

Winners of the 2008 Out of the Box Promotion Idea Contest for Writers

FROM TRI STUDIO LLC and AUTHORS' COALITION
Your Resources for Good Reading and Writing



Edited by
Kathe Gogolewski and
Carolyn Howard-Johnson

EDITORS' NOTE: Substantial changes were not made to the content of the submissions. Please contact individual winners to obtain more information about the promotion ideas in this ebook.

A TRI Studio eBook
Published by
TRI Studio LLC
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Oceanside, CA 92056
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CONTEST JUDGE

for *The Out-of-the-Box Promotion Idea Contest for Writers*
CAROLYN HOWARD-JOHNSON

Carolyn Howard-Johnson's first novel, *This is the Place*, and *Harkening: A Collection of Stories Remembered* are both award-winners. Her fiction, nonfiction and poems have appeared in national magazines, anthologies and review journals. She speaks on culture, tolerance, writing and promotion and has appeared on TV and hundreds of radio stations nationwide. She is an instructor for UCLA Extension's Writers' Program and has shared her expertise at venues like San Diego State's world renowned Writers' Conference, Call to Arts! EXPO and Dayton University's Erma Bombeck Writers' Workshop.

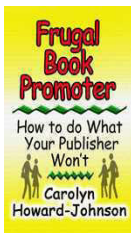


She was awarded **Woman of the Year in Arts and Entertainment** by the California Legislature; her home town's *Character and Ethics Commission* honored her for her work on promoting tolerance and the *Pasadena Weekly* named her to their list of "San Gabriel Valley women who make life happen make life happen" for literary activism. *American Women's Business Association* (ABWA) named her Outstanding Woman in 2007.

Her nitty gritty how-to book, *THE FRUGAL BOOK PROMOTER* won USA Book News' Best Professional Book 2004 and the Book Publicists of Southern California's *Irwin Award*. *THE FRUGAL EDITOR: PUT YOUR BEST BOOK FORWARD TO AVOID HUMILIATION AND ENSURE SUCCESS* is the second in the *HowToDoItFrugally* series (<http://HowToDoItFrugally.com>). It was named the best publishing book of 2007 by USA Book News.

Carolyn is the founder of **Authors' Coalition** (<http://authorscoalitionandredenginepress.com>) Her website is: <http://carolynhoward-johnson.com> . and her new website is at www.howtodoitfrugally.com. She also serves fellow writers by helping them recycle their favorite reviews at <http://TheNewBookReview.blogspot.com> , <http://thefrugaleditor.blogspot.com>, <http://sharingwithwriters.blogspot.com> and <http://authoscoalition.blogspot.com>. Carolyn blogs on War, Peace, Tolerance and Our Soldiers at <http://warpeacetolerance.blogspot.com>.

Books by Carolyn Howard-Johnson:



To find out more about Carolyn and her books, go to <http://carolynhoward-johnson.com>

Contest Criteria: Carolyn Howard-Johnson judged and awarded each entry for *The Out of the Box Promotion Idea Contest for Writers* based on the following criteria: 1) the originality of the idea, 2) The breadth of applicability, and 3) the ease of use.

Contest Winners

FIRST PLACE WINNER



BEYOND THE MAILBOX by Janet Elaine Smith



Author and Promotion Expert

Shooting Star Books

Where authors and readers can hang their wishes on our Stars!

Janet Elaine Smith, Marketing Director, Star Books

<http://starpublish.com>

<http://www.janetesmithstarbooks.tripod.com>

At least twice a month I get an advertising packet from Doubleday's Book-of-the-Month Club. It has been going strong for many years. As I look through the books, I see the same titles month after month.

I wondered how this same tactic could be utilized, but improved. I decided that a publisher could send books with a mailing once a week instead of once a month, with only *one*, new and exciting book featured each week!

That was how Star Publish's Book-of-the-Week Club was born.

Next came the challenge of getting the word out. Postage is costly, and for this to be effective, a large mailing list is needed. The use of the Internet is free, and the publisher, as well as most of the authors, already had a cyber-list of email addresses.

I wondered where to post the news to get the most exposure. Would that be the publisher's website? Possibly, but even better, a **blog** that featured the promotion would work much better than other venues.

I had to decide how to make it interesting. Should I stick a book up on the blog or website for a week at a time? Boring! Instead, I realized that both the publisher and the author would interact on the blog. We set up the following schedule that would allow us to do just that:

Book-of-the-Week Club Schedule

Sunday: Get to Know the Book
Monday: Meet the Author
Tuesday: The Story Behind the Story
Wednesday: Why the Reader Needs this Book
Thursday: Reviews
Friday: Questions for the Author
Saturday: Special Bonus for Bookstores

When *Passionate Internet Voices Talk Radio* heard about the program, they suggested a partnership. A new program was created at <http://internetvoicesradio.com> called *Authors on Track*. Each Sunday afternoon at 3:30 ET, the featured author of the week is heard. The programs are archived for three months, a bio of each author is featured on their website, and their book is listed with a direct purchase link to Amazon.com in their bookstore.

In our second week of this venture, the featured author, Lea Schizas, had her book go from an Amazon ranking of 2,330,000 to 196,000 in less than two days. One of our authors asked how long this practice would continue. We answered: As long as the publisher keeps putting new books out, this can go on almost indefinitely.

