



Vol. 47 No.1 Winter 2025

Book Dealers World

National Association of Book Entrepreneurs

**Fall 2024
Pinnacle Book
Achievement
Award
Winners**

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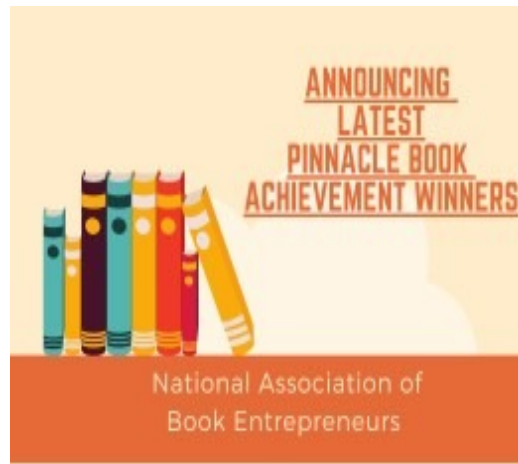
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Dr. Benjamin Ritter, author of the Pinnacle Award winning book, "Becoming Fearless: 65 Strategies to Journey from Self-Doubt to Self-Mastery" Read his story on Page 3.

From The Editor's Desk



BOOK DEALERS WORLD

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Our 45th Year

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Dear Friends,

The new year is upon us once again and we hope it will be one filled with peace and prosperity for the whole world. Let's make an effort to be kind to all our family members, friends and neighbors and make America the place we can all be proud of. We can achieve this if we set our mind to it.

This issue of **BDW** spotlights our Fall 2024 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. Also be sure to place your own book in the Oregon Library Assn Show coming in April. Get full details on our website.

In this issue our articles include "5 Tips to Magnetize Your Web Site with Benefits," "How to Effectively Use You Tube To Market Your Books and Position," "Six Smart Marketing Tips To Reach Amazon Bestseller Status," "How To Use Marketing Channels to Drive Book Sales," "Write and Publish Like a Boss," and 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 Achievement Award eligibility.

Have an prosperous Winter and Spring and wish you lots of success in the New Year.

Al Galasso, NABE

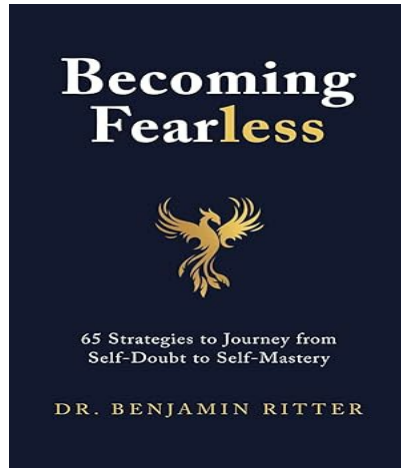


Dr. Benjamin Ritter
Author of
“**Becoming Fearless**”

Dr. Benjamin Ritter, author of the award-winning, Amazon Best-Selling book “Becoming Fearless: 65 Strategies to Journey from Self-Doubt to Self-Mastery,” and founder of Live for Yourself Consulting, is an international leadership and career coach, Sr. Talent Management Consultant, Top Career Development and Executive Coaching Voice on LinkedIn, international speaker, values-geek, online instructor, and host of two podcasts; The Executive Podcast, and The Live Fearlessly Podcasts.

During his time as a healthcare executive and side hustling entrepreneur he was over worked and under-utilized, and despite his professional success didn't feel successful. After much introspection he pivoted professionally and launched himself into the field of leadership development and personal empowerment.

The culmination of these events and his previous personal, professional, and educational experiences led him to create Live for Yourself (LFY) Consulting, a coaching/consulting company that is focused on leading and empowering intrapreneurs and entrepreneurs that feel overwhelmed, overworked, or under-utilized, create a career that they love.



His journey has taken him across the world working with senior leaders, intrapreneurs, and entrepreneurs, and speaking on various topics, including humanistic leadership, motivating leadership, and how to craft a job you love from a job you have.

With over twenty years of executive-level professional experience in Leadership and Talent Development, Ben has worked with and coached clients at some of the most well-known global organizations such as, Amazon, Blue Cross Blue Shield, Coursera, DoorDash, Google, Fiserv, MayoClinic, Northwestern University, Pinterest, and Yelp.

LFY Consulting bases its coaching practices on the unique LIVE system© and the Three C's of Self-Leadership©, which integrates doctoral level applied learning theory, and curriculum and leadership development research.

On the surface it's rather simple. Coaching programs explore and define what you care about - your goals and values - then use that clarity to also create the confidence and control in your life that you need to feel fulfilled. Plus, they ensure that you understand the process so that you can lead yourself throughout the rest of your career and life.

Becoming Fearless: 65 Strategies to Journey from Self-Doubt to Self-Mastery, is a book about creating a life where you have no limits. What if you could go to bed every night without worrying about tomorrow? If you could live without fear, every path would be open to you. This book will empower you to face your fears head-on, to identify and challenge the thoughts, feelings, and beliefs that tell you to be afraid of the unknown. It is a #1 Amazon Best Seller and Winner of the Pinnacle Book Achievement Award in the How-To category.

Here's what people are saying about “Becoming Fearless”

“A straightforward yet impactful guide on overcoming fear and self-doubt. This book offers the tools to build confidence and create your true potential.” Sherry Rais, CEO Enthea

“Becoming Fearless is a game-changer for anyone battling self-doubt and aiming for self-mastery. Dr. Benjamin Ritter's powerful insights and practical advice are like gold for anyone on a personal growth journey. You can't afford to miss this one.” Jonny Imerman, Co-Founder Cloztalk

Check out Dr. Ritter's informative website and find out more info on his book, coaching services and popular podcasts. Visit <https://benjamin-ritter.com/> and change your life for the better today.



5 Tips to Magnetize Your Book Web Site With Benefits

by A.G. Fredricks

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. Those left over benefits and titles you developed earlier in this article. 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!

Dispelling the Myths of eBooks

By Carolyn Cohn

eBooks are becoming more and more popular. They are convenient, green, and have the same impact that paper books have as far as the content is concerned. Even so, many people don't understand their true value. Let's dispel the myths.

Myths come about because of ignorance. Some of the more popular myths will be discussed here and hopefully, you will start to appreciate the value and usefulness of eBooks after the myths have been dispelled.

There are not a lot of eBooks available online: There are over a million eBooks that are available without any cost at all. They are available through many websites, such as Feedbooks, Manybooks.net, Google Book Search and Internet Archive. There are also millions of other eBooks that are available for purchase on any topic that you can think of or want.

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eBooks are a thing of the future: Even though eBook publishing is much newer than paper book publishing, the sales from eBooks have made a great deal of money in a very short amount of time. Even though the eBook sales are a small percentage of the entire publishing industry, the gap is getting smaller and smaller.

People will never agree to pay more than a few cents for an eBook: Not true. If people are interested and enticed by the subject of the eBook, they will be willing to pay for it. Because your ability to market your eBook online allows you to reach a large number of people for very little cost, you can make a much higher profit on what you are selling.

Conclusion

eBooks are here to stay. It makes a great deal of sense for eBooks to be available to the general public considering how much technology has contributed to everyone's life and how many people are taking full advantage of that technology. eBooks are another important part of that revolution. Having eBooks at our fingertips does not mean that paper books have become any less valuable than they always were. They just use a different method of communication.

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

The Top Five Mistakes Self-Published Authors Make

By William Edwards

Overlooking the Importance of Editing

Poorly edited books not only negatively impact the individual author, but they affect the efforts of the self-publishing community as a whole. In fiction, when readers stumble over misspellings and awkward grammar, it interrupts the experience and jolts them out of their suspended disbelief. For non-fiction, a poorly edited book with numerous typos can cause the reader to question your credibility. It's almost impossible to edit your own work because of your familiarity with the subject matter. You need a qualified person who can find issues with story line, factual discrepancies, typos, grammar problems and other inconsistencies.

