



Vol. 47 No.2 Spring-Summer 2025

# Book Dealers World

National Association of Book Entrepreneurs

Winter 2025  
Pinnacle Book  
Achievement  
Award  
Winners

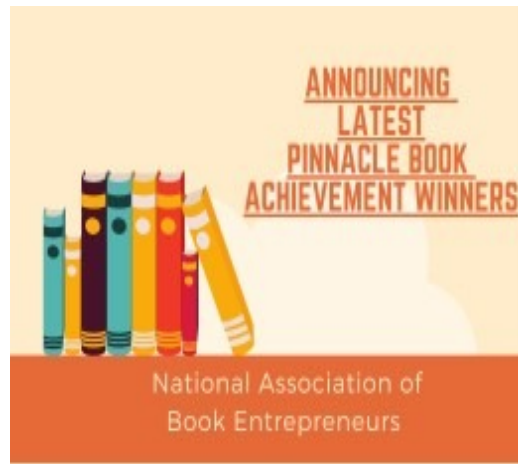
## IN THIS ISSUE

Valuable Articles, Author Marketing Advice &  
Insider Secrets For Independent Publishers



Susan Marie Chapman, author of a series of award winning colorful children's animal books that delight readers from all over the world. Check out her story on page 3.

# From The Editor's Desk



Dear Friends,

After a very cold and rainy Winter here in the Pacific Northwest, we are all looking for a sunny and warm Spring and Summer. It is time to get outside, watch the flowers grow and take walks in our beautiful wilderness, while enjoying our beautiful parks and streams.

This issue of **BDW** spotlights our Winter 2025 Pinnacle Book Achievement Award Winners. We feature many of our wonderful members and their fine books. Take a look through the many titles and discover some new finds that you will enjoy. Check out some of our wonderful entries and new authors today. And add them to your list of must reading.

In this issue our articles include "20 Economical Book Marketing Techniques," "How to Get Free Targeted and Sincere Reviews for Your Book," "How to Launch Your eBook Using Social Media," "The 4 Components to Building an Author Platform," "5 Tips to Magnetize Your Book Web Site With Benefits" and "Unleashing the Power of Successful Book Signings." Plus, there is a Book Dealers Diary and a Publisher Profile on Susan Marie Chapman.

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 Achievement Award eligibility.

Have an delightful Spring and Summer and have many wonderful adventures that you will treasure your whole life.

Al Galasso, NABE

## BOOK DEALERS WORLD

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**Our 45th Year**

**NABE**

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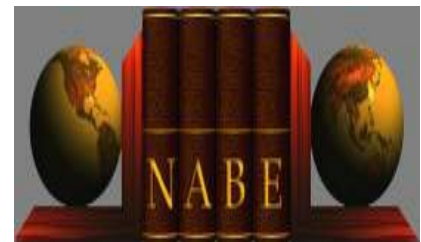
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**National Association Of  
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**BOOK DEALERS WORLD**

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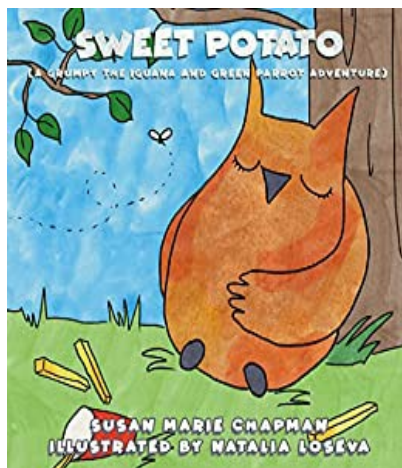


## **Susan Marie Chapman** **Author of** **Award Winning** **Children's Books**

Susan Marie Chapman is a woman whose storytelling prowess has captivated the imaginations of children and adults alike. From her roots in rural Pennsylvania to the accolades she's garnered in her career, Susan stands as a towering figure in the world of children's literature.

From the idyllic farmlands of rural southern Pennsylvania to the vibrant coast of Naples, Florida, Susan's journey has been nothing short of incredible. Raised in a large family as the eldest of eight children, she was nurtured by hard-working parents. Her father was an electrician, and her mother, a dedicated homemaker.

It was during her formative years that she discovered her passion for storytelling, thanks in large part to a supportive sixth-grade teacher, Mrs. Bakken. Her invaluable guidance not only honed Susan's writing skills but also led to the publication of her very first story in a magazine—a moment that ignited her self-belief and set the course for my future endeavors.



Navigating through her high school years, her commitment to the written word grew stronger. She took on pivotal roles as both the Sports-Editor and Editor-In-Chief of her school newspaper, gaining valuable experience in capturing various narratives.

Post high school, she continued her education in Pennsylvania, earning an Associate Degree in Business Administration from The Business School of Widener University, followed by a Bachelor of Arts in Economics from Wilkes University. The academic experiences provided her with a balanced perspective, enriching both her professional and creative pursuits.

Life took a turn when she opted for a career in sales, but it wasn't long before love knocked on her door. She met her husband, and together they raised two wonderful children, Michael and Avery, who became the center of her universe.

Years later, a renewed sense of purpose led her back to school, where she earned a Certification in Interior Decorating from Philadelphia University. This additional layer of expertise allowed her to create not just with words but also with aesthetics—a blend that enriches her storytelling.

Now a resident of Miami Beach, Florida, she shares her home with her "furry children," Sugar and Cookie, who inspire her daily life and creative works. Today, she is an established Children's Book Author, honored to connect with children and families through her stories. With new adventures always on the horizon, she is forever grateful for the love and support from readers.

Here are some book reviews from avid readers:

G. Connor Salter said of "The Wish Box," A very sweet little story about friendship and family which should end up being really saccharine sweet but throws some clever twists and little details that make it interesting and unexpected."

Hernan Sanchez said "Empower the young reader in your life with "The Littlest Pelican Part 1." Where every flip of the page turns the tide towards self-belief and the magic of friendship."

Victoria J said of *Grumpy Goes Home For The Holidays*, "This is a lovely book telling the story of Grumpy going home to see his family for the holidays. The message behind this book is that family matters rather than material things. Myself and my 4 year old son really enjoyed this book."

For more information on Susan Marie Chapman's complete line of wonderful children's books, including dealer info, visit her on the web at [www.susanmariechapman.com](http://www.susanmariechapman.com)



## 20 Economical Book Marketing Techniques

by Jake Olvido

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

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

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

1. Conduct book signing campaigns at local/statewide bookstores, book fairs, and literary conventions, which lets you market for free or for a very minimal registration fee.

2. Strategically schedule the announcement of your new book or continuing publicity with a relevant national news event, a new blockbuster movie, or a trade fair.

3. Write articles on topics of current interest and correlate it with the beneficial features and advice found in your book, then submit at free PR websites.

4. Participate in various online authors' or genre-specific blog sites. This is one tried-and-tested avenue for the so-called "viral marketing" to flourish because in manifesting your thoughts and perspectives to thousands of online bloggers, you make them appreciate your knowledge and expertise on a particular subject matter of interest, which is related to the book you are writing. In this manner, you are actually and indirectly promoting your book with your interesting ideas shared online.

5. Publish actual portions or excerpts of your book together with a concise feature article that can be distributed in high visitor web portals and article data bases on the Internet.

6. Deal with a reliable print-on-demand publisher that offers complete and extensive distribution services.

7. Consider more promising, diversified literary text formatting options for your works like having a full text version of your book stored in .pdf format, having an e-book version of your writing, and having downloadable versions of your book to Internet-capable handheld computer owners.

8. Participate often in writers' conventions, writing guild conferences and symposia and the like. You could gain crucial, practical inputs from seasoned authors who will give you effective marketing advice that may not be found elsewhere.

9. Have yourself available as a public forum/special events speaker in the field or area of your expertise. You may not actually sell books, but may issue author cards for the program participants who may be your future book buyers.

10. Consider listing your book on online classified ads websites.

11. Send e-mails to your friends and reader fans of scanned excerpts of your book with a matching explanatory note.

12. Place an ad in social networking sites that allow the marketing of your books/latest work for free or for a discounted fee.

13. Be a proactive author like giving complimentary copies of your book to celebrities and well-known resource persons, sending opinion articles for newspapers, and getting actively involved in community projects and charitable events.

14. Contact genre experts, independent book critics, and well known book review companies for favorable endorsement comments,

15. Send PR's to newspapers in your city or state for the purpose of being featured and getting book reviews.

16. Find local or state area radio stations and television stations that actually feature programs about writers, literature, or books then try to find out if you can send a PR of your book or better still, get a radio or television interview.

17. Make your own creative video presentation of your book and upload it to video-sharing websites.

18. Be your own book broadcaster. Make a podcast-able audio presentation of your book. This marketing option is ideal for authors of language and speech books, business and economics books, and even of the fiction genre.

19. Find author marketing websites that offer free ad listings of your book. This is the Internet version of the conventional bulletin board display.