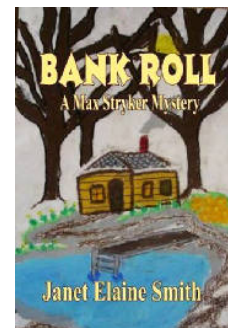
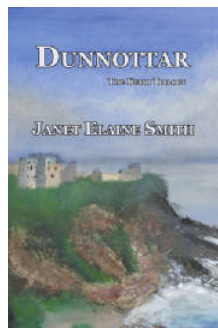
The Book-of-the-Week Club can be seen at <http://publishinginfo.blogspot.com>

About Janet Elaine Smith

Janet Elaine Smith came onto the book publishing scene in June 2000 with the release of her first book, *Dunnotar*. With no marketing background and not even knowing authors had to market their own books, she soon proved that hard work, good luck and the right contacts could bring success. The fact that bookstores are now more open to stocking print-on-demand books is due in large part to Janet's unique, fun phone calls to bookstores. Janet's book, *Promo Paks: Nearly-Free Marketing for Authors*, is published in e-book format by Star* Publish. You can find out more about Janet and purchase her books at http://janet_elaine_smith0.tripod.com

In addition to being the Star* Publish Marketing Director, Janet is in charge of the new Shooting Star Books program, where her services will be available for Star authors. Janet can be reached at marketingstarpublish@yahoo.com

Books by Janet Elaine Smith:



FIRST OF TWO SECOND PLACE WINNERS

AN AMAZON TOUR GROUP By Allyn Evans



Allyn Evans, Author and Professional Speaker

www.allynevans.com

www.motherdaughterclub.ning.com

The idea of promoting books

and blogs via blog tours is not new. My idea incorporates the blog tour concept with a new twist.



I propose inviting up to eight people who have books and/or stories listed on Amazon.com to join a group. Each week, the group is assigned to read, review and rate specific Amazon pages (such as Listmanias, So You'd Like To's, and the blogs on Amazon's Authors Connect pages) of one of the members. The organizing person can query people who have similar works to join his or her group. For example, since I have an Amazon Short, preferably the members of my group will have Amazon Shorts, too. While each member in my group would be required to purchase a Short, they are inexpensive (only 49 cents each). With eight in my group, this would not cost more than \$4.00 per person.

If authors are in a group where they are posting reviews for each others' non-fiction books or novels, they can share electronic manuscripts, which are less expensive. In order to gain a wider audience, publishers often allow - even encourage - their authors to give away their works in exchange for reviews.

About Allyn Evans

Allyn Evans is founder of QueenPower.com, an on-line community for women, and author of *Grab the Queen Power: Live Your Best Life!* A Competent Toastmaster and Regional/District Tall Tale Competition Winner, Evans entertains and informs audiences while challenging individuals to "live their best lives." Evans' work centers on her love of writing and her desire to help other women meet the challenges of successful living.

A long and intense self-study expanded to include the many women Evans interviewed for her work in the uplifting book, Grab the Queen Power. The culmination of her community-building endeavor was the creation of QueenPower.com, where many women have found the strength, both in numbers and within themselves, to succeed.

As Evans' daughter nears pre-adolescence, her work on female empowerment zeroes in on creating empowered women by cultivating emboldened spirits in young girls and adolescents.

Evans serves as an Expert Consultant for the Science, Technology, Engineering and Math (STEM) Project funded by the National Science Foundation and managed by the National Alliance for Partnerships in Equity. She is also a member of the Respect Diversity speakers' bureau. Recently, she taught speech classes as an Adjunct Instructor for Northern Oklahoma College. She serves as a consultant and trainer for several of the Career Technology Centers' GirlTech Programs in the state of Oklahoma.

NEW IN 2008! A COMMUNITY FOR MOMS AND GIRLS!

www.motherdaughterclub.ning.com

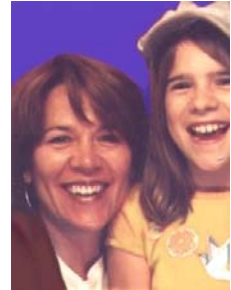
How Does This Community Work?

*We have several contributors who will regularly post articles relevant for moms and

*We invite you to join us and become involved! There are many ways to do this.

1. You can read.
2. You can post to our forums.
3. You can blog.
4. You can upload pictures and videos.
5. Or, do all of the above!

Find out more at www.motherdaughterclubning.com



ty.



Book by Allyn Evans: *Grab the Queen Power, Live Your Best Life*

Purchase Link: www.allynevans.com

Join the Mother Daughter Club – a meeting place for Moms and their Girls

www.motherdaughterclub.ning.com



This is the Place
Carolyn Howard-Johnson



SECOND OF TWO

SECOND PLACE WINNERS



A VIDEO TOUR By Phil Harris



Phil Harris

Author/Internet Radio Host

<http://philipharris.blogspot.com/>

<http://dickens111.tripod.com/theliteraryworksofphilipharris/>

<http://blogtalkradio.com/pharris>

While many authors have caught onto the video or trailer craze for their books, there are opportunities for small press publishers and organizations to also partake of this exciting marketing tool. They can create a Video Book Tour to promote and to publicize books for members. The goal is not to promote the details of any one specific author or book, but 1) to stimulate greater interest in their entire catalog of books and 2) to increase public awareness of the depth, magnitude and quality of books published by independent and small presses and their authors. Further, for the sake of creative control, many authors even choose to not enter the "cut throat" realm of major publishing houses.

The following is an example of a script small presses might follow, but it can be modified to fit individual needs:

FRAME ONE—"Discover the uncensored world of independent and small press authors."

FRAME TWO---"Tired of mass produced and mass marketed books?"

FRAME THREE—"Independent and small press authors are breaking new ground in every literary genre!"

FRAME FOUR AND MORE---"From mystery, science fiction, romance, historical, self-help, speculative fiction, horror, non-fiction and more... Independent author are creating a growing literary sub-culture unfettered by editorial controls

NOTE: Examples of book covers from the small press or members of the organization would be shown with others of their genre in this frame and those that come after. Each of the frames or slides would show how to order that book, or a separate genre-specific video could feature all science fiction titles. As an example, a small press could increase its visibility on video-friendly sites by developing and posting separate videos for each of

the areas in which they specialize. Organizations could do the same by categorizing the titles of their members. A small fee could be charged to include member-author's listing.