There are several levels of editing:

Copyediting: Deals with typos and grammar errors

Content editing: Identifies plot and character issues and other major problems

Proofreading: A final read-through to polish the book and eliminate minor errors that have slipped through the process

Having an Amateurish Book Cover

A book cover provides the sizzle that motivates readers to consider buying your book. While you may find a great image and want to fire up Photoshop, resist the temptation. Professional graphic designers have years of schooling and experience, and they understand how to blend the elements of color, font and image together to create a compelling cover. Authors typically like to have control over every aspect of their book's development, but this often leads to placing too many distracting objects all over the cover. You may like your work, but your readers may think its crude and

cringe worthy. Always budget at least \$500 for a professional cover design.

Don't Oversell or Undersell Your Book

For some reason, self published authors seem to slide to either extreme when it comes to book sales and marketing. Either they have an absolute phobia for promoting their book, or they self-promote to the point of annoyance. Spamming with endless Twitter feeds, Facebook Posts, emails and other social media outlets with an endless barrage of "Buy My Book!" messages will not help you develop a loyal fan base. In fact, the exact opposite is most likely to happen. It's important to always consider how you would feel if you were exposed to your own marketing tactics.

Conversely, publishing your book and then hiding in the den won't work either. Unfortunately, many authors don't exhibit confidence in their work and appear to be almost apologetic. Readers want you to believe in yourself. After all, if you don't think your work is worthy of their time, why should they?

Failing to Develop a Book Marketing Campaign

The success of your book will be directly proportional to the degree it has been appropriately marketed to its target audience. Read the last statement as many times as it takes to settle in. Marketing efforts must be well-planned and proactive. No matter how well written your book may be, it won't sell if no one is aware of it. The book publishing process is similar to starting a new business. It requires a significant amount of time and effort. In some cases it may require a financial investment. Marketing efforts should be focused on a targeted audience that was established prior to the release of your book.

Failing to Write a Second Book

In a 2012 blog post, author Kristine Kathryn Rusch wrote, "[I]ndie writers who promote their book instead of writing the next book are wasting their

time. The more books you've written, the more books you'll sell. That's how it works. That's how it's always worked."

While the tangible benefits of book promotion and marketing can be debated, no one can argue with the fundamental precept that multiple titles will help raise the sales of all your books. In essence, readers who finish a good book almost always look at the author's page to see what other offerings are available.

The absolute best time to make a new sale is when a reader has just finished one of your books. Authors often spend a great deal of time futilely promoting a single release while neglecting their next book. Your new book should be started as soon as "The End" is written on the last page of your current book. Ultimately, it's a game of numbers, which is why so many authors focus on writing a series. However, it is important to recognize the viability of your concept within a series. There are countless ideas that worked well in a single edition but failed to capture the same intensity in future releases. In those cases, the strategy backfired, and the audience and sales actually declined.

Book Marketing and Promotion

There are many websites that can help promote your book and develop a reader base. We recommend onlinebookclub.org goodreads.com and thehiddenauthor.com

The Hidden Author is dedicated to promoting books written by self-published authors. Authors list their books on the website and agree to review four books each year written by other self-published authors. Book sales and rankings improve on the major online retailers because of higher sales and more reviews. <http://www.thehiddenauthor.com>

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Final Deadline: April 20th, 2025
See Next Page For Publishers Preview

Awesome Adventures of Miss Kitty And Her Woodland Friends

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Email: marysue1958@hotmail.com
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Tells the adventures that befall Miss Kitty, (a country cat with aristocratic airs) in one 24hr period. It touches on the importance of manners, fairness, and cleanliness. You'll meet her woodland friends such as Petey Possum, Freddy Fox, and many more. She loves them all, even if a few can be annoying and mischievous.

Retail: Paperback: \$14.95, Sample: \$14.95 ppd
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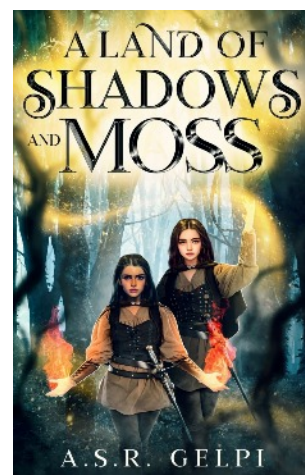


A Land of Shadow and Moss

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Web: www.asrgelpi.com

In a world of magic and deadly bonds, a princess hunts for a forbidden spell to escape the demon's curse before it drives her to madness—or her sister to kill her. This is a coming-of-age tale fraught with intrigue, an ancient prophecy, and unconditional sisterly love. The story unfolds in a fantastical world where fate weaves a dangerous web.

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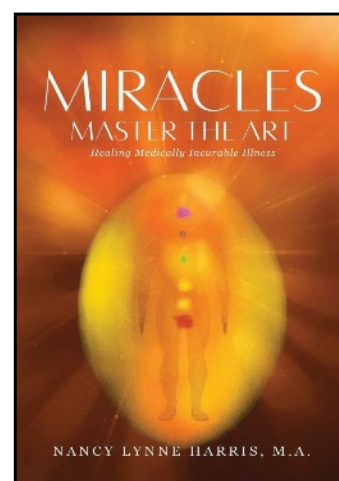


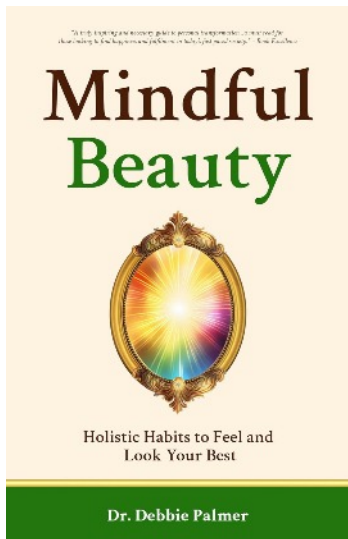
Miracles Master The Art

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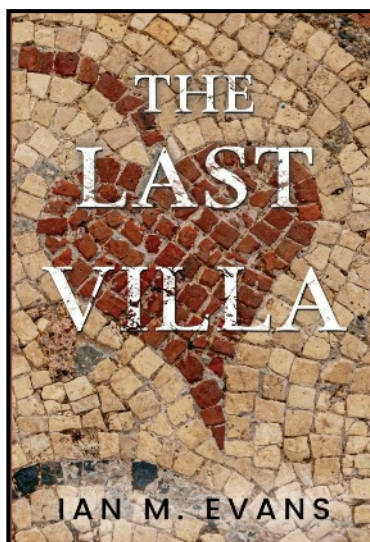
Four Legged Heroes:

The Mama Magina Books

Mary Virginia McCormick Pittman *Xlibris*
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Is it animal magic? Or the unique DNA of the wolf? This book presents three incredible stories that will transport you into a world of canine courage, endurance, bravery, and fortitude, which can be called nothing less than miraculous. Beautifully illustrated.

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Ian Evans
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In AD 395 the mighty Roman Empire is imperilled, the state religion of Christianity is embroiled in theological controversies, and barbarians are threatening Rome itself. In its remotest colony of Britain, life in a fine Celtic villa must face a dangerous future in this tale of love, intrigue, faith, endurance, and change.