20. Find book marketing services providers that offer bundled marketing programs at a discounted rate. Compare prices according to your book marketing needs, the kind of services that you prefer, the quality of the services offered, and the limits of your marketing budget.

## How to Get Free Targeted and Sincere Reviews for Your Book

*By Phyllis Zimblar Miller*

Getting free targeted and sincere reviews for your book requires research, commitment and follow through.

I'm going to share with you the mistakes I made and the things I did right about getting book reviews.

First the mistakes:

I waited until the book was published instead of sending out the manuscript or the first page galleys from my print-on-demand publisher.

I used pay-for-review services whose reviewers were not committed to the subject of my novel — for them this was a job for hire.

I sent copies of the book to book bloggers who responded to my email that they indeed wanted to review the book but who never reviewed the book. I later realized that I wasn't anyone to them so my book obviously got buried in the avalanche of books they receive.

Now what I did right:

I researched on Amazon for reviewers who had written good reviews about similar-themed books. I contacted them through the Amazon friend feature and offered my book for review. (Note — there is no payment given for these reviews.) I got a few replies,

including some who told me they were too busy along with some who really wanted to review the book and did.

When I emailed these Amazon reviewers to consider reviewing the book, I gave them the link to my website with the first four chapters available for free. I suggested they read those chapters to see if the book might appeal to them. Obviously, if they didn't like the first four chapters, they probably wouldn't want to read the whole book.

I took a virtual book tour through virtual book tour organizer Pump Up Your Book Promotion, and several book bloggers agreed to review the book. (Again, no payment.) I said yes to providing a second free book for a contest connected with the review (or interview). And the winner of the contest often had her/his own book blog.

I started using social media platforms — especially Twitter and Facebook — to make "friends" online. Now when these people said yes to reviewing my book I was no longer a nobody to them. We had a relationship.

More valuable reviews from people who were interested in my book:

The reviews I got by approaching people interested in my book's fiction genre were much more valuable than the reviews I got using, for example, pay-for-review services where the

reviewer might not even like my type of book.

And, yes, doing the work to find and contact reviewers who like your type of book takes time and effort. It can be much easier to use pay-for-review services even though these reviews might not be as targeted and sincere.

If you do use pay-for-review services, ask if the reviewer will be someone who likes the genre in which you've written. You could even ask to see samples of the reviews the proposed reviewer has written on books of this genre. In this way you may have a better chance of getting a reviewer who will appreciate your book.

And if right now you're still writing your book or it's still in the publication process, this is an excellent time to start forming relationships on Twitter and Facebook. The key to both these social media platforms is to freely share information that can help others. If you do this wholeheartedly, in return your online "friends" may sincerely help you. — P.Z.M.

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Phyllis Zimblar Miller is a National Internet Business Examiner and can be reached at <http://www.InternetBizBlogger.com>. She is also a book author, and her power marketing company combines traditional marketing principles and Internet marketing strategies to put power in your hands. Contact her at <http://www.MillerMosaicLLC.com>

## How to Launch Your eBook Using Social Media

**By Carolyn Cohn**

If you have been in business for any length of time at all, you probably have a large volume of content that you may use once and then forget about it. Of course, you can probably re-purpose the majority of your content (assuming that it is not time-sensitive). However, there is another way to leverage that fabulous content for everyone's benefit. You can turn some of your content into an eBook (or eBooks).

After you have taken a good look at the content that you have in your repository, the next thing that you need to do is to choose all of the articles that are connected to each other. They should not all be on the same topic but they should be on related topics. You will want to choose between 20 and 30 articles to build your eBook. Those articles are going to be the chapters in the book.

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

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

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

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

However, it isn't enough for people to just buy your book. You need people to review the eBook as well. Undoubtedly, you don't have total control over what those people write about your book but if you have published a top-quality book that helps other people, there is a good likelihood that the reviews will be positive.

You also want the reviewers to give your eBook the maximum number of stars when they rate the book. It is all there on the page in Amazon when they write the review. Of course, that review then becomes a testimonial that you can use to promote your book further and to enhance your brand offerings.

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

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

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

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

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

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

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

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

Carolyn T. Cohn is the Chief Editor of CompuKol Communications. Mrs. Cohn has a wealth of experience in managing people and projects. She has run several editorial departments for various companies. Mrs. Cohn has 25 years of editorial experience and her expertise covers a wide range of media, such as online editing, editing books, journal articles, abstracts, and promotional and educational materials. Throughout her career, Mrs. Cohn has established and maintained strong relationships with professionals from a wide range of companies. The principle that governs her work is that all words need to be edited. Mrs. Cohn earned a Bachelor of Arts degree in English from the State University of New York (SUNY) at Buffalo. Mrs. Cohn is a member of the American Medical Writers Association (AM-



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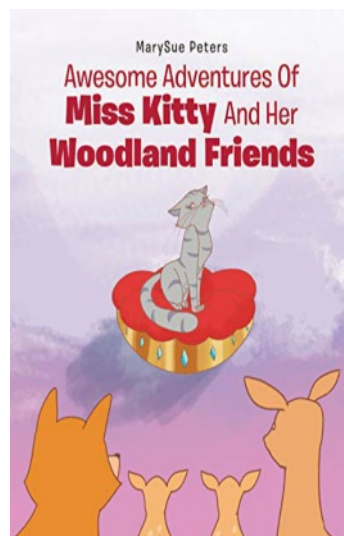
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 See Next Page For Publishers Preview

## **Awesome Adventures of Miss Kitty And Her Woodland Friends**

Marysue Peters  
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Email: [marysue1958@hotmail.com](mailto:marysue1958@hotmail.com)  
Web: [www.christianfaithpublishing.com](http://www.christianfaithpublishing.com)

Book tells the adventures of Miss Kitty (a country cat with aristocratic attitude) in one 24-hour period. Touches on the importance of manners, fairness, and cleanliness. you'll meet a few of her dear woodland friends: Petey Possum, Freddy Fox, and more. She loves them, although a few are quite annoying and mischievous.

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## **A Powerful Disturbance**

Kay A. Oliver  
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A Dr. Kaili Worthy Novel (#4) An ancient feud. A haunted excavation. When archaeologist Dr. Kaili Worthy arrives at Venezuela, she expects history—not horror. Unexplained shadows, eerie threats, and unearthed rival leaders locked in a ghostly battle blur the line between science and the supernatural. As ancient grudges resurface, Kaili must unravel the truth before the restless spirits claim more than their lost honor—because if she fails, she won't survive.

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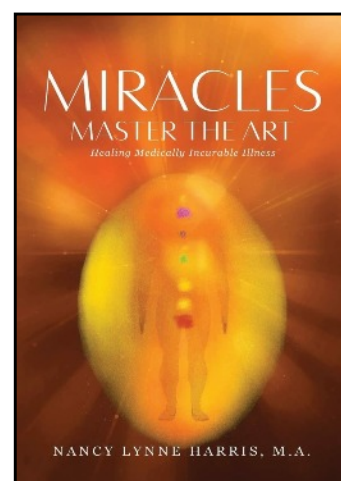


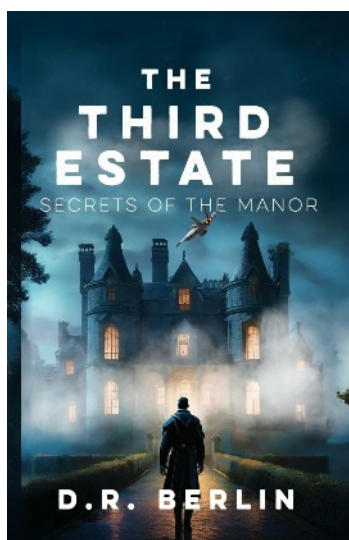
## **Miracles Master The Art**

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## The Third Estate Secrets of the Manor

Debbie Berlin

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In a busy outdoor market, an ordinary woman is assassinated. Twelve years later, the killer is back with a new target—and a mysteriously sinister employer.. Seamlessly blending espionage, mystery, and intense suspense, this book will keep you on the edge of your seat from start to finish. This gripping, high-stakes thriller is perfect for fans of complex conspiracies, strong female protagonists, and unpredictable twists. If you love novels that combine action, suspense, and mystery, The Third Estate is your next must-read.