FRAME "X" or FINAL FRAME--- "To learn more about these exciting books and authors go to <http://www.....>Once posted, these videos would be on the net forever bringing greater exposure to publisher, organization and participating authors alike. New tours could be posted on a periodic basis. Even unpublished titles or titles with no book cover would benefit when viewers go to the URL at the end of the video. The key is that the tour help all authors. Success would partly be a function of the sounds, colors and graphic appeal but the bottom is, ia video program like this will get the word out.

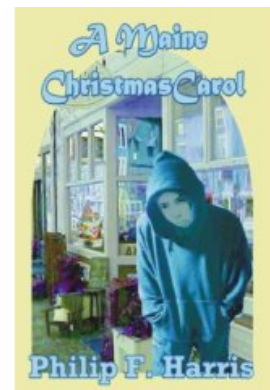
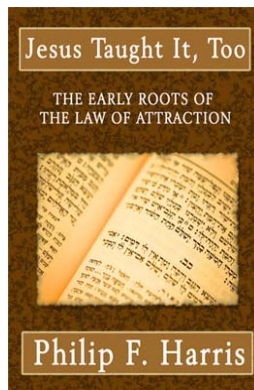
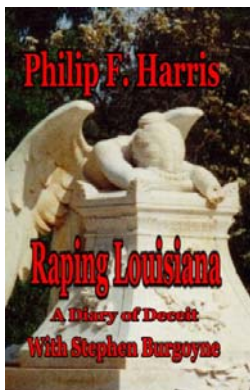
About Philip F. Harris

Mr. Harris was born in Massachusetts and currently resides in Maine. He received his degree in Political Science from The American University in Washington, D.C. and has worked at every level of government. He is currently employed in special education.

Harris is knowledgeable in the areas of secret societies, occult and religious studies he has been a student of mystical studies and a member of several "fraternal" organizations for over twenty five years. He is co-author of the controversial novel *Waking God* (Cambridge Books), coined a "spiritual thriller." He is the author of *A Maine Christmas Carol*, *Jesus Taught it, Too: The Early Roots of the Law of Attraction* (Avatar Publication), *Raping Louisiana: A Diary of Deceit* (Cambridge Books) and, most recently, *Messages: An Era of Transformation* and *Messages II: The Revolution Within* (Avatar Publication).

Mr. Harris is a nationally syndicated and featured writer for The American Chronicle and has a blog called *All things That Matter*. He is listed as a spiritual growth expert on SelfGrowth.com. He is host of his own Talk Radio show called *All Things That Matter* on BlogTalkRadio, <http://blogtalkradio.com/pharris> More information on his works can be found at <http://dickens111.tripod.com/theliteraryworksofphilipharris/>

Books by Philip F. Harris:

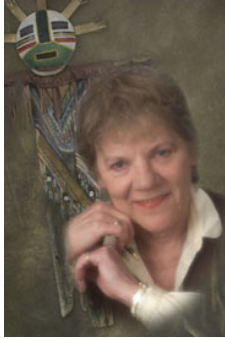


Purchasing Link:

<http://dickens111.tripod.com/theliteraryworksofphilipharris/>

THIRD PLACE WINNER

WATCH THE WAY A WRITER WRITES By Billie Williams



Billie Williams
Author
www.billiewilliams.com



This is a contest idea that involves a unique book club, one in which the participants can read a chapter a week of a novel in progress.

Initially I offered an invitation to the groups and lists I belong to and emailed people from my personal email list. At every opportunity, I announced the book club on my blog tour and through any other venue I happened to discover. I invited people to pass along the invitation to anyone they thought might be interested. The list grew from ten to now over seventy participants. It's never too late for readers to sign up, as the previous chapters are archived and available for them to catch up.

How does it work? The chapters are unedited except for a perfunctory once-over. It is, essentially, in rough draft form. There are mistakes, but that's to be expected when you write against the clock and crank out chapter after chapter. The re-writing or self-editing before the book is ever sent out to a publisher or agent comes next. Bookclub members are welcome to send me comments, suggestions, or questions. My contact information is on every single chapter sent out.

The book I'm featuring in my current club is *The Capricorn Goat ~~ January Flannel*, a mystery suspense. So far I've received several comments, including one that says that the hero [Dakota Phoenix] is not quite a match for the heroine [January Flannel]. This person felt the hero needed to be stronger and more assertive. I thought it was a good suggestion. The hero did come across as an egomaniac (as intended), but it begged the question: why would she even bother with him?

This type of reader involvement gives me a feel for what the reader likes or doesn't like as the story progresses. It gives me an idea of what may need fixing and what I should rethink, and when it makes sense, I consider their suggestions. I see this as invaluable information.

Chapters, sent by Constant Contact <http://www.constantcontact.com/index.jsp> on the dates I select, are usually from three to ten pages long. This service makes the copy easy to read on a computer screen, or it may be printed out and read it at leisure. I chose Constant Contact to

deliver the chapters because I can queue several chapters at once to be sent on specific days. I can then go back and archive the chapters and make them available to late arrivals. This also allows people to opt out anytime they choose in a controlled, safe environment. They manage my subscriber list for me. They alert me if any of the words in my introduction or links might trigger spam blockers. It's a great program that relieves me of a lot of the day to day business sending out weekly emails to a growing list entails.

Anyone can join the bookclub – there is a link for joining on my website or just go to this link <http://www.billiewilliams.com/BOOKCLUB.html> On my website at <http://www.billiewilliams.com> the main page has a link to the archives of past chapters as well as the links for the five lessons of the Free Writing Course I offer through Constant Contact.