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An Afternoon's Dictation

Steven Greenebaum

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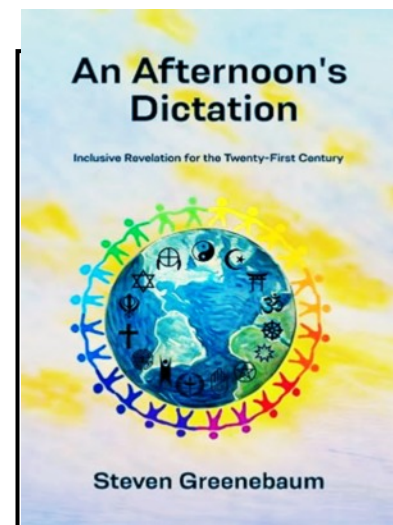
Telephone: 425-778-2152

E-Mail: steven.greenebaum@frontier.com

Web Site: www.Anafternoonsdictation.com

Frustrated by the hate and injustice he saw everywhere, Steven Greenebaum angrily demanded answers from God. He got them, and it changed his life. An Afternoon's Dictation builds on what unites our diverse spiritual traditions, not what divides us. It shows us a path to respecting our differences while embracing the unity of the great callings of our spiritual traditions, and provides caring guidance forward in these hugely challenging times.

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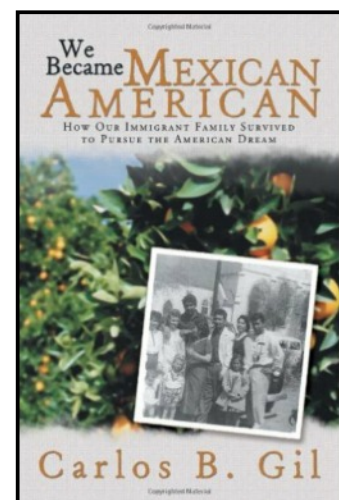
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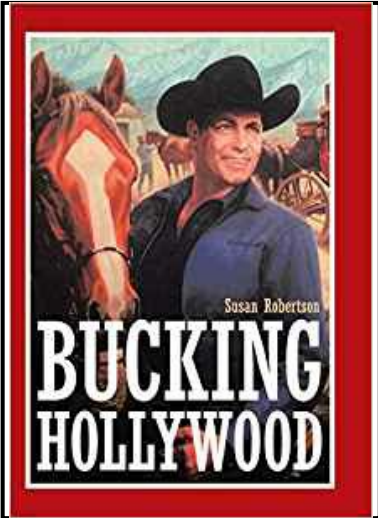
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Telephone: 405-706-3704
E-Mail: larruping@aol.com

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!

Retail: \$60.50
Write for wholesale quantity discounts.

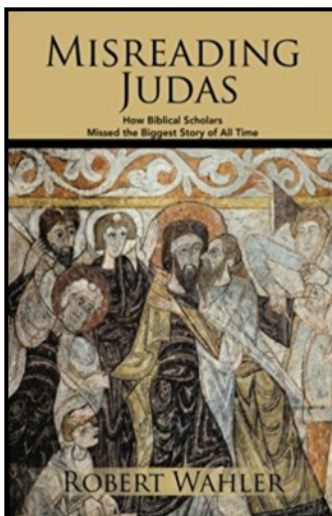


Magical Elements of the Periodic Table Presented By the Alchemical Wizards Book 1

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

Kids love magical things and the periodic table is full of them. This book features alchemical wizards with magical powers based on periodic table elements. It is a companion to the previous Unicorns and Dragons books which make learning chemistry fun. The elementals will help kids learn the scientific facts of each element along with every day uses, too. Periodic table elements are techno-magical.

Retail: 19.99
Write for wholesale quantity discounts.



Misreading Judas

Robert Wahler, 1738 Braddock Ct San Jose , CA, 95125
Phone: 808.896.6203
E-Mail: judaswasjames@aol.com
Web: www.judaswasjames.com

Newly discovered ancient gnostic texts provide period evidence that the Bible story of Jesus Christ was plagiarized and inverted tendentiously to hide successor James the Just. Dr. Robert Eisenman made similar findings in his reseach of apocryphal sources such as the famous (thanks to him) Dead Sea Scrolls. Masters, aka, 'saviors,' come at all times and in many places (www.rssb.org).

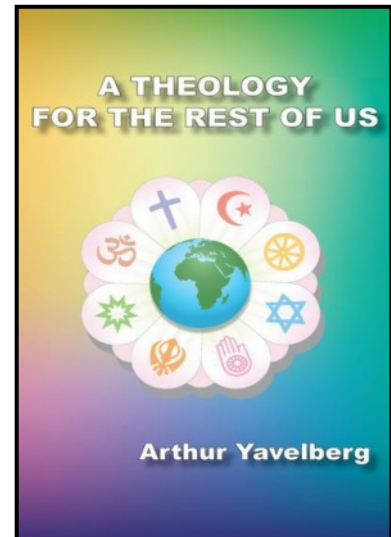
Retail: \$9.99
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A Theology For The Rest of Us

Arthur Yavelberg
9420 E Speedway Blvd, Unit 16 Tucson, Arizona, 85710
Phone: 520-990-1934
E-Mail: ayavelberg@outlook.com
Web: www.arthuryavelberg.com

Winner of the 2021 BIPA and 2024 International Impact Awards, A Theology for the Rest of Us explores how to personally approach the divine through Eastern and Western religious traditions as well as literature and science. Today, too many good, thoughtful people are turning away from organized religion, but now don't know where to turn. ATFTROU is written without dogma, challenging readers to "be ye lamps unto yourselves."

Retail: \$16.23 Sample: \$16.23 ppd.
Write for wholesale quantity discounts.



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
Web Site: www.bethsabard.info

"In the Aftermath-9/11 Through a Volunteer's Eyes," Pinnacle, Firebird, Book Excellence Award winner, included in the Library of Congress, Poetry of 9/11, takes us through the author's volunteer experience at the Ground Zero Relief Center helping to supply first responders and recovery crews at Ground Zero. The haunting images in this much-lauded collection reveal both the price paid for the "gift of recollection" and the inestimable value of remembering.

Retail: \$18.00 Sample: \$18.00 ppd.
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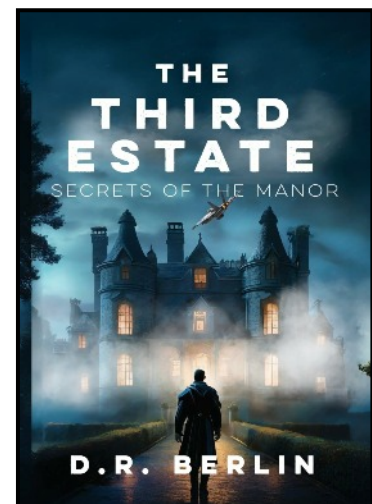


The Third Estate Secrets of the Manor

Debbie Berlin
Phone: 904-707-8022
E-Mail: DebbieBerlinMD@gmail.com
Web: <https://drberlinauthor.com>

In a busy outdoor market, in broad daylight, an apparently ordinary woman is gunned down by a professional assassin. Twelve years later, the killer is back with a new target - and a mysteriously sinister employer...A gripping, high-stakes thriller that seamlessly blends espionage, mystery, and intense suspense, The Third Estate: Secrets of the Manor will keep you on the edge of your seat from start to finish.

Retail: \$22.95 Sample: \$22.95 ppd.
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Primeval Origins

The Harbinger of Judgments

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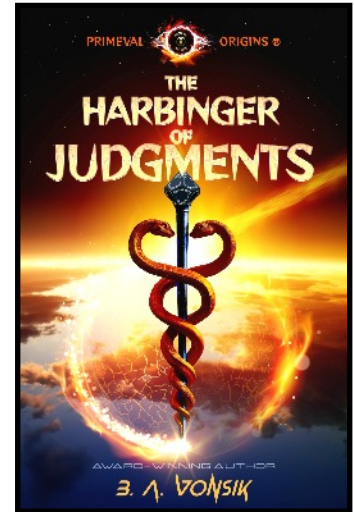
5617 Rocking Horse Rd Orlando FL 32817

Phone 407-252-0341

E-Mail po@primevalorigins.com Web Site www.primevalorigins.com

To Herald the Future, He Must Suffer the Past! Battling the malevolent God of Death and his guardian beast of Tsae'Phon for the fate of the Earth, Master Kabiri Icharo must sacrifice himself to save his friends and the world, only to find greater powers more ancient commanding all their destinies. The Omega and Alpha to the science fantasy series, the Primeval Origins Epic Saga, winning 41 literary awards.