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## Four Legged Heroes: The Mama Magina Books

Mary Virginia McCormick Pittman Xlibris

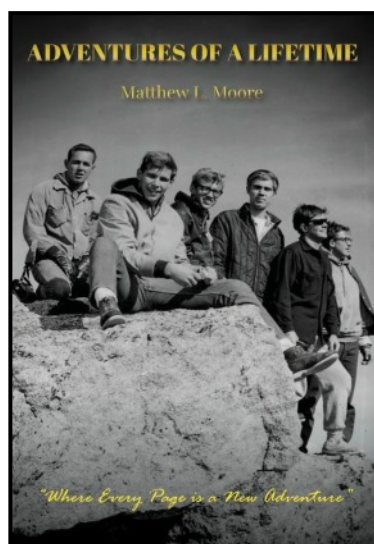
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## Adventures of a Lifetime

Matthew Moore

Address 918 Prospect Street, Apartment B El Paso, Texas, 79902

Phone Number (915) 691-2577 E-mail: [matthewmooreatty@gmail.com](mailto:matthewmooreatty@gmail.com)

Web: [www.matthewmoorestories.com](http://www.matthewmoorestories.com)

Sixteen short stories introduce the reader to colorful characters and their adventures throughout the United States, and Mexico and Europe. Wise people learn from every person they meet. Hopefully, some of the wit and wisdom and courage of adventurers I have met are recorded here. Beyond that the reader is directed to the notice by Mark Twain that prefaces Huckleberry Finn warning against looking for a motive, a moral, or worst of all, a plot.

Retail: \$8.60 Sample: \$8.60 ppd.  
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## Mindful Beauty

### Holistic Habits To Feel and Look Your Best

Debbie Palmer

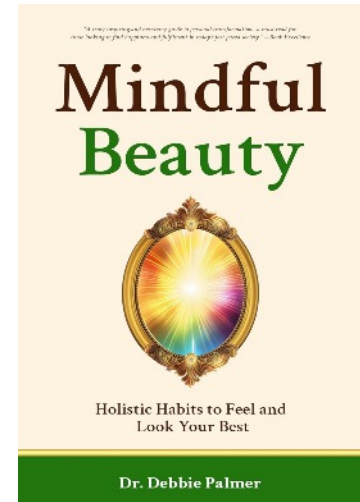
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## The Kitchen and The Studio

Mallory O'Connor

9908 SW 51 Road Gainesville, FL 32608

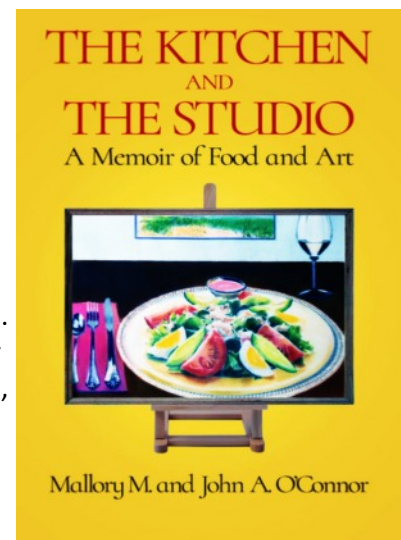
Phone: 352-466-3711

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

Web: [www.oconnorartllc.com](http://www.oconnorartllc.com)

The Kitchen and the Studio: A Memoir of Food and Art (March 15, 2023) is a cookbook, an art book, a memoir, and a love story all wrapped inside a beautiful coffee table book. Artist John A. O'Connor and art historian Mallory M. O'Connor got married in 1963. From the beginning, they shared a passion for good food and wine that has continued for over 60 years. Come celebrate life, culture, and love with them!

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## In The Midst of It All I Still Have The Victory

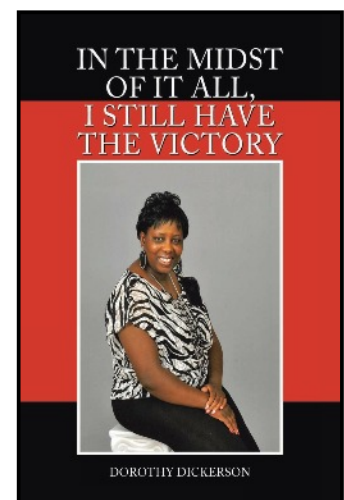
Dorothy Dickerson

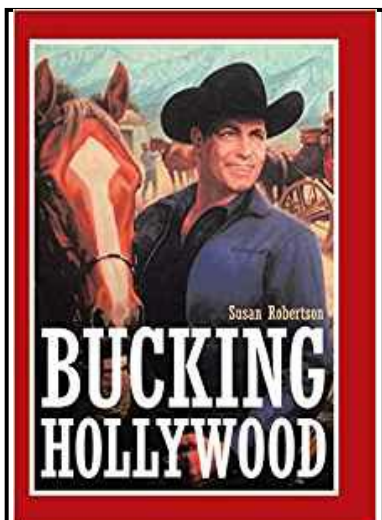
2507 Britton Drive Dallas, TX 75216 Phone: 817-884-6051

E-Mail: [djdickerson8801@gmail.com](mailto:djdickerson8801@gmail.com)

Author Dorothy Dickerson invites her readers to come along as she embarks on journeys that even she didn't know were going to take some surprising and shocking turns for the worst as she traveled along the way. The journeys started out as being fun and exciting, but then, she found herself traveling down dark and dreary pathways. Sometimes it seems like it was to the point of no returns, and there was no way out. Abuse in forms of economic, physical, sexual, social, and emotional was all experienced during the author's path.

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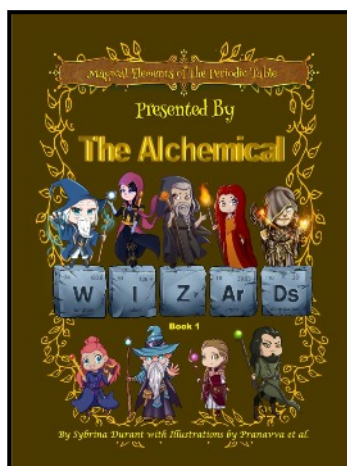


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My husband was Dale Robertson a very famous and talented actor who starred in many films, mostly in the 1950's. Also starred in Western Series during the golden era of the TV Western, one of the most popular genres ever produced for the small screen. Every network had numerous westerns on the air, ranging from children's Saturday afternoon fare to adult prime time dramas. At one time over thirty-two hours of western entertainment were available on the three networks!

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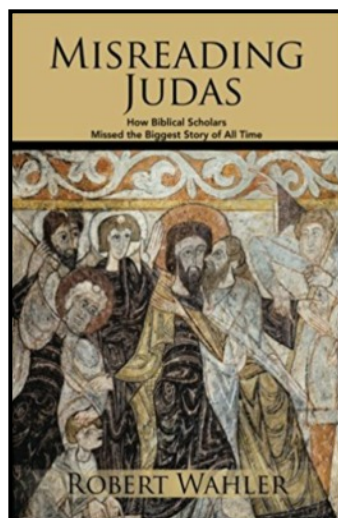


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Web Site: <https://www.magicalptelements.com/mw1pt/>

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New discoveries from ancient Egypt near Nag Hammadi and Al Minya prove that the normative Christian Religion has been, since its inception, a false, derived, plagiarized, and inverted narrative of a gnostic original Mastership installation story. It is long overdue that the world learn of this monumental fraud in plain sight. Masters come all the time. They can be found in mystic India if one only looks for one.

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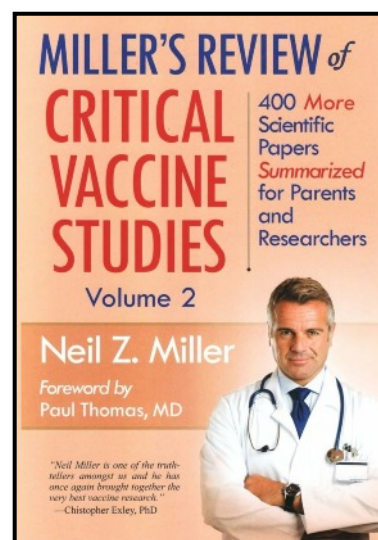
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## In The Aftermath 9/11 Through a Volunteer's Eyes

Beth SKMorris

5900 Arlington Avenue 5A Bronx, NY 10471

Phone 561-504-0378 E-Mail: [bethsabard@aol.com](mailto:bethsabard@aol.com)

Web Site: [www.bethsabard.info](http://www.bethsabard.info)

"For Beth SKMorris, "In the Aftermath- 9/11 Through a Volunteer's Eyes" was a book that was planted in her mind early in her post 9/11 experience as a volunteer at the Ground Zero Relief Project that procured and delivered supplies to the first responders and recovery crews at Ground Zero. Through these poems and their haunting images, the author gives us "today's lesson" in never forgetting.