There may be continuity changes in the final manuscript; however, the book club readers get the raw bones, the thinking on your feet experience of the pages as they happen and see the author's mindset in the process of creation.

I wasn't the first to do this, actually. Douglas Clegg did it long before Stephen King did it. Clegg didn't charge for his chapters and neither do I. King did, he never finished his experiment. I certainly plan to finish mine as long as there is one fan left who would like to read it. Eventually, it will be sent to a publisher as I've copyrighted all the chapters as they came out. The title may change, but the story will remain true.

The whole concept has been a great experience – and I think it allows another way to contact readers and let them decide if you are worth reading, or if they would like to pick up another one of your books.

Billie A Williams
www.billiewilliams.com

"Billie Williams' innovative marketing idea for serializing her novel *Capricorn Goat* is a terrific way to keep her readers asking for more. There is something special about an author being willing to share her unedited labors, warts and all, with her readers."

Pat McCain
www.patmccainworld.com

"Doing it this way has a lot of advantages. It gives the reader something to look forward to each week and it stimulates interest. It allows time to do regular scheduled work also. You're not committed to reading the whole thing at one time. Over all I think it's a great new concept."

SK Hamilton
Author of *The Kahills of Willow Walk*
www.skhamilton.com

About Billie Williams

Billie A. Williams is a fiction, non-fiction and poetry author whose book titles include the following:

From Wings ePress, Inc. www.wings-press.com:

Death by Candlelight, Mystery
Fire at Thunder Ridge, Mystery/suspense
Candlelight and Shadows, Romantic Suspense
Skull Music, Romantic/suspense

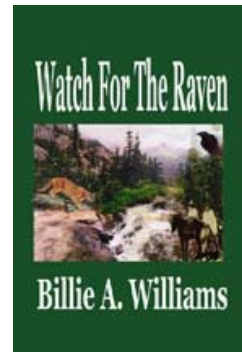
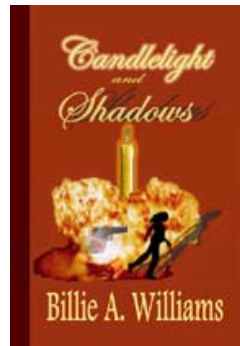
Watch For the Raven, Young Adult Adventure
The Pink Lady Slipper, Romantic Mystery/Suspense
Bed & Breakfast Murders Romantic Suspense

Other Titles and Publishers:

Knapsack Secrets, Mystery/Suspense July 2006 Page Free Publishing
Tung Umolomo, A Shutting of the Mouth, Adventure November 2003 (Publish America)
Writing Wide, Exercises in Creative Writing, Nonfiction, (Filbert Publishing)

Williams has published in various magazines such as the literary magazine *Thema Guide*, a magazine for children, and *Women In The Arts* newsletter as well as *Sisters in Crime*. Her articles, columns and features have appeared regularly in newspapers. Short stories, Flash fiction, poetry and book reviews have appeared in *Mystery Time*, *True Love Magazine* and various anthologies and on line e-zines and websites such as *Novel Advise*, *Writing Etc.*, *Writing Now*, and *Sell Writing on Line*. She was a workshop presenter for the Obadiah Christian Women's Conference in Merrill, Wisconsin in April 2005.

Williams donates portions of her royalties from each book to local groups and charitable organizations.



Link to Buy Books by
Billie Williams:

<http://www.wings-press.com/Author%20Pages/Author%20-%20Billie%20A.%20Williams.htm>

HONORABLE MENTIONS

Presented in no particular order – The ideas are numbered to help track you track them

USING ART TO PROMOTE YOUR WRITING By Mindy P. Lawrence



Writing ~ Editing ~ Publicity ~ Representation
Mindy P. Lawrence
<http://www.freewebs.com/mplcreative>



2377 E. Battlefield #309
Springfield, MO 65804
573-366-1038
mplcreative1@aol.com

I create illuminated manuscripts, among other art projects, to feature the work of my author/clients. The work can take the form of an excerpt, short story, poem or even a quotation. I will have a how-to book on the steps for creating this and other art projects in 2008. It will offer an attractive and different way of presenting and promoting work. A sample of an illuminated manuscript is included below. This project can be printed on a postcard and mailed to bookstores and other venues, or it can be sent electronically to as many people as you like.



Mindy Lawrence

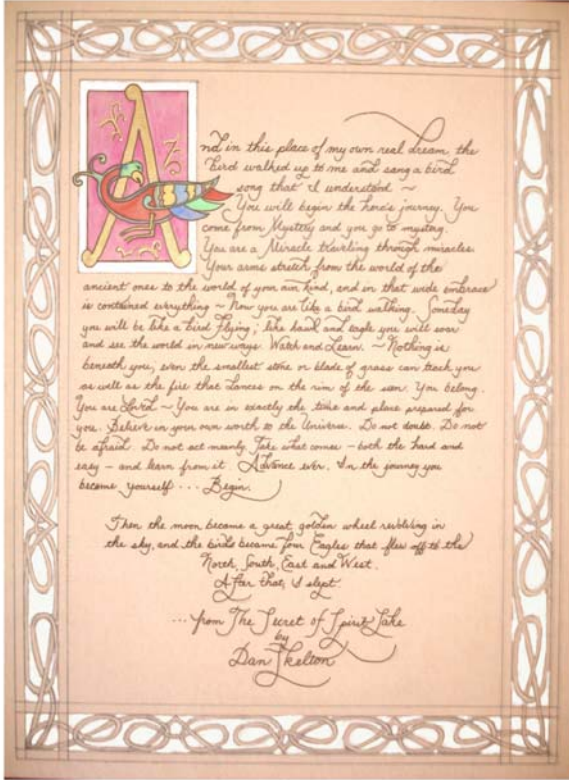
Background:

From the seventh to the sixteenth century, before Gutenberg's press and afterward, Roman Catholic monks sat in their monasteries copying the Word of God onto vellum. Instead of merely writing the scriptures, they embellished them with drawings, telling the stories with pictures, and with illuminated letters. Illuminated lettering was done using gold gilt on vellum in a painstaking process. Many of these manuscripts also had an ornate border using Celtic knots and other designs.

