done in time? Who cares, nobody's keeping count. Ahead of schedule, go ahead and print, nobody is stopping you. This is your time and place, you decide when is good.

Publish Like a Boss-You're in charge, you own a company. You are CEO, COO, Owner, Proprieter, Publisher or

whatever you want to call yourself. Isn't that what the biggest rage was in the 70's where people built their empires on publishing companies? With advanced technology, software and distribution, you can too. All you need is creativity, innovation and an entrepreneurial spirit.

"We are Not a Cod Fish"-this is my favorite line from Mary Poppins as she reminds the impressed Michael to close his mouth. That's the reaction I get when I tell others about my publishing company. People are impressed! It's fun to show folks who have known me for years, the other side of Jeff Bennett. Their reactions are priceless.

Here are five proven ways to help you write and publish in a specialized market and establish yourself as a niche expert.

1. Writing takes time

Writing a book-length manuscript is difficult, but we make it look easy. Despite advice given in self-publishing books, writing is a commitment. It takes time, devotion, and some solitude, much of which a full time professional does not have in abundance. This endeavor is not a sprint, but an endurance race. The difficulty of formatting a book may not be as tough as setting aside time and committing to writing words on paper.

2. You are an Expert

As an author/publisher, you have already identified niches that aren't supplied by publications. The market is hungry for knowledge, but to date, no book has been supplied. On the other hand, there might be a book or two published, but they are incomplete.

3. Start with quality over quantity

As an author, you are not necessarily writing to beat others to market, but to get a champion product that meets a need. It also may be a good assumption that as you write, you will remain as the sole source expert on the topic. Until you succeed, others may not even have the energy or desire to write

about your subject area. Once you succeed, others may join you in the market.

4. You are the sole provider

Remember, your niche could be too small for traditional publishers to venture into. Even if all the customers bought books, there wouldn't be enough sales to warrant the huge financial, time, and resource commitment required of a traditional publisher. This is a great opportunity because your market is protected. In business, we measure it as barriers to entry. You have a built-in audience with no competition; that's called demand.

5. Shovel ready audience

All you have to do is commit to the project, organize your thoughts, complete a manuscript, edit the manuscript, and publish it. There are two methods of publishing your efforts and making big sales. Neither of these suggestions involves getting your book in bookstores, signing with major publishing companies or a model involving a lot of wasted effort trying to replicate traditional publishing or traditional marketing strategies. The premise: you are writing for a niche, because you've already found your audience.

Writing a book isn't easy and shouldn't be something an author rushes through, no matter what pop publishing culture tells us. What goes on paper is a result of tireless effort. Depending on your motivation and personality, it may seem easier to put together a course or write an article or two for a newsletter, blog, or other publication.

Jeffrey W. Bennett, ISP is the owner of Red Bike Publishing Red Bike Publishing. Jeff is an accomplished writer of non-fiction books, novels and periodicals. He also owns Red bike Publishing. Published books include: "Get Rich in a Niche-Insider's Guide to Self Publishing in a Specialized Industry" and "Commitment-A Novel". Jeff is an expert in security and has written many security books including: "Insider's Guide to Security Clearances" and "DoD Security Clearances and Contracts Guidebook".

Retire, Think, Write and Publish!

Susan Klopfer

"Sheila," an office supervisor for 32 years, spent most of her time overseeing the work and training of hundreds of employees.

Her superior management skills, combined with the frequent education she received through her company's personnel training program, gained her high marks and a career for which to be proud.

She resigned from her job one year ago, taking early retirement to see the world and enjoy life.

But quickly, Sheila realized she was going to need more money for the next thirty or more years of her life of retirement and besides, she was becoming bored.

She began searching for something to do that would be interesting. Something that would make use of her existing skills while working on her own for the first time in her life.

"I wanted to add to my retirement income while making my new life the priority. I realized the importance and the difference between earning for a living and earning to make a life."

A flyer posted on the bulletin board of her favorite coffee shop resolved the question of what to do. The local library was offering a one-day seminar on how to write and publish a book.

With some helpful and new information on today's world of self-publishing, Sheila quickly realized that combining her work skills and love of learning, she had found the answer.

For many people moving into retirement, the idea sounds good. Write a book and get it published. People from a variety of backgrounds, from teachers, lawyers, waitresses, store clerks to stay-at-home moms have discovered the joy of taking others into their personal worlds of fiction and nonfiction. Today's success stories typically hinge on understanding not only how to write, but how to get their books into the hands of the reader.

Here are some considerations for how today's book-writing market has changed

and how to move into the exciting, new world of authoring.

The traditional book publishing system is rapidly changing. For new book authors who are not famous, the old days of big advances and hefty royalty payments are simply gone. Those days rarely existed, anyway!