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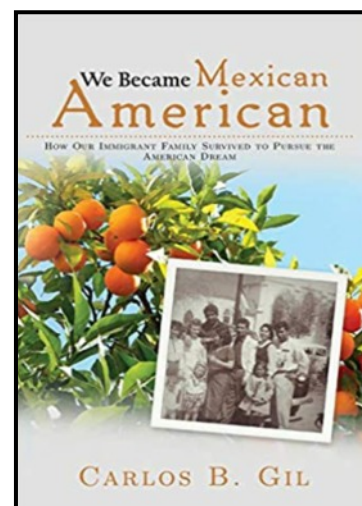
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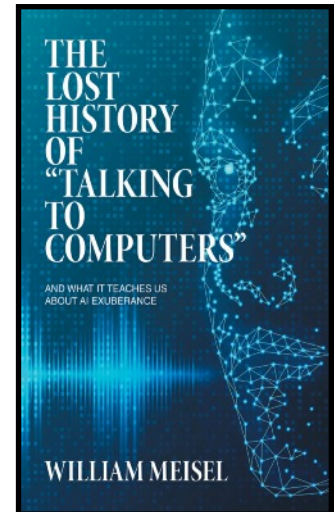
Phone: 818 693-9450 Email: [WMEISEL@TMAA.COM](mailto:WMEISEL@TMAA.COM)

Web: [www.speechrecognitionhistory.com](http://www.speechrecognitionhistory.com)

This book delves deeply into the history of an aspect of Artificial Intelligence that has long captured the imagination of movie makers and technologists – speech recognition, connecting with computers using human language. It traces 27 years of companies trying to commercialize this technology, over 300 companies in some years, facing the hurdle of computers being much slower and more expensive. The book also addresses today's excitement over AI in general.

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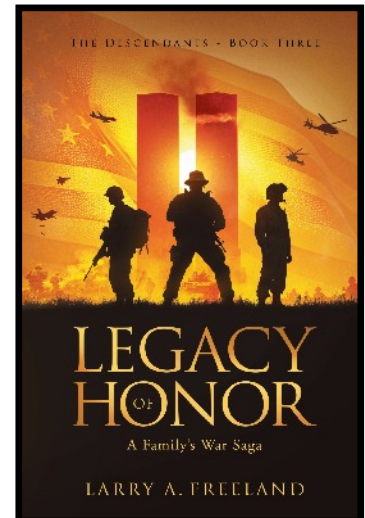
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Gripping historical military fiction, written in three parts, follows Sean McCormick's three sons-Alan, Lee, and Scott. Part 1, Alan, leads an Infantry Company with the 101st Airborne during the Vietnam War. Part 2, Lee, a U.S. Navy helicopter pilot, navigates daring missions and personal struggles. In Part 3, Scott, drafted into the Army, stationed in South Korea, and later recruited by the CIA, undertakes covert missions across the Middle East. Their story is about family, courage, brotherhood, and sacrifice.

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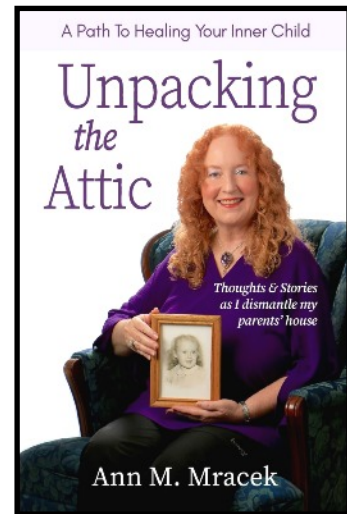
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Jeanne-Rachel Salomon, Ph.D. 276 Hiolani St Makawao, HI 96768

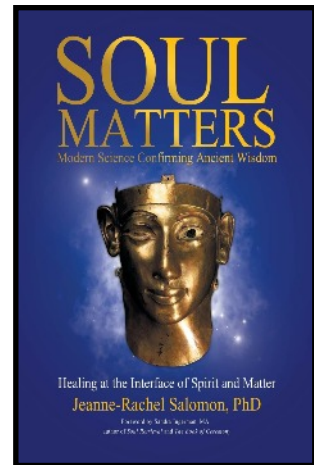
Phone: 808-573-1165 E-Mail: [dr\\_salomon@aol.com](mailto:dr_salomon@aol.com)

Web Site: [www.salomonsoulmatters.com](http://www.salomonsoulmatters.com)

The book presents my research into the shamanic healing modality of Soul Retrieval, demonstrating that the fundamentals of the shamanic method are aligned with quantum principles and that the phenomenon of soul-leaving and soul-returning happen on the quantum-level of existence. My unique research confirms the validity of Soul Retrieval as Trauma Resolution and demonstrates the relevance of quantum physics' tenets of non-locality, tangled hierarchy and discontinuity inside shamanic healing.

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Jozef Simkovic

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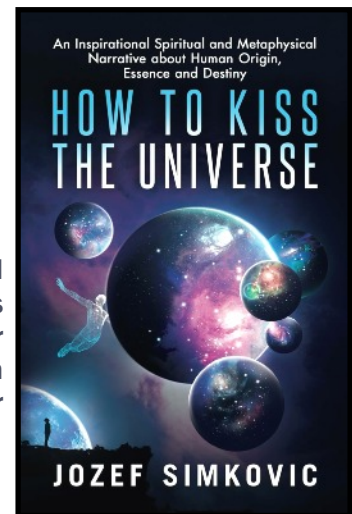
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Web: <https://howtokisstheuniverse.org>

The book describes the shocking spiritual trips of a journalist from his physical body all the way to the source of everything. It challenges traditional paradigms of the essence of human consciousness as portrayed either by science or religion. It can help you get rid of fears about your death and afterlife. You can learn from the narrative how you can conquer your ego and unleash your unimaginable internal powers.

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# Toward The Ultimate Source

Jozef Simkovic

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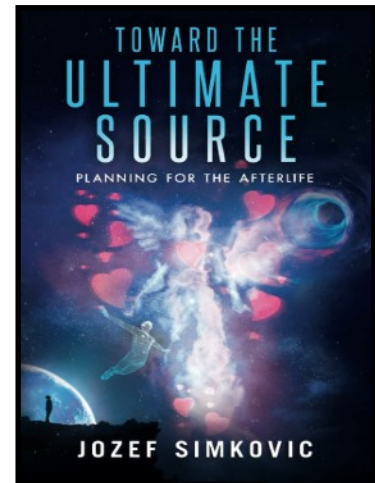
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This book is a sequel to How to Kiss the Universe. An experienced trailblazing spiritual traveler is showing how to choose from unlimited possibilities for an afterlife, such as how to prepare for conscious reincarnation on Earth, leaving the planet entirely, becoming an angelic being, or eventually returning to the ultimate source, our true spiritual home. The story can help you become happier in life on this planet.

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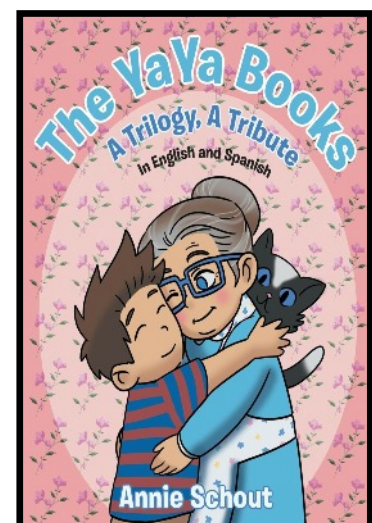
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YaYa is the name used for a beloved grandmother in the Catalan language in Spain. The YaYa Books is a book of three delightful stories about a little boy and his grandmother, who is from Spain, and the culture and holiday traditions he inherited from her. Written in both English and Spanish.

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**A:** It is an international book marketing organization, started in 1980, to help independent publishers promote and market their books through a variety of unique and cost-effective marketing channels. Over the past 43 years, our members have sold millions of dollars worth of books.

**Q:** How is NABE different from other associations?

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

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

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**Q:** What type of marketing opportunities does NABE offer?

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## 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 peo-

ple 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://sandranpeoples.com>.



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## 5 Tips to Magnetize Your Book Web Site With Benefits

By Earma Brown

Would you like to create a magnetic home page, one that magnetizes your visitors? Webster's Dictionary defines magnetic as 'powerfully attractive.' Best selling author and owner of the largest advertising agency in the 20s, Bruce Barton said, "The theme (any advertisement) ought to be based on two principles-first that a man is interested in himself, second, that he is interested in other people."

What will make your home page interesting? Good design plays an important part in your site's overall effectiveness. But it's not the flash that will interest your audience. It's not the jingles that will connect with your visitor. It's the benefits - the 'what's in it for me' list that create interest and even desire. Create a home page filled with benefits and it will pull your visitors in. What you say your product/service can do is much more attractive than a beautiful web page with weak copy.

Promote with benefits instead of your bio, your credentials and even the features of your product/service. Put them in their proper place on your site. But your audience will most want to know the value of your product to them.

You must answer questions like, "Will it solve my particular problem?" "What will I gain?" "What will I lose if I don't use your service?" Some universal benefits answer the how tos: getting more passion, more energy, less fatigue, more money, good relationships, more time, less trouble, less stress, less drama and trauma. Here's a quick tutorial on magnetizing your home page:

1. Develop a list of 10-20 benefits of each product and service. For example, a client of mine realized her audience didn't just want to know

how to get articles written, they wanted to know why should they write them?

So on the home page selling her article writing ebook, she started with a list of good reasons to write short articles to promote: For the serious marketer this ebook explains step by step how to promote your business, build a gigantic Opt-In List, increase your traffic, get qualified links, increase your page rank, grow your affiliate base, become a recognized expert, and collar more sales.