Monks worked on a creative assembly line to complete each manuscript. Each person would do a portion of the work--one the illuminated letter, one the drawings and yet another the lettering--until the project was completed.

It was not until scholars discovered a half-completed manuscript that they figured out the method used to create such detail in the pieces. Small needle-sized holes were made in the vellum or canvas to line up the Celtic knot designs.

The manuscript here is much simpler than those of the ancients. Instead of expensive gold leafing on the illuminated "A", I've used gold paint. You can either get the kind of paint used for model cars, which is probably more gold colored, or use regular craft paint that comes in small bottles.



An Illuminated Manuscript Art Project

The Quote:

The quote used on the illuminated manuscript is a prophecy given by a nightbird to a young boy on top of an Indian mound at midnight. The quotation and medieval lettering are mingled with a Celtic border and bird representing not only the quotation, but also the heritage of Dr. Skelton.

Quote from *The Secret of Spirit Lake*:

And in this place of my own, real dream, the bird walked up to me and sang a bird song that I understood.

"You will begin the hero's journey. You come from mystery and you go to mystery. You are a miracle traveling through miracles.

"Your arms stretch from the world of the ancient ones to the world of your own kind, and in that wide embrace is contained everything.

"Now you are like a bird walking. Watch and learn. Someday you will be like a bird flying; like hawk and eagle you will soar and see the world in new ways. Watch and learn.

"Nothing is beneath you; even the smallest stone or blade of grass can teach you as well as the fire that dances on the rim of sun. You belong. You are loved.

"You are in exactly the time and place prepared for you. Believe in your own worth to the universe. Do not doubt. Do not be afraid. Do not act meanly. Take what comes--both the hard and easy--and learn from it. Advance ever.

"In the journey, you become yourself. . .Begin."

"Then the moon became a great, golden wheel revolving in the sky, and the bird became four eagles that flew off to the north, south, east, and west. After that, I slept."

(The Secret of Spirit Lake by Dan Skelton



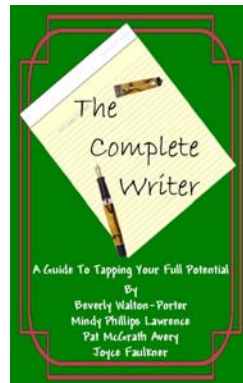
Working Area with Tools

About Mindy Phillips Lawrence

Mindy Phillips Lawrence is a published writer and a former English teacher. She is co-author of *The Complete Writer: Tapping Your Full Potential* and author of the poetry collection, *One Blue Star*. She earned a bachelor's degree in secondary education, art, with minors in English and library science. Her work has been published in *Writers' Digest* magazine and she was interviewed along with a group of five female Missouri writers by Melissa Block of "All Things Considered" on NPR Radio in 2006. She has worked as a publicist for Red Engine Press, volunteer copyeditor for Carolyn Howard-Johnson, author of *The Frugal Editor* and *The Frugal Book Promoter*, and is currently assistant editor at Scribe and Quill, an award-winning e-zine for writers.

Mindy owns MPL Creative Resources where she is the literary agent and publicist for the complete works of Dr. Dan Skelton and for the fictional work of Bev Walton-Porter. She resides in Springfield, Missouri.

Books by Mindy Phillips Lawrence:



To purchase *One Blue Star*:
<http://www.onebluestar.com>

To purchase *The Complete Writer*:
http://home.comcast.net/~redenginepress/mindy_phillips_lawrence.htm



TRI Studio Books LLC www.tri-studio.com offers fiction for both children and adults. Writers are invited to visit the Writers Resource page at <http://tri-studio.com/ResourcesforWriters.html>, which features a free ezine, *The Fiction Flyer* at <http://www.tri-studio.com/ezine.html> as well as free e-books and articles. Authors may use a website page to submit online media releases at no charge. Services include audio classes for writers, cover art and illustrations by artist Kathe Gogolewski.



The Fiction Flyer, a free ezine for writers of fiction. Subscribers may submit one free ad. Archived issues may be viewed here: <http://tri-studio.com/ezine.html> To subscribe, send an email to kgogolewski@sbcglobal.net



CHARACTER DRESS-UP
By Dorothea Buckingham

Author

<http://deebuckingham.blogspot.com>

*Blog - Writing on the back side of 50:
The Journey of an AARP Cover Girl*



DELICIOUS TIDBITS: Recipes and Stories of Sackets Harbor is a compilation of oral history, nostalgic photos, history, and recipes of this historic village on the banks of Lake Ontario. The target audiences for this title are the villagers, residents of nearby towns (Watertown, NY), and tourists from the US and Canada.



During the summer, Sackets Harbor hosts a Can-Am (Canadian-American) Day Festival which includes a parade where re-enactors dress and stroll the village as historical figures. I intend to dress as an 1860's "lady of the evening" (as portrayed in one of the chapters of *Delicious Tidbits*) and hand out post cards that invite the recipient to contact me to do a presentation on either the history of women in the village (to include the first female mayor of the state of New York and the almost-first female US Army general), or a

presentation on how to write a collaborative cookbook. I'll hand out these postcards asking the women to "Give me a call, won't you, Hon?" I will also have a booth at the festival where my sister-in-law will be selling the book, and some of the goodies made from recipes in the book.