Anyone who enjoys roaming a book store will still see traditionally published books (Random House, Prentice Hall, etc.) in stores, particularly if they are authored by famous people, *stars*. But the Internet and Print On Demand or POD, e-book and audio books have brought tremendous changes to this industry, completely overhauling book writing, publishing and promotion.

Books have always had four stages: writing, manufacturing, distribution and marketing. But today's independent publisher, must do their own marketing and must be directly involved with manufacturing and distribution, too.

Publishing is rapidly evolving - with the addition of the Kindle, iPhones, iPods and other means to distribute and read books. Successful independent authors can now make sure their books are accessible by formatting their books to these and other book reading systems. Some books are even published as WIKIs, web pages or collections of web pages that allow readers to make changes and add information, themselves, keeping the information constantly updated.

New authors like Sheila are finding the future of publishing is now, and it revolves around self publishers who have a few hundred dollars to spend and technical skills that lead them into digital printing, online marketing and distribution.

The person who still wants to see a traditional publishing imprint on their book, who may still want to be a part of the traditional publishing industry, can simultaneously publish on their own while finding an agent and/or publisher to take their work, as well.

So what does this boil down to? At the Saturday seminar, Sheila learned that she can write and distribute a book far more quickly than in the old days of publishing. And that she can sell her book like crazy, and start making some extra money to add to her retirement. And she doesn't have to be rich and famous any

more to be a successful author. This is particularly true in the world of nonfiction. Book writing is actually a small business and there are many important steps to take. But once the new writer follows a solid book plan (for writing, production, distribution and marketing), they have the opportunity for success by following these suggestions:

Write on topics for which you have passion and knowledge; books that will sell to your friends and colleagues.

Keep a small inventory of books on hand forget printing and warehousing large numbers of book. The new writer can even consider writing e-books in multiple formats or recording their own audio books.

Promote your books (preferably eBooks) on the Internet with Social Networking.

Promote offline through speaking and selling books (or CDs) at the back of the room. New authors will find plenty help online. At the Saturday seminar, Sheila learned about some of today's legitimate self-publishing gurus, including John Kremer and the late Dan Poynter, both pioneers in the field of self publishing.

Kremer, author of *1001 Ways to Market Your Books*, tells his students that he has his own philosophy about publishing, a guidance system that has served him well:

"I am dedicated to selling my books not just for the money, or the prestige, or whatever but because I don't believe in wasting my time. If I'm going to write or publish a book, then I'm going to do my best to make sure that anyone and everyone who might benefit from the book gets chance to read the book."

Susan Orr-Klopfer, journalist and author, writes on civil rights in Mississippi. Her newest books, *"Where Rebels Roost: Mississippi Civil Rights Revisited"* and *"The Emmett Till Book"* are now in print and are carried in most online bookstores including Amazon and Barnes & Noble. *"Where Rebels Roost"* focuses on the Delta, Emmett Till, Fannie Lou Hamer, Aaron Henry, Amzie Moore and many other civil rights foot soldiers. Both books emphasize unsolved murders of Delta blacks from mid 1950s on. Orr-Klopfer is an award-winning journalist and former acquisitions and development editor for Prentice-Hall. Her computer book, *"Abort, Retry, Fail!"* was an alternate selection by the Book of-the-Month Club.

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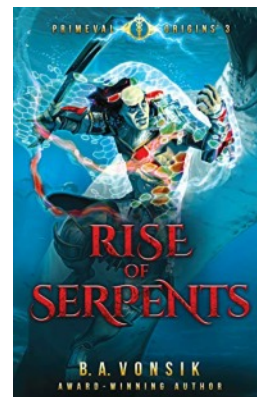
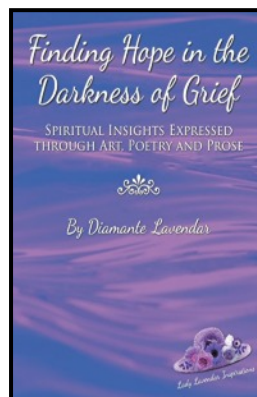
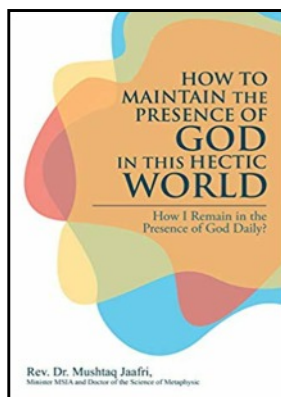
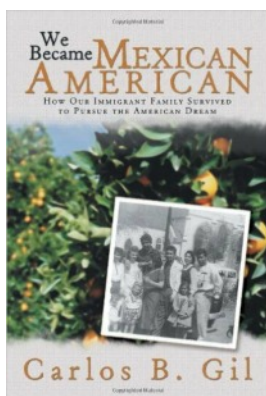
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