Retail: **FREE** on Author Website



Trade Shows From One Country to the Next

Larry Kulchawik 7975 Hillview St Parker, CO 80134

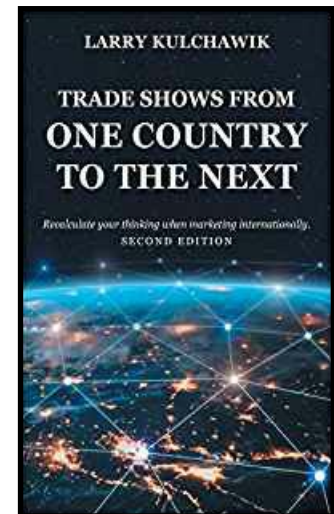
Phone 847-30-0944 E-Mail larrykulchawik@gmail.com

Web Site www.larrykulchawik.com

When exhibiting at a trade show internationally you must readjust your thinking about how your company and products are presented. The successful methods used when exhibiting in the USA must be reevaluated when exhibiting abroad. The American model for exhibiting is so much different in the rest of the world. The book reviews the differences for exhibit design, show regulations, labor issues, payment, and cultural differences for 45 countries. The theme: There is no Right way, there is no Wrong way, there is only a Different way. Understand and respect what is different and you are on your way to success!

Retail: \$25.00. Sample: \$25.00 ppd.

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The Invisible Industry

The Evolution of Trade Shows in the USA

Larry Kulchawik 7975 Hillview St Parker, CO 80134

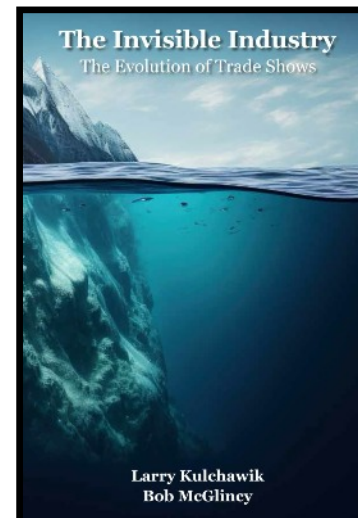
Phone 847-30-0944 E-Mail larrykulchawik@gmail.com

Web Site www.larrykulchawik.com

The book is written by two industry veterans, each serving 50 years in the industry. The book shares how trade shows in the USA evolved from the early World Fairs to industry specific trade show events. It outlines the early convention centers, the first exhibit suppliers, and the associations who promoted an industry to grow to presently contribute \$1 trillion to the US GDP. Since most trade shows are private events (B-B) few in the public even know they are happening- thus- the Invisible Industry. It is no longer invisible!

Retail: \$27.00. Sample: \$27.00 ppd.

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Road to Elysium

Kay A Oliver

10073 Valley View St #273 Cypress, CA 90630

Phone: 800-314-0570

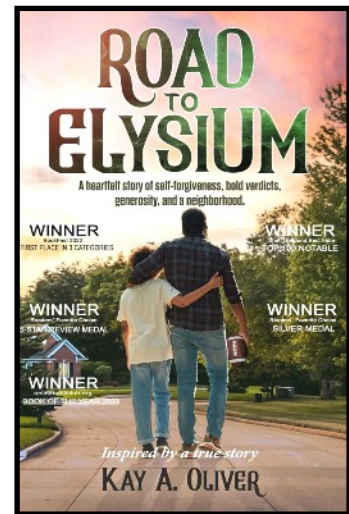
E-Mail info@kayaoliver.com

Web: <https://KayAOliver.com>

Embark on an unforgettable journey of resilience and redemption with Kay A. Oliver's Road to Elysium, winner of 10 literary awards. This moving tale follows Ken and Mykel, two lost souls brought together by chance, as they confront grief, seek forgiveness, and forge an unexpected friendship. Set in a vibrant neighborhood and culminating in a heartwarming Christmas ending, this poignant story explores the power of second chances, personal growth, and the enduring bonds of love and hope.

Retail: \$9.99, Sample: \$9.99 ppd.

Write for wholesale quantity discounts.



Michael and the Ice Princess:

A Mystical Romance

Mary Mendenhall

605 W Horton Way, #103. Bellingham, WA 98226

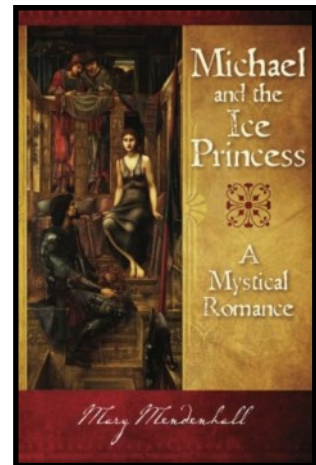
Phone: 509-630-3400 E-Mail: marymending@gmail.com

www.authormarymendenhall.com

An unpaid debt, a cursed king. The chilling reminder that "there is a power greater than yours" when his wife dies in childbirth, his daughter is lost, and his kingdom crumbles. Cursed -- and blessed at the same time -- the forgotten princess embarks on a journey shrouded in mystery and a coldness she cannot shake off. Alone and misunderstood, she wanders in search of Home. And then she meets awkward craftsman Michael... 2 Literary Awards for Christian Fiction and Fairy Tale reveal that this 'mystical romance' is the perfect 'bedtime story' for God-loving fans of Fantasy.

Retail: \$11.95, Sample: \$11.95 ppd.

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In a Square Triangle

First and Second Editions

Sandra Foster, Page Publishing

6100 N Pointe Blvd., St Louis, MO 63147

Phone: 860-690-9692

E-Mail: sandy06051@yahoo.com

Episode 1 tells about my being arrested and charged 12th degree larceny for stealing FREE PUBLIC EDUCATION. Episode 2 is about my Artistical/Cultural endeavors.

Retail: 15.99, Sample: \$15.99 ppd. each book.

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How To Kiss The Universe

Jozef Simkovic

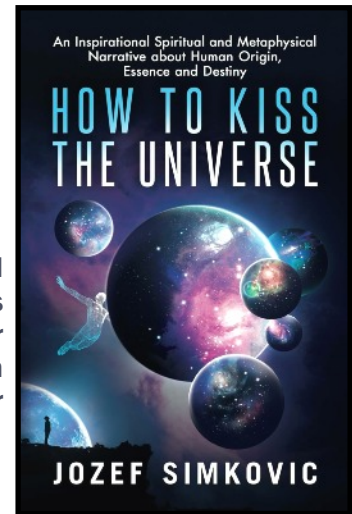
The paperback available in USA and UK through
Amazon expanded distribution

E-Mail: jthezman@verizon.net

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.

Retail: Paperback \$19.99 Kindle \$7.99 Audiobook \$21.83



Toward The Ultimate Source

Jozef Simkovic

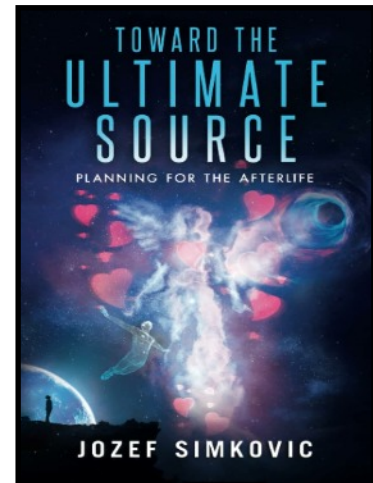
The paperback available in USA and UK through
Amazon expanded distribution

E-Mail: jthezman@verizon.net

Web: <https://howtokisstheuniverse.org>

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.