2. Be specific. List specific benefits. Describe how your customer will feel after buying your product. For example, after you buy my service of teeth whitening, you'll look and feel 10 years younger without plastic surgery. Then post a picture of what your client looks like before and after the teeth whitening service. Let them see how happier and more confident they look with whiter teeth. Make your page magnetic with specific benefits.

3. Let the passion for your topic show in your marketing copy. Which arouses your interest more? "A 9-Step Power Plan to decimate and dominate the Consultant's Marketplace" or "The 9-Step Plan to Become a Better Consultant." "How to Convert More Buyers Into Customers" or "How to use the 'FTP' factor to pull amazing clickthrough rates that most marketers will only dream about!" Magnetize your web page with passion that creates desire and sales with your audience.

4. Develop the skill of writing headlines. Provocative titles will stir interest. Provocative statements capture our attention like a fish on a hook. They throw out the baited hook and reel a captive audience in every time. The shocking statement 'Wives Who Don't Want Sex' even if they don't have this problem will get the attention of the curious.

Use the Command statement for an immediate effect, 'Become an Internet Millionaire!' Even if it's a well worn claim, it still captures a large share of attention. Don't forget the power of the simple 'How To' information title. It alerts your audience that the information that follows will be simple and easy to digest. Capture the attention of your audience with a home page filled with magnetic headlines.

5. Give your links the power of benefits. We have added magnetic pulling power to our bulleted list, headlines, and titles. It's all good. But there's one more area that will give your home page even more pulling power. I got this tip from Allen Says' "The War Report." Many unseasoned site owners create links that say things like, "Get your FREE ebook here!" or "Sign-up for our FREE ezine!"

When first exposed to this tip, all I could say was, "Ouch!" I know my sites were filled with links like that. Perhaps we thought the magic word was FREE and people would automatically click on it and download. The truth is 'Free ezine' tells our audiences nothing. Impart life to all your links with benefits. Review each link and pretend you have to get every visitor to click on it.

Don't wait. If you wait you could be starting the next year without the explosive sales and traffic your site deserves. You have invested time and perhaps money into making your site the best it can be. Now, create a magnetic home page by giving your bulleted lists, headlines and links the power of benefits. Magnetize your home page and prosper!

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# BOOK DEALERS DIARY

**Bloom The Next Generation** by Deborah D'Antonio is a sequel to First Kiss, Last Kiss where the next generation of the Denari-Gianni family comes of age. It's a brilliantly written love story touching deep raw emotions with endearing characters. An unforgettable heartfelt book filled with romance, familial love and friendships, a conflicted crush, tragedy, and the supernatural realm, along with playful funny moments of humor. Truly a love story to remember! For more info, e-mail: [luminarylquidlight@gmail.com](mailto:luminarylquidlight@gmail.com)

**Lessons From the Admiral: Naval Wisdom and Sea Stories for Leaders** by Mark C Fava inspire you to unlock your leadership potential by applying lessons that will propel your leadership journey forward. An insightful guide for mid-career managers, early career lawyers, and junior military officers who aspire to be promoted, this book is also a fun read for all military veterans who relished their time in uniform. The lessons Mark shares have timeless value. They are just as meaningful today as they were over thirty years ago and have been the keys to Mark's promotions in both the military and the legal profession throughout his career. For more information visit <https://amplifypublishinggroup.com>

**The River Keeper and Other Tales** by Nancy Joie Wilkie is a collection of seven short stories that takes the reader to the Kingdom of Imlay, a coastal realm still filled with magic and mythical creatures great and small. Characters such as the inquisitive Ya, the precocious Aurora, and an ambitious, future-seeking King face monumental decisions that will affect those they hold dear. For more information, visit <https://amplifypublishinggroup.com>

**Setup** by Ray Collins tells the story of Detective Andrew ("Book") Booker as he chases Franco Moretti, a killer on the FBI's Most Wanted list, into a dark alley one night in Washington, DC. But rather than apprehending the fugitive, it is Book who is arrested, supposedly for murdering a Black teenager. Despite claims he's been framed, Book is forced to resign from the DC police and narrowly escapes a conviction for murder. For more info, visit [www.raycollinsauthor.com](http://www.raycollinsauthor.com)

**Rooted: A Seedling's Journey** by Tammy Cranston is a timeless story about the value of generational relationships and finding one's purpose. It is a winsome tale of moral growth and maturity and perseverance in facing life's most difficult trials. More info at [www.tammycranston.com](http://www.tammycranston.com)

**Brand Constellations: A Framework and Guide for Creating a Brand that Shines** by Steven Silverman is a revolutionary book that introduces a new paradigm in brand management. The book revolves around the Brand Constellations Framework, a model that reshapes brand perception and management. More than just a book—it's a map for understanding, building, and managing brands in a way that aligns with the complexities of the modern marketplace. For more information visit <https://brandconstellations.com/>

**Redeye** by Syntell Smith is an emotionally charged novel that perfectly blends romance and drama. Join Nate and Cynthia as they navigate the road to self-acceptance, chance encounters, and discover love is anything but predictable. For more info go to [www.authorsyntellsmith.com](http://www.authorsyntellsmith.com)

**For You, I Hope** by Ken Rohlf is a gift of love from a caring adult that imparts wishful words of wisdom and encouragement to young children. It's a ray of sunshine the every parent, grandparent or family member will want to share with their special youngster. This lasting view of a joyful, positive life is a great addition to a beloved child's life any time of the year. For more info, visit [www.kenrohlfbooks.com](http://www.kenrohlfbooks.com)

**God's Good Works: Stories to Treasure and Tales to Ponder** by Lorilyn Roberts is a heartfelt faith-based collection of anecdotes and insightful lessons drawn from everyday experiences. It also examines the current American and global political climates through the lens of biblical eschatology. For more info, visit <http://LorilynRoberts.com>

**Shadow** by Mary Schmidt is a children's picture story about the death/loss of a pet dog named Shadow, and how it affects both children and adults. Emphasis is how it affects a child or children as this is often the first time they learn about death, the death of a dear pet is palpable, and how to help a child or children cope. For more info, visit [www.whenangelsfly.net](http://www.whenangelsfly.net)

**When Anna Came Home** by Shannon Condon tells the story of Anna Cahill, who returns from college, and stumbles upon a chilling crime scene that turns her world upside down. Partnering with the FBI, she delves into a complex web of financial crimes, illegal arms deals and long-buried family secrets. The stakes couldn't be higher as they race to uncover the mastermind behind this deadly conspiracy. When It is a fast-paced, twisty thriller that will keep you guessing until the very last page. For more information, visit <https://shannoncondonauthor.com>

**Little Hearts Big Faith** by Giulio Veglio is a children's biblical rhythm book, nurturing faith in young hearts through engaging rhyming stories from Scripture. For more information visit [www.giulioveglio.com](http://www.giulioveglio.com)

**Ellie's Dancing Shoes** by Scott Sollers is about Ellie, who wants to become a ballerina, but lacks the essentials until she receives her grandmother's magical dancing shoes. Soon there are only graceful jumps, beautiful leaps, and dizzying twirls. When the day of Ellie's audition finally arrives, her magic dancing shoes are lost. Will she find them in time? For more info, visit [www.scottsollerauthor.com](http://www.scottsollerauthor.com)

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# Winter 2025 Pinnacle Book Achievement Awards

## Best Book in the Category of ADVENTURE

Adventures of a Lifetime  
Matthew Moore  
[www.matthewmoorestories.com](http://www.matthewmoorestories.com)

## Best Book in the Category of AUTOBIOGRAPHY

Mercy's View: Blackout  
Jade Maze  
[www.jademaze.com](http://www.jademaze.com)

## Best Book in the Category of BODY MIND SPIRIT

The Energetic Investor:  
Nurturing Mind, Body &  
Investment Mastery  
for Lasting Prosperity  
Kevin Barnbrough

## Best Book in the Category of BUSINESS

Brand Constellations  
Steven Silverman  
<https://brandconstellations.com>

## Best Book in the Category of CHILDREN'S ACTIVITY BOOK

Merry The Cat:  
Cat Tails Activity Book  
Cheryl Cheatham & Riley Schmidt  
[www.CherylCheatham.com](http://www.CherylCheatham.com)

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

Hello Brazil! A Children's Picture Book,  
Colorful Journey Through  
Carnival, Soccer and  
the Amazon Rainforest  
Ekaterina Otiko  
[www.sophieandstephie.com](http://www.sophieandstephie.com)

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

Little Hearts Big Faith  
Giulio Veglio  
[www.Giulioveglio.com](http://www.Giulioveglio.com)

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

The Perfectly Beautiful Day  
Dora Dillistone  
[dillistonetaos@taosnet.com](mailto:dillistonetaos@taosnet.com)

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

Willie's Gift  
Clairmarie H Field  
[www.cmbookworks.com](http://www.cmbookworks.com)