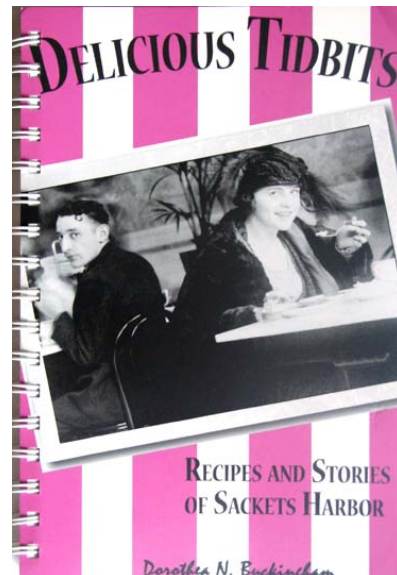
Delicious Tidbits by Dorothea Buckingham

How did the small village of Sackets Harbor produce the first woman mayor of New York State, the (almost) first woman general in the U.S. Army, the only woman Ship Keeper of the U.S. Navy and the founder of a fraternity? The same village where chloroform and the percussion cap were invented, where Buffalo Soldiers were posted, and high school buddies bought a horse that won the Kentucky Derby?

Delicious Tidbits tells their story with photos, diary excerpts, newspaper clippings, lore and legend, and pairs them with recipes and cooking tips shared at kitchen tables.

Purchasing Link:

<http://www.amazon.com/Delicious-Tidbits-Recipes-Stories-Sackets/dp/0972457798>



About Dorothea "Dee" Buckingham

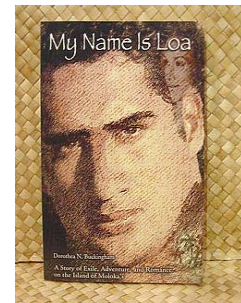
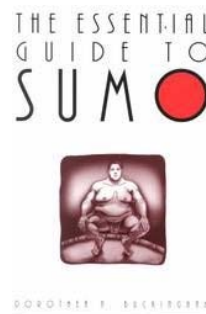
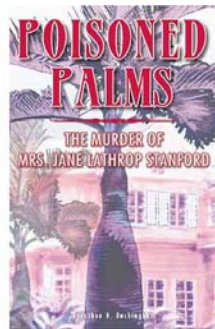
<http://deebuckingham.blogspot.com>

**Blog - Writing on the back side of 50:
The Journey of an AARP Cover Girl**

Dorothea "Dee" Buckingham won the 2004 **ALA** Best Books for Young Adults for her novel *Staring Down the Dragon*. She currently hosts a blog to help out anyone writing a community cookbook. The blog was originally entitled, "How to Write a Community Cookbook in 365 Days." She says, "I kept getting distracted. Real life interrupted. So now I'm posting the journey of trying to become a professional writer at the ripe old age ofwell, that's not important. But for all of us who shop on Senior Citizen Discount Days, "this blog's for you" and me. We will all get there together."

A retired librarian, Dee resides in North Carolina with her husband where she indulges her interests. Other than writing, they include cookbooks, Upstate New York, World War II, Women in World War II, and Pearl Harbor.

Other books by Dorothea Buckingham:



Purchasing Links:

Staring Down the Dragon <http://www.amazon.com/Staring-Down-Dragon-Dorothea-Buckingham/dp/0972457739>

My Name is Loa http://www.amazon.com/My-Name-Loa-Dorothea-Buckingham/dp/0896103374/ref=sr_1_3?ie=UTF8&s=books&qid=1207067368&sr=1-3

Poisoned Palms http://www.amazon.com/Poisoned-Palms-Murder-Lathrop-Stanford/dp/0931548136/ref=sr_1_4?ie=UTF8&s=books&qid=1207067368&sr=1-4

The Essential Guide to Sumo http://www.amazon.com/Essential-Guide-Sumo-Dorothea-Buckingham/dp/1880188821/ref=sr_1_6?ie=UTF8&s=books&qid=1207067368&sr=1-6

THREE

WIN DOUBLE:
PROMOTE A CHARITY

By Nikki Leigh

Author ~ Promotion Expert ~ Business Partner

www.nikkileigh.com

Blog: <http://muzesmusings.blogspot.com>



Working with local charity organizations opens up ways to get free publicity. In the spring of 2005, I approached the SPCA about creating a unique fundraising event to raise money for their shelter. The event would promote a company I own with my brother, my writing and my sister-in-law's artwork.

I created flyers that we circulated to local businesses that support the SPCA or that offer pet oriented products and services. Many of the companies handed out our flyers and donated gifts for some of our winners. The SPCA linked to the page I created for it and promoted the event on their website.

I convinced a local printer to donate copies of the entry form and posters to be posted around town. Local residents submitted pictures of their pets. We created fifteen categories for the contest. Each person submitted pictures for these categories.

There was a wide variety of prizes based on winning pictures:

- Grand Prize – An original oil painting
- First Prize – A custom story about the pet
- Second Prize – Black and white sketches
- Honorable Mention prizes for one picture in each category

This kind of project works well with a local charity, library, institute etc that fits within the scope of the message of your book. Invite other authors to participate and increase the impact for everyone. This event was a joint venture to promote writing and art work. The response was very good from the community.

The first place short story was expanded and it is available in print and e-book. The German shepherd in the picture that won the first prize and her owners are main characters in my book, *Lilah and the Locket*. We're planning a sequel to the book which will feature Nathan, Kristie, Lilah and their new baby. For more information about this story, visit www.nikkileigh.com/lilah.htm. I let Nathan and Kristie complete character worksheets in order to include plenty of personal details to personalize the story.