Retail: Paperback \$17.99 Kindle \$7.99 Audiobook \$17.46



The Ya Ya Books

Anne Schouest

PO Box 338 Marrero, LA 70073

Phone: 504-388-1991

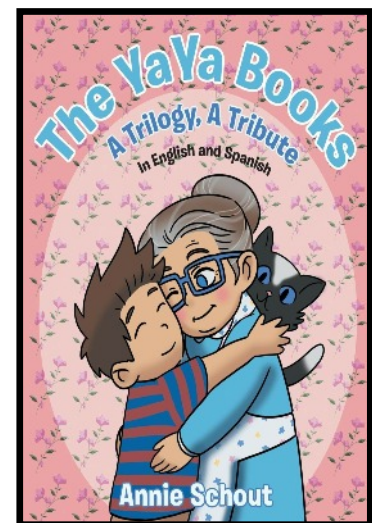
E-Mail: anneschouest09@gmail.com

www.annieschoutbooks.com

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.

Amazon Kindle: \$9.99 Paperback: \$22.95

Write for wholesale quantity discounts.



Market Your Books and Products To Buyers All Over the U.S. And the World

Join NABE Today For One Year And Get The Second Year Free!

Q: What is the National Association of Book Entrepreneurs?

A: It is an international book marketing organization, started in 1980, to help independent publishers promote and market their books through a variety of unique and cost-effective marketing channels. Over the past 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?

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

Q: What type of marketing opportunities does NABE offer?

A: You can display your books at our **NABE Book Showcase Exhibits**, held at major trade shows throughout the country. Mail order firms will see your book in our **Publishers Preview** section. Our responsive **Hot Books To Promote** section brings you internet buyers for your book. Members receive a **Free Book Review** in our Book Dealers Diary section, a **Free Classified Ad**, and are eligible for our annual **NABE Pinnacle Book Achievement Awards**. Plus, through our association with Book Award Pro, **you can create ongoing buzz** to make the most of your award journey. Each entrant receives 3 free months of Essentials service (a \$45 value). Redeem your benefit and discover other awards tailored to your book.

Q: What does a membership in NABE cost?

A: It costs just \$90.00 to join and you get a Two-Year Membership for the price of one. Other associations charge hundreds of dollars for annual memberships and extra charges to enter your books in their award programs. You get real value with NABE and you won't have to renew every year. During your membership, you can send in entries for additional books that you publish for just \$50.00 per title.

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"I'm very impressed with the organization you have put together. Your Membership Fee and rates along with the other benefits are low in price and high in helping self-publishers and others involved in book marketing."
R.Thomas

"My Publishers Preview Ad brought in thousands of dollars for my line of books. Keep up the good work!"
Art Fetting, GrowthUnlimited

"A distributor saw my book at a NABE Showcase Exhibit and placed a large order for the entire country of New Zealand. It really pays to become a member of NABE."
Donald Dossey

"It is my belief that most good books are still unwritten. They are still in the minds of you, me and countless others. When I wrote my first book, "When You Can Walk on Water, Take the Boat," I was lost in a sea of red tape and horrible misinformation about publishing. Thanks to you, NABE and your helpful magazine, "Book Dealers World," I started off on the right foot. You are a great help to many an aspiring author."
John Harricharan

Here Are The Money Making and Money Saving Benefits You'll Receive as a National Association Of Book Entrepreneurs Member!

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- **Special Links** to free and low cost programs, software and websites for shopping carts, web forms, customer contact and more to make your internet presence a profitable one.
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- **Master List of Book Distributors** of small press and independently published titles.
- **Free Subscription to "The Marketing Guys and Gals Marketsmart Newsletter,"** packed with on-line & offline marketing tips from the pros.
- **"Public Speaking Superstar" Free E-Book** that shows you how to promote your book through speaking engagements.
- **How to Use the Internet To Promote Your Book on Dr. Phil & Other Popular Talk Shows.**



Hi, I'm Al Galasso, here with Ingrid Crawford. For over 44 years I have been Director of NABE. I can help you market your books and show you how to get your share of the bookselling profits. If you have any questions about NABE Membership and the Pinnacle Awards, please call me at 541-942-7455. Let's work together and sell more books.

Also check out our web site:

BookMarketingProfits.com

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8 Super Selling Things to Do Before You Write Your Book Sales Letter

by A.G. Fredricks

Every marketing campaign should begin with a plan. Sales letters are no different. No plan and you may miss the mark of High Sales you are aiming for. Set a roadmap that you can follow to explosive sales every time with every ebook. Focus and aim your sales letter with these 8 preparation tips. Then get ready to sell more than you dreamed:

1. Write a list of frequently asked questions for your ebook.

You want to make sure you pin point what your prospects and visitors are looking for and then give it to them. Find out what their burning questions are and then answer them in your sales copy and product. Before you write the benefits of your products you need to know the problems that audience face.

2. Develop a list to help your prospect visualize using your product.

Answer the questions: "When will your prospect use your product?", "How will they use it," "Why will they use it?" For example, if your new product was an ebook: will they read it on their desktop, laptop or will they print it out. Will they relax on the couch and read your insightful tips. Perhaps they will print them and read on the way to work or during lunch break

3. Write down what your up sell offers or possibilities are.

This is where a lot of small business professionals miss out. They fail to create up sell offers. Create your up sell offers and opportunities before you even write your sales letter so that they can be woven into your back end pages and sales messages.

4. Write a list of Benefit Bullets.

What do they get will they experience upon purchasing this product, what will this product give them.

5. Make a list of bonus gifts.

Select bonus gifts before you write the sales letter. This way you can include the benefits in your sales message as a part of your product.

6. Develop your guarantee.

Think about it? A lot of businesses shake in their shoes when it comes to developing a guarantee. But think about it; most small businesses have a built in guarantee. If someone ask for their money back, most small business professionals will just give their money back. They don't haggle over whether they should or shouldn't.

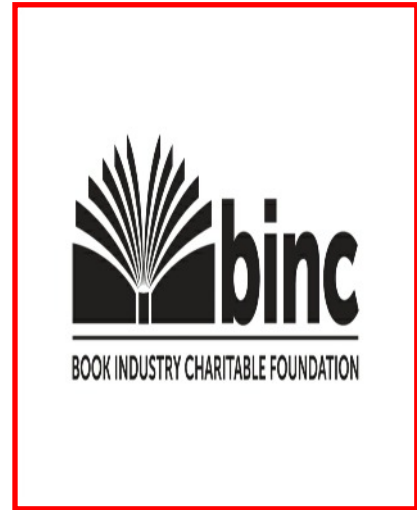
7. Gather your testimonials into one file.

If you don't have any yet for a new product, use famous quotes about your field until you get some. Sprinkle throughout your copy.

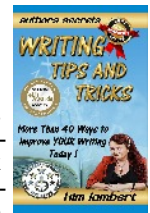
8. Go look at your competitor's sales page.

Examine their FAQs (see if you missed any), what are their bonus gifts, what is their guarantee, what is their up sell, if any? I made this step last so you wouldn't be tempted to just be a copy cat. But you can use your competitor's sales pitch as a measuring stick. How did you measure up? Did you whiz past; leaving them in a cloud of dust? Or did you miss a few things that you will now add after examining their pages?

Preparation for your super sales maker will give you the competitive edge you have been looking for. Put these steps into place before you even write your sales letter and sell more. Enjoy the journey and life is made easier.



Author's Secrets Revealed!



Packed with amazing tips and tricks, to get you unstuck from writer's block and to improve your writing in dozens of little ways, there are tips about all aspects of writing, for both fiction and non-fiction authors. For details, visit www.dreamstonepublishing.com or send Kim Lambert an e-mail at kim.lambert@dreamstonepublishing.com

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Authors: How to Effectively Use YouTube to Market Your Books AND Position Your Expertise

By Kathleen Gage

I've had a YouTube channel for years. Until recently, I didn't have a focused theme. I was all over the place uploading videos that addressed many topics.