## Best Books in the Category of CHILDREN'S PICTURE BOOK

Live Big  
Kat Kronenberg  
[www.katkronenberg.com](http://www.katkronenberg.com)

For You, I Hope  
Kenneth Rohlf  
[www.kenrohlfbooks.com](http://www.kenrohlfbooks.com)

## Best Book in the Category of CHILDREN'S SOCIAL ISSUES

Shadow  
Mary Schmidt  
[www.whenangelsfly.com](http://www.whenangelsfly.com)

## Best Book in the Category of CRIME THRILLER

The Right Side of Wrong  
E.A. Coe  
[www.eacoe.online](http://www.eacoe.online)

## Best Book in the Category of EDUCATIONAL

Mommy, Can Boys  
Also Be Doctors?  
A Message to Young Scientists  
and Other Humans  
Marlene Belfort  
<https://www.amazon.com/Mommy-Can-Boys-Also-Doctors/dp/1544548133>

Best Book in the  
Category of  
**ENTERTAINMENT NOVEL**  
Hypnotic Control: Reflections  
on the Nature of Staged Influence  
John-Ivan Palmer  
<http://John-IvanPalmer.com>

Best Book in the  
Category of FAMILY  
What's Eating Our Kids?  
A Parent's Guide to Food Allergy,  
Intolerance and Toxicity  
Julie A Wendt

## Best Books in the Category of FANTASY

Stormvalor  
Starr Z Davies  
[www.starrzdavies.com](http://www.starrzdavies.com)

Witch's Crystal  
Devon Gambrell  
<https://www.amazon.com/Witches-Crystal-Devon-Gambrell/dp/BOCVNG3L5Q>

## Best Book in the Category of GENERATIONAL LOVE STORY

First Kiss Last Kiss: Book 1  
Deborah D'Antonio  
[luminarlyliquidlight@gmail.com](mailto:luminarlyliquidlight@gmail.com)

## Best Books in the Category of HUMOR

Naughty Nonsense,  
Lascivious Limericks  
and Much More  
David Ellis  
<https://www.xlibris.com/en-au/bookstore/BookDetail.aspx?BookId=SKU-001276573>

Can AI Be Humorous?  
Exploring the Lighter Side  
of AI-Laugh and Learn  
Tom G Anderson  
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# Winter 2025 Pinnacle Book Achievement Awards

**Best Book in the  
Category of INSPIRATIONAL**  
10 Little Rules For a Double-Butted  
Adventure  
Teri M Brown  
[www.terimbrown.com](http://www.terimbrown.com)

**Best Book in the  
Category of JUVENILE FICTION**  
Rooted: A Seedling's Journey  
Tammy Cranston  
[www.tammycranston.com](http://www.tammycranston.com)

**Best Books in the  
Category of LEADERSHIP**  
The Greatest Leader  
of All Times/Jesus  
Giulio Veglio  
[www.Giulioveglio.com](http://www.Giulioveglio.com)

Certainty: How Great  
Bosses Can Change Minds  
and Drive Innovation  
Mike Mears  
<https://www.certaintyleadershipbook.com/>

**Best Book in the  
Category of LITERARY FICTION**  
Redeye  
Syntell Smith  
[www.authorsyntellsmith.com](http://www.authorsyntellsmith.com)

**Best Books in the  
Category of MEMOIR**  
Preyed Upon  
Rosaline Alam  
[www.rosalinealam.wordpress.com](http://www.rosalinealam.wordpress.com)

A Pleasant Fiction:  
A Novelistic Memoir  
Javier De Lucia  
[www.chapelledoree.com](http://www.chapelledoree.com)

**Best Book in the  
Category of MILITARY**  
Lessons From the Admiral:  
Naval Wisdom  
and Sea Stories for Leaders  
Mark C Fava  
<https://amplifypublishinggroup.com>

**Best Books in the  
Category of MYSTERY**  
The Chimera  
Edgar Dolman  
<https://www.edgardoleman.com/>

Detective Lambchild,  
The Court of Inquiry  
Matthew Moore  
[www.matthewmoorestories.com](http://www.matthewmoorestories.com)

**Best Book in the  
Category of NATIVE  
AMERICAN FICTION**  
The Revenge of Dead  
Horse Canyon:  
Sweet Medicine  
Spirits-Novavose  
Marcha Fox  
<https://www.Dead-Horse-Canyon.com>

**Best Book in the  
Category of NON FICTION**  
Little Boy, I Know  
Your Name  
Mitchell Raff  
[www.mitchellraff.com](http://www.mitchellraff.com)

**Best Book in the  
Category of PARENTING**  
Ellie's Dancing Shoes  
Scott Sollers  
[www.scottsollersauthor.com](http://www.scottsollersauthor.com)

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Category of REFERENCE**  
Vademecum of English:  
A Complete Reference  
Guide for Teachers  
and Learners  
Anna Maria Lopez Jimeno  
<https://lexiway.com/publications/>

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Category of RELATIONSHIPS**  
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Jack Wolf  
<https://posg.life>

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# Winter 2025 Pinnacle Book Achievement Awards

## Best Book in the Category of RELIGION

God's Good Works:  
Stories to Treasure  
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Lorylyn Roberts  
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The Photograph  
Eve Riley  
[www.evemriley.com](http://www.evemriley.com)

## Best Books in the Category of SCIENCE FANTASY

The Infernal Age:  
Demon Gate  
Anson Joaquin  
<https://www.amazon.com/Infernal-Age-Demon-Gate-ebook/dp/BODYWQM3B5>

The Affinity Theory  
The Affinity Saga Book 1  
Eddie Dee Williams  
[www.theaffinitysaga.com](http://www.theaffinitysaga.com)

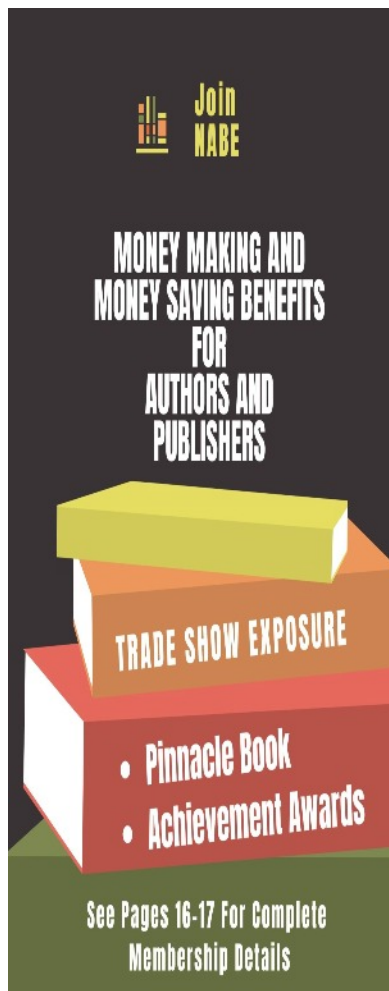


## Best Books in the Category of SCIENCE FICTION

Return to the Galaxy  
BA Gillies  
<https://www.bagillies.com>  
  
Swallowed By Time, Show Me  
The Way to Go Home  
Darrell G Coley  
<https://www.dgcauthor.com/>

## Best Books in the Category of SHORT STORIES

Aurum de Amor  
As The Crow Flies  
JJ Maze & Holly Tempo  
[www.jademaze.com](http://www.jademaze.com)  
  
The River Keeper  
and Other Tales  
Nancy Joie Wilkie  
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## Best Book in the Category of SUPERNATURAL

Bloom: The Next  
Generation Book 2  
Deborah D'Antonio  
[luminaryliquidlight@gmail.com](mailto:luminaryliquidlight@gmail.com)

## Best Book in the Category of SUSPENSE

Christmas in Evergreen:  
Heart of Evergreen  
Mary Schmidt  
[www.whenangelsfly.com](http://www.whenangelsfly.com)  
<http://www.whenangelsfly.com>

## Best Books in the Category of THRILLER

When Anna Came Home  
Shannon Condon  
<http://shannoncondonauthor.com>

Setup  
Ray Collins  
[www.raycollinsauthor.com](http://www.raycollinsauthor.com)

## Best Book in the Category of UNITED STATES HISTORY

Pieces Falling:  
Navigating 9/11 With Faith,  
Family and the FDNY  
Ann Van Hine  
<https://www.amazon.com/Pieces-Falling-Navigating-Faith-Family/dp/1955043221>

## Best Book in the Category of YOUNG ADULT

Life Lessons and  
Tales of Little MisFit Book 4:  
Life is Like a Fountain  
It Has Its Ups and Downs  
Susan Grunin  
[www.Skg-Creations.com](http://www.Skg-Creations.com)



## **Unleashing the Power of Successful Book Signings by A.G. Fredricks**

Book signings have become an indispensable tool for self-publishers looking to make a mark in the literary world. These events hold immense significance in boosting book sales and forging meaningful connections between authors and readers. By allowing authors to engage directly with their audience, book signings create an intimate setting where readers can experience the story behind the book and connect with the author on a personal level.