Invite the media to cover these events. The local media covered the event and there were special segments on the local news program. They did 5 different segments over two days and they interviewed me for these news pieces. I was also interviewed on local radio stations about the event.

About Nikki Leigh

Nikki Leigh's, aka Shri Henkel, love of the coast, history and lighthouses is apparent in her stories. On a trip to Cape Ann with her brother, Chris, she found the location for the Misty Cove

series. The rugged land, hard working people and rich history were too compelling to ignore. Cape Ann and Gloucester, Massachusetts are featured in *Stormy View*, *Widow's Walk* (Book One), *Lady Lightkeeper* (Book Two) and *Stormy Shores*.

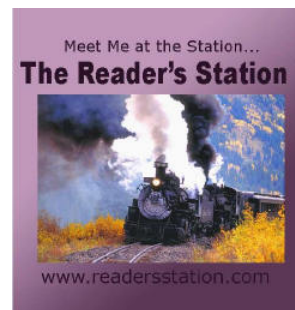
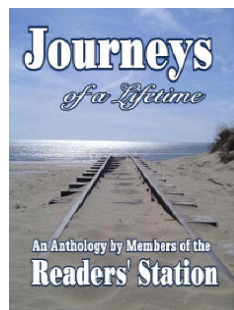
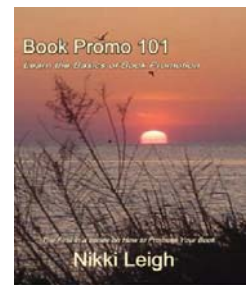
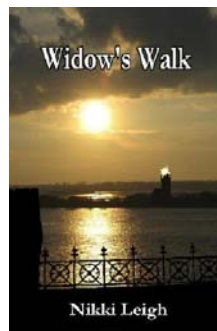
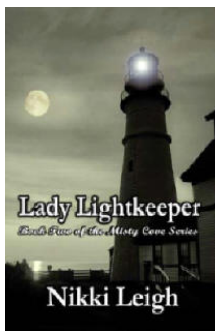
Nikki owns a consulting and promotional business under her real name. She has 21 years of business management and 15 years of marketing experience. This knowledge was used to create books and articles for business managers. This experience is valuable to her business and promotional clients. She has four business and restaurant books in print. Visit http://www.nikkileigh.com/biz_books_4_sale.htm for full details. Her business website is www.sandcconsulting.com

For information about promotion and her how-to book, *Book Promo 101*, visit Nikki blog – Muze's Musings. The link is: <http://muzesmusings.blogspot.com/>.

Nikki recently launched a new blog tour site at www.inspiredauthor.com/promotion. The site offers promotional opportunities for author, all members and businesses (as site sponsors). For more information, contact Nikki with questions – nikki_leigh22939@yahoo.com

Coming Soon - *Book Promo 201 – Learn the Basics of Online Promotion* is a work in progress. In 2008, Nikki hopes to complete the sequel to *Lilah and the Locket*—the contemporary *Misty Cove* book—*Stormy Shores* and possibly a couple of *Misty Cove* short stories. For updates on new books, new short stories, upcoming character and promotional classes, new promotional opportunities and much more, visit www.muzesmusings.blogspot.com.

Books by Nikki Leigh:



Join Reader's Station - a readers' group

<http://groups.yahoo.com/group/WelcometoReadersStation>

Purchasing Link:
www.nikkileigh.com



SCHOOL POWER VISIT By Margot Finke

Author

www.margotfinke.com



As an Australian, I arrive in each class dressed As an Aussie Hobo - complete with cork-trimmed hat, (to keep away flies), my "swag" on a pole over my shoulder, and carrying a frying pan and a tin billycan for making tea on an open fire. In this get-up, and singing "Waltzing Matilda," I really get the students' attention! I also bring aboriginal artifacts I have collected: a message stick, bark painting, a woomera, and a boomerang.

My PowerPoint presentation offers short writing and word use lessons for older classes. Some lessons are on work sheets I supply. I also offer a word puzzle about the animals in my books. Younger grades get coloring sheets and simple lesson about fun Aussie words. All coloring, puzzle, and lesson sheets have my name, web address and e-mail on them. I encourage kids to go to my website and read more about the critters in my books, and chat with me about their writing. *Down-under Fun* and *Wild US Critters* are my two information pages.

I read each class at least one of my books. Ahead of time, I send the teacher an attractive order form to send out to parents. It lists my books, the prices, plus discounts for multiple orders. At the bottom, I state that *all purchases of my books on CD come with a link to me reading the story, while they watch a slide-show of the illustrations.* I also add my web and e-mail addresses. To reassure parents, I have a link on my website where they can watch slides of two of my books and listen to me read the stories.

PowerPoint displays my complete series of books. They are fun, educational, rhyming stories, that tell about animals from the U.S. and Australia. Kids love that I have included animal sounds. There are lots of requests for repeats, with the nasty Tasmanian Devil being a favorite. I also let teachers know about the Teacher's Guide page on my website.

I let my contact person know I am more than happy to adapt to their needs, and if necessary, negotiate everything. My books are listed on the Oregon SCBWI website: Teachers planning an author visit often browse these pages.

Go to this link to **hear** a slide-show of me reading either *Kangaroo Clues* or *Mama Grizzly Bear* - <http://mysite.verizon.net/mfinke/index.html#Olip>

WEBSITE: <http://www.margotfinke.com> read sample verses and see illustrations.