Whatever struck my fancy, I would turn on my camera or iPhone and presto! a video was created.

Although some of my videos received thousands of views, the majority had under 100 views each. Not a good return on investment for the time it takes to shoot a video and upload it.

The amount of work that goes into a video with 10 views compared to 10,000 views is the same.

This supports the philosophy to plan out marketing regardless of the avenues you choose.

YouTube is Powerful for Marketing

YouTube is one of the most powerful resources for marketing and visibility. However, as I discovered through careful analysis, it takes more, much more, than simply uploading videos.

My goal with my YouTube Channel and videos is to teach viewers how to market their books, sell more books and make more money in their business. With this in mind, I am adjusting my efforts to achieve greater results from my efforts. You will be well-served to do the same.

Be Clear on Your Purpose and Goals
To get the most out of your efforts you need to be extremely clear on the purpose of your channel.

You also need to optimize your videos with a few simple strategies including the title of your video, play-

list names, description and call to action.

My focus is all about book marketing and sales. As I create content driven videos, my focus MUST be on the theme at hand. To do so will get me greater results and make it much easier for viewers to benefit from the content.

Video Title

Your title must appeal to your ideal viewer. Create a title that is accurate and clearly describes what people will see. If your videos are part of a series, or theme, add a common phrase to the title.

For example, for my book marketing videos I start the title with either "Book marketing" or "Book marketing strategies." This makes it much easier for those interested in book marketing to find the videos.

Playlists

The playlist feature keeps your videos organized in a way that they are easier to find for your viewer. A playlist is a collection of videos.

Viewers usually enjoy watching more than one video on a topic. Playlists allow them to do so with ease. Playlists allow you to organize your videos into easy-to-find sections.

Description

The video description is an important part of getting lots of views. Keep descriptions concise and compelling. Add in a link to your blog or website at the beginning of the description. Be sure to add in the http:// to the URL.

At the end of your description, add in a CTA - call to action. For example, if you have a giveaway that is directly related to the topic of the video, add that in at the end of the description. Granted, not everyone will take you up on the free offer, but even if

10% of viewers do, this can equate to lots of new subscribers over time.

Even though YouTube has a 5,000-character limit for descriptions, you don't need to use all 5,000 characters. People want information fast and easy. Less is more in most cases.

Call to Action (CTA)

As the name implies, a CTA is designed to get viewers to take a specific action. You can have a CTA in the video and in the description. Admittedly, I have not utilized the CTA in videos as effectively as possible... until now. Moving forward, I plan to add a CTA to my videos, especially those about book marketing.

Something as simple as "Remember to subscribe to this channel" can result in your viewers taking action.

A CTA in your description can increase your subscriber list size by offering a high-value gift.

The bottom line is this, YouTube can be a great way to serve your market AND increase your influence. As with anything, the more strategic you are, the better. Think through what you want to accomplish. It's better to have fewer videos that are fully optimized rather than lots of videos that get you no results.

Kathleen Gage works with successful entrepreneurs who are ready to quit playing small in order that they can get their signature message out in a BIG way through speaking, writing, information products and a targeted online presence.

Thinking of writing a book? Want to Hit #1 on Amazon. Get my complimentary report on three must do's to accomplish this at the following: <http://www.oneonamazon.com>

BOOK DEALERS DIARY

Seeds of Leadership by Wilson Lukang offers the roadmap you need to develop the skills and mindset necessary for effective leadership. Drawing from years of experience and filled with practical examples and actionable insights, this book goes beyond theory to provide you with real-world applications. Complete with reflective exercises that help you dig deeper, *Seeds of Leadership* is your essential guide to growing into the leader you were meant to be while making a tangible impact on the organization you serve. For more info visit send e-mail to will.lukang@gmail.com

The Accidental Yogini: Padma by Dr. Tracey L. Ulshafer is the story of Padma, a new mom, in love with her family yet struggling at times to not completely lose her mind. This Indian girl was brought up with all the luxuries that America could offer her, forgoing her family's rich Indian heritage in favor of their new life in the United States. Now called to dive deeper into understanding the nature of her family's choices, Padma finds herself practicing yoga and eventually traveling to India on a pilgrimage with her yoga studio. For more info, www.oneyogacenter.net

Salar Khan's Cooking Guide is an extraordinary reference guide for all cooking enthusiasts and homemakers alike. It bridges the South Asian and Western cultures through the passion for food and eating. Readers who wish to be professional chefs must have some basic understanding of the mindset of serving better. Cooking the most delicious and aromatic food gives customers mental satisfaction, which justifies the cost they pay. In turn, these customers feel more motivated to work and satisfy their own clients. For more info visit www.docsalarkhan.com

The Farmer's Code: How Legacies are Built by Mike C Young takes you on a hero's journey of self-development. It follows a path of transformation and growth to help you become your true, highest self. This journey will lead to a greater understanding of the self and a deeper connection to one's own values and core principles, which paves the way for a long-lasting legacy. By considering the lasting impact you can make, you will be able to live more purposefully and leave a more positive imprint on the world. For more info visit www.mikecyoung.com

The Invisible Industry: The Evolution of Trade Shows by Larry Kulchawik and Bob McGlincy uncovers: the influence of World's Fairs on U.S. trade shows, the innovations, brands, and technologies that created business empires, the rise of key convention center cities, venues, organizations, and suppliers, the game-changers who shaped the industry and the current landscape and future of trade show marketing, a trillion dollar business. For more information, send an e-mail to: bob.mcglincy@yahoo.com

Censure and Repeal by Don Stuart, is a fast moving mystery set amidst the political intrigue at the Washington State Capitol and at the focus of power in a high-tech multinational corporation. The charismatic CEO of a powerful high-tech company dies when his self-driving car plunges off a cliff into Puget Sound. The company's own technical experts find that the car's computer was turned off at the time of the accident, so the police rule his death a suicide, but lawyer and professional lobbyist Sandy Dalton doesn't believe it. For more info, visit <https://donstuart.net>

A Theology for the Rest of Us by Arthur Yavelberg draws on the traditions of the East as well as the West-Taoism, Buddhism and Hinduism in addition to Judaism, Christianity, and Islam-to see what can make sense in today's world. The reader is encouraged to sift through these sources and choose what resonates and what does not. For more info, visit www.msipress.com

Andrew's Awesome Adventures with His ADHD Brain by Kristin M Wilcox, Ph.D. provides unique insights into ADHD behaviors and suggests highly pragmatic and successfully implemented strategies for children with the inattentive subtype of ADHD and their parents (with implications for educators and others who work with ADHD children). A must read for kids with ADHD and their parents! For more info, visit www.msipress.com

The Littlest Pelican Part 2 by Susan Marie Chapman. It is the final day of tryouts for the prestigious Pelican Squad. Who will make the team? The Littlest Pelican did not perform well on the first day of tryouts, so today his dive has to be perfect. But just as he is about to dive, something unexpected happens and the Littlest Pelican jumps into action to help his teammate. It may also prove to be the best dive of his life. For more information, visit www.susanmariechapman.com

Wearing The Armor In Faith/Life And Leadership by Giulio Veglio provides a profound exploration of living a life fortified by spiritual principles. Through vivid anecdotes and inspirational quotes, the author delves into the importance of readiness, resilience, and faith in both personal and professional realms. From overcoming fear to embracing change and leading with integrity, this book is a beacon for anyone seeking to navigate life's uncertainties with strength and grace. Join Veglio on a journey of empowerment and discover how faith can be the cornerstone of a fulfilling and impactful life. For more information, visit <https://www.giulioveglia.com/>

Christmas Sun: A Beautiful Tradition to Remember Grandma by Ken Rohlf helps children, parents, educators, therapists, support groups, hospice centers, and social workers with this difficult topic while providing a meaningful way to remember their lost loved one. For more info, visit www.kenrohlf.com