One key benefit of book signings is the opportunity they provide for self-publishers to generate buzz and create a loyal fan base. These events act as a platform for authors to showcase their work, attract new readers, and build a supportive community around their writing. The face-to-face interaction at book signings enables authors to convey their passion and enthusiasm, leaving a lasting impression on readers.

Additionally, book signings offer a chance for self-publishers to receive direct feedback from their audience. Engaging in meaningful conversations with readers allows authors to gain insight into their preferences and expectations. This valuable feedback can be applied to future writing projects, ensuring that the author's work aligns with the readers' desires.

As we delve deeper into the world of book signings, we will explore strategies to make these events successful and share inspiring

stories of self-published authors who have harnessed the power of book signings to propel their writing careers forward. We hope to provide self-publishers with essential insights and tools to maximize the potential of book signings and unlock a world of possibilities. Stay tuned as we uncover the secrets to organizing and executing impactful book signings. Planning and preparation are key factors that contribute to the overall success of an event. Self-publishers should consider factors such as venue selection, timing, and promotion. Choosing the right location that aligns with the target audience can greatly impact the turnout and engagement at a book signing. Timing is also crucial, as scheduling the event during peak hours or alongside other high-profile events could result in a higher attendance. Promoting the book signing through various channels such as social media, author websites, and local press can help generate buzz and attract a larger audience.

During the actual event, you should create a warm and welcoming atmosphere. Having enticing visuals, such as banners and posters, can help draw attention to the author's work and create an inviting ambiance. It's also beneficial to engage with attendees through interactive activities, such as Q&A sessions or book giveaways, to spark conversation and keep the audience captivated.

Lastly, you should utilize book signings as an opportunity to capture contact information from

attendees, such as email addresses or social media handles. This allows for future communication and helps build a loyal fan base.

By implementing these strategies, self-publishers can maximize the impact of book signings and establish stronger connections with their readers. These events have the potential to open doors to new opportunities and propel writing careers forward.

To ensure a successful book signing event, preparation is key. First, choosing the right venue is crucial. Look for a location that aligns with the theme or content of your book, has sufficient space to accommodate attendees, and offers a welcoming ambiance. Additionally, consider partnering with local bookstores, libraries, or community centers to leverage their established customer base.

Once the venue is selected, it's time to create a marketing strategy. Utilize various channels, such as social media, author websites, and email newsletters, to spread the word about the event. Engage potential attendees by offering sneak peeks, behind-the-scenes glimpses, and exclusive updates about the book signing.

Lastly, engaging with potential attendees before the event is essential for creating a buzz. Connect with your target audience through personalized emails, social media interactions, or even hosting virtual Q&A sessions. This not only builds anticipation but also establishes a sense of connection and familiarity between the author and the readers.

Remember, a well-planned, organized, and promoted book signing can significantly boost book sales and create lasting connections with readers. In addition to promoting the event, self-publishers should also focus on the logistics and details that will contribute to a successful book signing. One important aspect is managing inventory. Ensure that you have enough copies of your book on hand to satisfy the demand of attendees. Consider bringing extra copies for last-minute purchasers or unexpected popularity.

During the event, it's crucial to engage with attendees and make them feel valued. Greet each person with enthusiasm and gratitude, taking the time to connect on a personal level. Offer to sign their copies of your book and consider providing a small token of appreciation, such as bookmarks or personalized notes.

Furthermore, incorporating interactive elements into your book signing can enhance the experience for attendees. Consider hosting a Q&A session or a short reading from your book, allowing readers to gain further insight into your writing process or the story itself. Encourage attendees to share their thoughts and feedback, fostering a sense of community and dialogue.

Remember, a successful book signing not only boosts sales but also creates a lasting impression on your readers. By preparing effectively, engaging with attendees, and providing a

memorable experience, self-publishers can harness the power of book signings to further their writing career and connect with their audience.

### Maximizing Success During and After a Book Signing

You need to optimize your interactions with readers, manage sales, and employ post-event marketing tactics to maintain momentum. Book signings offer a unique opportunity for self-publishers to connect on a personal level with their readers, fostering loyalty and building a dedicated fan base.

During a book signing, it is crucial to engage with each reader genuinely. Smile, make eye contact, and show genuine interest in their thoughts and feedback. Offer insights into the writing process and share personal anecdotes related to the book. Collaborate with the bookstore to create a welcoming environment, with appealing displays and banners showcasing the book's cover and author information.

However, the success of a book signing extends beyond the event itself. You should capitalize on the momentum generated during the event by employing post-event marketing tactics. Follow up with attendees through personalized emails, expressing gratitude for their participation. Offer exclusive promotions or discounts to encourage further engagement. Leverage social media platforms to create buzz and share behind-the-scenes tidbits with your growing following.

By maximizing their interactions during book signings and implementing effective post-event marketing techniques, self-publishers can harness the power of these events to propel their books to new heights. After the book signing event, self-publishers should continue building momentum by leveraging various marketing tactics. One effective strategy is to collaborate with local media outlets, such as newspapers, radio stations, or podcasts, to secure interviews and feature articles. These opportunities provide a platform to share your journey as an author and promote your book to a wider audience. Additionally, consider reaching out to book bloggers or influential social media personalities who cater to your target readership. Offering them a free copy of your book in exchange for an honest review or a mention on their platform can significantly boost visibility and generate buzz. Furthermore, take advantage of your email list by periodically sending newsletters containing exclusive content, sneak peeks of upcoming projects, or even author Q&A sessions. By fostering ongoing connections with your readers and consistently engaging them with valuable content, self-publishers can build a dedicated fan base and establish a sustainable platform for future book signings and promotions. Remember, the key to success lies in maintaining reader engagement beyond the book signing event.



## **The Reviewers Toolbox: Proven Tactics to Secure Genuine 5-Star Reviews on Amazon**

### **Understanding the Importance of Genuine 5-Star Reviews**

In the digital age of self-publishing, Amazon has become a significant platform for aspiring authors to reach a wide audience. However, simply publishing your book on the site is not enough to guarantee success. The key to standing out among the sea of titles is securing genuine 5-star reviews.

Why are these reviews so crucial? First and foremost, they serve as a powerful marketing tool. Potential readers often rely heavily on reviews to make their purchasing decisions. Positive feedback not only boosts your book's visibility but also instills confidence in potential buyers. Imagine browsing through Amazon, coming across a book with an impressive average rating and a plethora of enthusiastic reviews. The chance of clicking that "Add to Cart" button just increased exponentially.

Moreover, genuine 5-star reviews serve as a validation of your work's quality. As a self-publisher, establishing credibility is vital, and positive reviews from real readers help solidify your reputation. When potential readers see an abundance of glowing reviews, they perceive your book as a valuable literary gem worth their time and money.

Not only do these reviews impact marketing and credibility, but they also influence the algorithms and ranking systems of Amazon's search results. The more positive reviews your book receives, the more likely it is to show up in relevant search queries and recommendations. This increased visibility can lead to more

organic sales and exposure to a wider audience.

As self-publishers, we understand the significance of genuine 5-star reviews on Amazon. They are the lifeblood of our success, driving sales and establishing our credibility in a competitive market. In the second half of this chapter, we will delve deeper into strategies and tactics to secure these valuable reviews. But for now, let us continue on this journey to explore the realm of reviews and their impact on self-publishing success. Stay tuned for more insights and practical tips coming your way. In the second half of this chapter, we will explore effective strategies and tactics that self-publishers can employ to obtain genuine 5-star reviews on Amazon. These methods have been proven to generate positive feedback and increase the likelihood of success in the competitive world of self-publishing.

First and foremost, reaching out to your existing reader base is a valuable approach. If you have a loyal following or an email list of fans, make a personal request for them to leave an honest review on Amazon. Emphasize the importance of their feedback and explain how it can make a significant impact on the success of your book.

Additionally, leveraging social media platforms can greatly enhance your chances of securing genuine 5-star reviews. Actively engage with your target audience, create a sense of community, and encourage them to share their thoughts and experiences with your book. Word-of-mouth recommendations on social media can hold immense power and influence potential readers to leave positive reviews.

Another effective strategy is to seek reviews from book bloggers and

reputable reviewers in your genre. Research bloggers and reviewers who specialize in your niche and approach them with a polite and personalized email requesting a review. Offer them a free copy of your book in exchange for an honest assessment. Positive reviews from trusted sources can significantly boost your credibility and drive more sales.

Furthermore, consider participating in virtual book clubs or online reading groups where readers share their reviews and recommendations. Engaging with these communities can expose your book to a wider audience and increase the likelihood of receiving genuine 5-star reviews.

Remember to always respond graciously to feedback, whether positive or negative. Engaging with your readers and addressing their concerns demonstrates your commitment to delivering a quality reading experience. This can also encourage them to leave positive reviews and recommend your book to others.

In conclusion, securing genuine 5-star reviews is vital for self-publishing success on Amazon. By implementing these strategies and tactics, self-publishers can significantly increase their chances of obtaining positive reviews that boost credibility, visibility, and ultimately, sales. Stay tuned for more insights and practical tips as we continue our journey through the reviewers' toolbox.

### **Building a Solid Foundation for Positive Reviews**

In the world of self-publishing, the quality and quantity of reviews can make or break a book's success on platforms like Amazon. As a self-publisher, your ultimate goal is to secure genuine 5-star reviews that not only boost your sales but also establish your credibility as an author.

First and foremost, it's crucial to start with a captivating and well-written book. Quality content is the cornerstone of positive reviews. Ensure your manuscript is professionally edited and proofread, eliminating errors and improving readability. Craft an engaging storyline and well-developed characters that resonate with your target audience. By delivering a book that exceeds readers' expectations, you increase the likelihood of receiving glowing reviews.

Secondly, make sure your book cover is visually appealing and aligns with your genre. A professional-looking cover can significantly impact readers' perception of the book's quality. Invest in a talented graphic designer who can create an eye-catching design that accurately represents your story. Remember, a compelling cover can pique readers' curiosity and convince them to explore your book further.

Additionally, take advantage of pre-launch marketing strategies to generate buzz and anticipation for your book. Utilize social media platforms, author websites, and email newsletters to build a dedicated fan base. Engage with your audience by sharing sneak peeks, behind-the-scenes insights, and exclusive content. By creating excitement before your book's release, you foster a sense of anticipation and encourage readers to leave their thoughts and reviews once they've experienced the final product.

To further solidify your foundation for positive reviews, actively seek out early readers or advance reviewers. This helps generate initial feedback and allows you to improve any areas that might need attention. Consider reaching out to beta readers, fellow authors, or online communities focused on your genre. Provide them with free copies of your book in exchange for their honest opinions. Their feedback will not only help you

refine your work but also potentially lead to those initial valuable reviews upon publication.

Creating a strong foundation that encourages genuine 5-star reviews requires careful planning and execution. By focusing on delivering quality content, investing in a visually appealing cover, utilizing pre-launch marketing strategies, and soliciting early feedback, you're setting yourself up for success. Now, with these initial steps established, let's delve deeper into the tactics that will amplify your chances of securing an abundance of positive reviews. But, we'll save that excitement for the second half of this chapter. Stay tuned! Now that you have established a strong foundation for positive reviews, it's time to dive deeper into the tactics that will amplify your chances of securing an abundance of 5-star feedback. In this second half of the chapter, we will explore additional strategies that self-publishers can employ to further boost their book's success.

One key tactic is to actively engage with your readers after the book's release. Take the time to respond to reviews, whether they are positive or even critical. By showing that you value your readers' opinions and are open to feedback, you not only build a loyal reader base but also foster a positive reputation as an author who cares about their audience. This level of interaction can prompt readers to leave their own reviews as they feel heard and appreciated.

Another effective technique is to encourage readers to leave reviews by incorporating a specific call-to-action at the end of your book. Consider adding an author's note that politely asks readers to share their thoughts on platforms like Amazon. Make it easy for them by providing direct links to your book's review page or by including instructions on how to do so.

This simple step can significantly increase the number of reviews you receive.

Additionally, consider seeking out well-respected book bloggers, influencers, or reputable book review sites within your genre. Provide them with complimentary copies of your book and kindly request their honest feedback and potential review. Their reviews can carry weight and help attract a wider audience, especially if they have a large following.

Furthermore, don't overlook the power of word-of-mouth marketing. Encourage your satisfied readers to recommend your book to others. This can be done through social media shares, recommending your book in online book clubs or forums, or even organizing book giveaways where readers have the chance to win signed copies. The more people talk about your book, the more exposure and potential reviews you'll receive.

By implementing these tactics, you are maximizing your chances of generating a continuous stream of genuine 5-star reviews. Keep in mind that building a solid foundation is just the beginning. In the ever-changing world of self-publishing, staying proactive and adapting your strategies will ultimately lead to long-term success.

Remember, as a self-publisher, you have the power to control your momentum. By utilizing the tips mentioned in this chapter and continuously striving to provide high-quality content, you are well on your way to securing the genuine 5-star reviews that will pave the way for your book's prosperity. Stay committed and watch as your book gains traction, recognition, and a loyal fan base.



## **Implementing Effective Strategies for Securing Genuine 5-Star Reviews**

Self-publishing a book can be an exhilarating journey. As a self-publisher, you pour your heart and soul into creating a literary masterpiece that resonates with readers. However, the true test of a book's success lies in the reviews it receives on platforms like Amazon. Positive reviews not only validate your hard work but also serve as crucial social proof to potential readers.

This chapter delves into proven strategies and techniques that self-publishers can utilize to increase the likelihood of receiving genuine 5-star reviews on their Amazon listings. As a self-publisher, you have the power to shape the narrative around your book, and generating authentic positive reviews is an essential part of that process.

One effective strategy is to reach out to your existing network of friends, family, and colleagues who have read your book. Personal connections can provide genuine feedback and are likely to be supportive of your endeavors. Encourage them to leave an honest review on your Amazon listing, emphasizing the importance of their opinion in helping your book gain traction.

Another powerful approach is to leverage social media platforms to engage with your target audience. Building an online community of book enthusiasts who are genuinely interested in your work can be instrumental in securing 5-star reviews. Share snippets, offer giveaways, and create meaningful discussions surrounding your book to generate buzz and encourage these individuals to leave their feedback.

Utilizing advanced reader copies (ARCs) can also be a game-changer. Send free copies of your book to avid readers, book bloggers, and influencers in your genre to garner early reviews. Their opinions carry significant weight in the literary world and can help attract genuine reviewers to your Amazon listing.

By employing these strategies, self-publishers can lay the foundation for securing genuine 5-star reviews on their Amazon listings. The journey to success may be challenging, but with the right tactics, patience, and dedication, you can create a buzz around your book that captivates readers and leaves a lasting impression. Stay tuned for the second half of this chapter, where we will unveil more powerful techniques to secure those coveted 5-star reviews. In addition to the strategies mentioned earlier, there are several other tactics that self-publishers can employ to secure genuine 5-star reviews for their Amazon listings.

One effective method is to identify and connect with book clubs or reading groups that align with the genre or themes of your book. These communities provide a valuable platform for engaging with passionate readers who may be interested in reviewing your work. By reaching out to these groups and offering to provide copies of your book for their discussions, you not only increase the chances of receiving genuine reviews but also gain valuable insights and feedback from avid readers.

Furthermore, participating in forums and online communities dedicated to literature and self-publishing can be immensely beneficial. Engaging in meaningful discussions, sharing your experiences and expertise, and offering valuable insights can help

build your credibility as an author and pique the interest of potential reviewers. Remember to approach these platforms with sincerity and authenticity, as readers appreciate genuine connections rather than blatant self-promotion.

Another highly effective strategy is to collaborate with influencers or bloggers in your niche. These individuals have a significant following and possess the power to influence the opinions of their audience. By offering them free copies of your book and genuinely engaging with them, you can cultivate relationships that may result in authentic 5-star reviews. There are numerous bloggers and social media influencers who specialize in book reviews, and by targeting those relevant to your genre, you increase the chances of receiving genuine and valuable feedback.

Lastly, incorporating a call-to-action in the back matter of your book can also help in securing genuine reviews. Encourage readers to share their thoughts on Amazon, emphasizing the impact their reviews can have on the success and visibility of your book. By making this request at the end of a satisfying reading experience, you are more likely to receive positive feedback from engaged readers.

Implementing these additional strategies, along with the ones mentioned earlier, will significantly increase your chances of securing genuine 5-star reviews on your Amazon listing. Remember, building a reputation as a self-published author takes time and effort, but with dedication and the right tactics, you can establish a loyal reader base and achieve the success you envision for your book.

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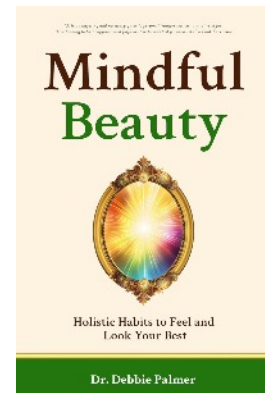
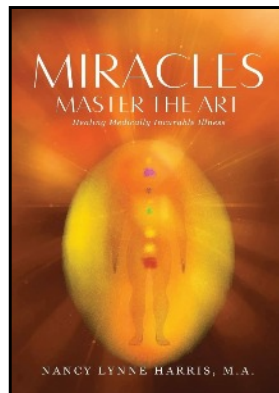
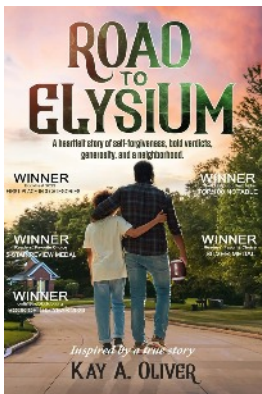
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