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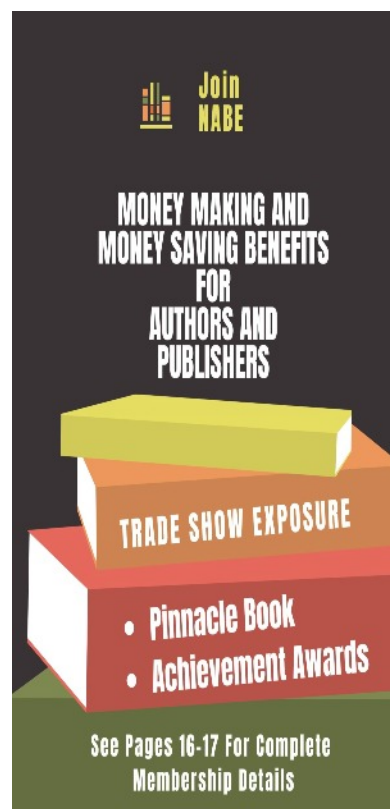


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12 Ways to Keep Your Nonfiction Book In the News

by Sandra Beckwith

Publishers are willing to publicize nonfiction books when they're released, but they rarely do much after the launch to keep books in the news, even though most deserve ongoing media exposure. Here are some easy things you can do to generate continuing publicity for your title. Use a mix of these ideas to develop a 12-month publicity plan that will provide the support your book needs.

Turn the advice in your chapters into a series of monthly tip sheets. A tip sheet is a press release that offers tips or advice in a bulleted or numbered format. Start your tip sheet with an introductory paragraph that explains why the tips you're offering are important, list your bulleted advice, then tie it all together at the end with a concluding paragraph. Send it to appropriate media outlets; the distribution list will depend on your topic.

Contact the press immediately when your topic is making headlines to offer your expert perspective. This is a sure thing with most local media outlets when it's a national news story because you're giving them a local angle. If you've done enough interviews to prepare for the big time, pitch the national news outlets, too.

Add the media to your newsletter distribution list. The same useful advice or information you offer subscribers in your print or electronic newsletter could be of interest to reporters covering that topic, too. I got a book contract several years ago from the publicity that resulted from adding the media to the distribution list of a newsletter I publish.

Repackage your book content into by-lined trade magazine articles. Depending on the terms of your publishing contract, you might need to do some rewriting.

Capitalize on holidays and special months, weeks and days by distributing a press release with useful, newsworthy information related to the topic, or by contacting the press to offer yourself as an expert information source. For example, many daily newspapers run articles in December about how the holidays are especially difficult for people who are grieving the recent loss of a loved one or facing the anniversary of a loss. This presents many coast-to-coast interview opportunities for the author of a book on grief and loss – but only if the author reaches out to the press.

Contact the public relations department of your industry's trade association to offer yourself for media interviews. Association public relations people are often contacted by writers looking for members with a particular expertise to interview. Make sure your association knows about your qualifications and the topics you can comment on, and you'll get referral calls.

Conduct a newsworthy and relevant survey on your topic and announce the interesting results in a press release. The author of a cookbook designed to make cooking simple and easy, for example, can survey people about why they don't cook more, and release the findings in a press release sent to newspaper food editors and cooking magazines. The release should include information about your book's connection to the survey topic.

Sponsor an attention-getting contest and announce the results in a press release. To promote my humor book about men, I conducted a "Worst Gift from a Man Contest." The resulting press release led to nationwide media attention, including a holiday appearance on a national cable TV talk show.

Push your publisher's publicist to monitor ProfNet for reporter queries related to your topic all year. Alternatively, subscribe to ProfNet via its PR Leads reseller and respond to appropriate queries. A subscription via PRLeads.com is \$99 per month.

Monitor writer forums for source requests. Members frequently post requests on the magazines and newspapers forum for interview sources.

Tell the media when you're visiting their market. Reporters love to interview experts who aren't local, so if you're in another city for any reason, contact the appropriate media people two weeks before your trip to offer ideas for articles they can write based on an in-person interview with you. If you're in town to speak, send an announcement press release several weeks in advance and offer to do a pre-event telephone interview.

Re-purpose your best tips into a free booklet. Write and distribute a press release that describes the booklet and how people can get a free copy; make sure both the booklet and the release include information about your book, too.

Generating ongoing publicity is work, but it's not rocket science. Invest the time so you boost sales while contributing to your author platform. You'll see the rewards at the end of the year.

Sandra Beckwith, the author of two publicity books, teaches the online "Build Book Buzz" publicity course for authors. Sign up for her free book publicity e-zine at <http://www.buildbookbuzz.com>

How To Use Marketing Channels To Drive Book Sales

By Joseph C Kunz

Introduction

Understanding how online and offline marketing channels can work together is essential for your book's financial success. These channels, if consistently used together, can help you as an author achieve a sustainable competitive advantage. It will also help your book build a continuous stream of income.

Here is a short discussion and explanation about book marketing channels, and how they can help you become a more successful author:

What Is A "Marketing Channel"?

Here is the quick explanation: A marketing channel simply refers to the places where you can interact with your audience. Each of these places, or channels, allows you to show your audience that you have a love for, and expertise in, your particular micro-niche. These channels also give you and your audience a direct way to listen to each other, and share information. This listening and sharing process is how meaningful, long-lasting, and profitable relationships are built between you and your audience.

How Is A "Marketing Channel" Different From A "Sales Channel"?

Here is the quick explanation: A sales channel simply refers to the way your books are brought to, and sold to, the book buyers, or the end consumers. These channels include online bookstores, brick-and-mortar book stores, book distributors, wholesalers, and so on.

These are typically called indirect sales channels. But if you are selling your book directly from your home or office, you are also part of the sales channel. This would be called a direct sales channel.

There are two major ways to look at the different categories of marketing channels available to book marketers. These are 1. online marketing channels, and 2. offline marketing channels.

1. Online Marketing Channels

1.a. The Online Marketing Channels You Control

What online methods, or outlets, are you going to use to talk to your audience? And show them you have something to say? This could, and should, involve your blog, article marketing, guest posting, podcasting, making videos, using Facebook, Twitter, LinkedIn, etc. All of these channels would become part of your social media marketing efforts, also known as your author platform.

1.b. The Online Marketing Channels You Don't Control

Other online marketing channels include those that you don't have direct control over. Such as blogs and websites that share or repost your blog posts. This also includes reviews of your book that are written and posted on other blogs. Or other bloggers that quote you or your book in their own blog posts. Or they share your infographics, or slideshare decks, or videos, etc.

2. Offline Marketing Channels

Offline channels can also directly affect your online marketing and sales.

This includes all of your marketing efforts that are not done online. Some of the more obvious examples are using direct mail postcards and newsletters to keep your customers informed about new information that you believe they would benefit from. Another is sending your clients and customers reminder notices, or birthday cards, for example. And also calling them on the telephone, or texting them a message.

For example, if you are an accountant, you can ask your clients to share one of your online articles with their online audience. Or send your past clients a reminder notice about the upcoming tax season deadlines.

If you are a chef at a gourmet food market, for example, you can chat with your customers face-to-face about food; give cooking lessons in your kitchen; give out free recipes, etc.

There are an endless number of offline ways to market to your audience. It doesn't matter what profession you are in. It just takes some creative thinking, and a desire to share information, to find new and fun ways to build and connect with your audience.

Conclusion

You should now realize that utilizing online and offline channels together can create an extremely powerful and profitable way to market your books. By combining each, you will be creating a marketing program that will build strength and momentum that will continue to help you consistently sell books over the long-term.

Six Smart Book Marketing Tips to Reach Amazon Bestseller Status

By Pam Perry

Marketing is not hard but it is strategy. You must know how to do all the steps, in sequence, and have good timing. For a book to sell - it has to have a digital component - sold digitally and marketed digitally.

And if you have video, like our client Dr. Cindy Trimm had, you got a winner!

So, what does "smart" marketing look like?

Here are some book marketing tips:

1. Tying a book and book marketing to news event

If your book can tie in current news events - you have built-in buzz (especially if you don't have a strong platform or brand). And it doesn't have to be a tragic event. You can your book launch with a sports event or the Olympics, a hit movie and Black History Month. It doesn't matter - long as there are people talking about it and feasting on more information about the subject. If you have a book on health and wellness, tie into the conversation about Obamacare or the "Let's Move" campaign by Michelle Obama. Finding the right HOOK is key and timing is everything.

2. Creating intrigue and curiosity is critical

If you can create curiosity around your book, then you'll create quite a bit of buzz before the book ever comes out. It's no different with movies. A good movie trailer will have buying a \$20 for a movie (for two) in no time. No different with a GOOD book trailer.

We specialize in developing book trailers and creative ideas that fit the authors brand.

3. Making use of technology to sell your book

Yes, YouTube is a great tool for selling a book. But notice that it's not about the book at all. It's the back story - the platform you've developed OVER TIME that has folks watching you video and opening your emails and participating in your podcasts like crazy.

4. Creating joint ventures for more book sales

I don't know how many people you have on your email list but if you could double your list and reach several thousand more - wouldn't that be a coup? That's what we did for Dr. Cindy Trimm. We did an email and social media campaign to her list and our partners and increased her exposure to several hundred thousand people! So a smart move would be to find just a few joint venture partners for your book and you'll have people flocking to your website.

5. Selling a book without selling a book

We are big fans of a "landing page" that sells people on not just the book - but the movement. See, you don't think you're buying a book - you are part of an event. See an example of what we created for Dr. Lauren Wishom at <http://www.fitfinefabbooklaunch.drlaureen.com>. It worked!

6. Building a list

When you go to the landing page, you're really adding your name and email address to the author's list. They'll then be able to send you additional teasers leading up to the book so that you're ready to buy before it hits the streets.

We offered Dr. Trimm's list tons of bonuses for ordering early and an opportunity to interface with her directly on podcasts. Then, we staggered the distribution of the pre-sold books out over several days so that they don't all hit at once.

A block of book orders shipped as one counts as "one" book on the Amazon best seller list. But, if you stagger the orders, you'll be more likely to hit that enviable best seller list.

You are teased into signing up for the email so that you'll receive the "insider report." This "WOOs" people and keeps them interested until the official launch. And she did! #1 Best Seller on several lists, including Amazon and twice on the BCN (Black Christian News) List.

Pam Perry is known as the "PR Guru", "Marketing Whiz" and "Social Media Expert" by the national media such as Detroit Free Press, Publisher's Weekly and Gospel Today magazine. She was named more than once as one of the Top 50 Black Women Business Online by BBWO.

Perry has arguably been one of the more high-powered and visible figures in public relations. Her career serves as a notable example of the potency that personally handled promotion has acquired in the mass media. Perry's rise in the wrangling world of publicity began when she worked in public relations and advertising.

Learning the business from the inside out, Perry eventually formed her own firm, Ministry Marketing Solutions, Inc. in 2000 helping thousands of authors ever since.

Visit Pam on the web at <http://www.pamperrymentoring.com> and watch the [video](#) on how she helps people achieve their goals.

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, Proprietor, 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.

The Book Marketing Snowball

By Terry Cordingley |

I once spoke to an author whose first book was just getting ready to go to print, explaining how book signings work, why authors do them, the importance of niche marketing, how distribution works, etc., building a platform, etc. I spent a lot of time going through all the ins and outs of promoting a book, confident I was imparting some great knowledge. The author paused a moment, and got right to the point.

"Well, that's all well and good, but how do we get my book into Walmart? They would sell a million copies of my book!"

Unfortunately, most new books by new authors don't start their lives on the shelves at Walmart. Something else has to come first, and that something is customer demand. I explained that marketing a book is like rolling a snowball down a hill. When it first starts rolling, it is a small snowball. As it continues to roll down the hill, it gradually gets larger and larger. By the time it reaches the bottom of the hill, it is significantly bigger than it was when it started.

When a new, unknown author first becomes published, their book is the small snowball. It may go unnoticed at first, but with persistent promotion it will continue to grow. It may not grow as fast as the author wants it to, but in order to keep the sales and exposure going,

the author and publisher must continue to keep pushing it down the hill. If the author stops promoting their work, what happens? The snowball isn't going to get any larger, and neither will the book sales.

Many authors want to begin at the top of the hill with the big snowball, but they only have a big snowball if they have a large platform from which to launch their book. Is the author famous? Are they well-known in their state, region or even across the country? Do they have a large following in their life or profession? If not, then they are starting with a small snowball.

You may have heard of the book "The Girl With the Dragon Tattoo" by Stieg Larsson. It's a book that has been made into a movie, and it's a bestseller. The book wasn't published until after the author had died, and it was released in Sweden, Larsson's home country. Nobody outside of Sweden had heard of Larsson prior to his book being published, but it won an award and was well-received in his home country. A publisher in Great Britain took a chance on the book and translated it into English, renaming it from the original title, "Men Who Hate Women" to "The Girl With the Dragon Tattoo." The book didn't sell.

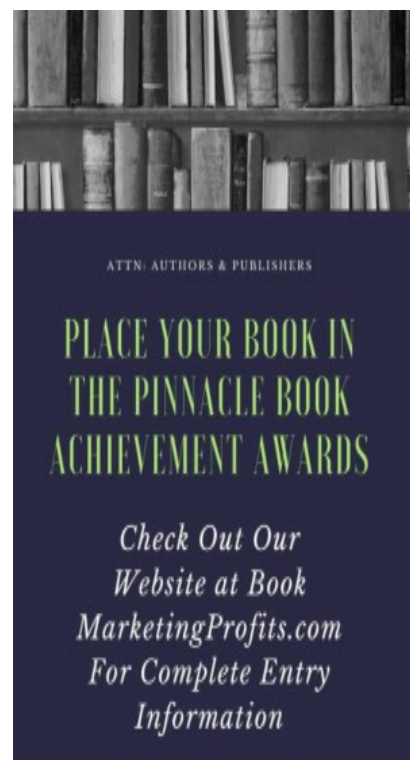
The British publisher resorted to giving away copies; leaving them in public places like bus stops where people would find

and read them. Like a snowball, word of mouth grew until book sales picked up and "The Girl With the Dragon Tattoo" became a success. Eight years after it was published, the book is now a Hollywood movie.

That is an extreme example of a small snowball rolling down the hill and becoming something very big. Not every author will have this kind of success, but the journey will almost always begin with a small snowball. If you keep pushing it, it will become something bigger. You just have to keep pushing.

You don't have to resort to leaving your book in bus stops to gain traction with your book.

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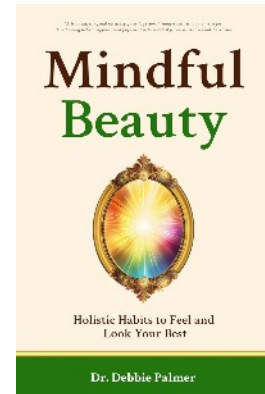
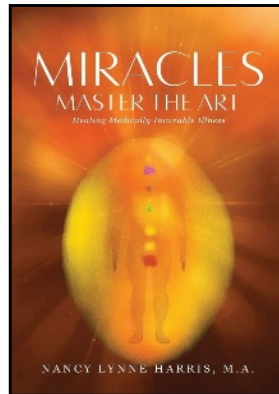
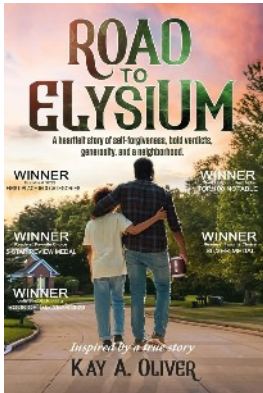
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