My BOOKS: <http://mysite.verizon.net/mfinke/Books.html#clues>

SCHOOL VISITS: <http://mysite.verizon.net/mfinke/School%20Visits.htm#school>

DOWN-UNDER FUN: <http://mysite.verizon.net/mfinke/Down-Under.htm#you>

WILD US CRITTERS: <http://mysite.verizon.net/mfinke/US%20Critters.htm#US>



Left
Pa looking for
rattlers in
Rattlesnake Jam



Right
Cover for
Rattlesnake Jam

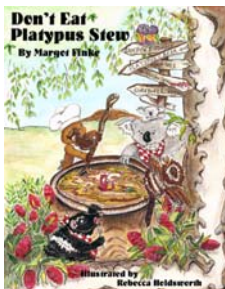
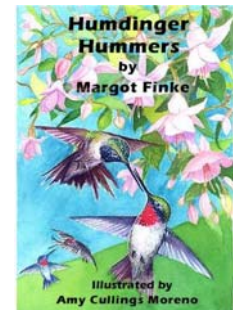
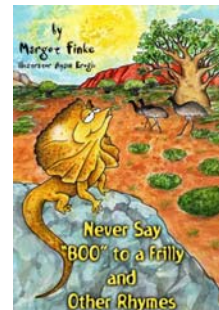
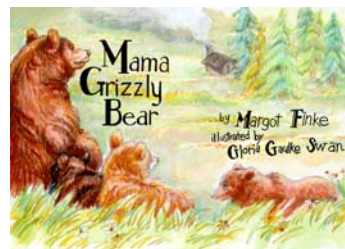
About Margot Finke

Margot Finke is the author of a series of fun, educational e-books about U.S. and Aussie animals. She grew up in Queensland, Australia, and lived there for many years. Today Margot lives in Oregon, USA, with her husband. Their three children are grown and on their own, so she now has plenty of time to write rhyming picture books and middle grade adventures.

Several years ago, she founded OPUS and RHYMERS, two online critique groups. Her monthly "Musings" column on writing for children appears online at *The Purple Crayon*, as well as in the Oregon, SCBWI newsletter. Margot also offers a paid critique service for writers who are eager to become published. In addition, she covers "Writer's Retreats and Conferences" for SmartWriters

She discusses e-publishing, writing about children's writing, being part of the children's literature community and more at this site: <http://cynthialeitichsmith.blogspot.com/2006/04/author-feature-margot-finke.html>

Books by Margot Finke



Purchasing Link:

<http://www.readerseden.com/manufacturers.php?manufacturerid=65>



Authors' Coalition, a group of serious writers both experienced and aspiring, are dedicated to:

- 1) the mutual support and development of each others' careers through the sharing of resources, networking and cross-promotional efforts, and
- 2) advancing the interests of writers and the writing community in general.

It is our intent to provide services that will augment their efforts to write, promote and support one another successfully. Through the spirit of shared work and activities, members may reap mutual benefit.



CREATE AN
 ALTERNATE SCENE
 By Karina Fabian

Author

www.dragoneyepi.net
www.fabianspace.com



When I was writing my novel, "Magic, Mensa and Mayhem," I wrote a very funny scene in which Vern, my cynical dragon detective, is napping in the everglades, not realizing that a "Crocodile Hunter" style nature show was being filmed. When Gater Louie sees Vern, he decides (not realizing Vern is a sentient creature) to make him the object of the show. Vern plays along then scares the wits out of him when he gets close.

There's so much you can do with a terrible, fake Southern accent, a dragon and a nature show, that my husband came up with several alternate scenes. Thus the idea was born: We'd offer a contest in which folks could re-write the scene, and the best ones would get included in the book as "Gater Louie Outtakes."

Our publisher agreed and the word is out to various writers groups and fantasy groups as well as on Ralan and Duotrope. Naturally, all include a link to the DragonEye, PI, website. So I'm creating a buzz for a book well in advance and getting people interested in the characters, which is important for me as I also write short stories about Vern and his partner Sister Grace.

This kind of contest would be far more successful for those who write series, where fans already love the character, and new readers who are interested in trying their hand can purchase already-published books to learn more about the characters.

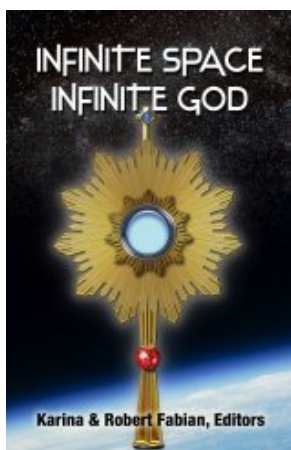
About Karina Fabian

Karina is writer and editor of the award-winning science fiction anthology, *Infinite Space, Infinite God*. Her serial fantasy/mystery, "Magic Mensa and Mayhem" won the Mensa Owl for best fiction. The novelization is coming out in early 2009 by Swimming Kangaroo. For more about Vern the dragon and his capers, check out www.dragoneyepi.net; for more about Karina, go to www.fabianspace.com.

Books by Karina Fabian



2007 EPPIE Award Winner for Best Science Fiction



Come explore the worlds of "Infinite Space, Infinite God." Meet genetically engineered chimeras and aliens who wonder what a human religion holds for them. Share the doubts, trials and triumphs of humans who find their journeys in time and space are also journeys in faith.

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THE PROMOTION CONTEST QUIZ

By Jessica Kennedy

The Differently-Abled Writer

www.jessica-kennedy.com

www.jessicakennedy71.blogspot.com



Create a contest and ask participants to complete a quiz where their entry gets submitted in a drawing. When someone's name is picked, he or she becomes the subject of next month's quiz, and his or her work will be showcased with a webpage. I created such a contest for writers on my website at *The Differently-Abled Writer*.

In order to successfully answer questions from the quiz contest, the participants will have to visit both your site and the featured individual's website, blog and/or page and learn about both of you and your work. This will create a promotion conduit.

The questions on the featured page consist of whatever the winner wants to promote. All that is required is to supply you, the contest host, with the quiz (questions with answer location and an answer key) and what he or she wants to showcase on the webpage.

Regardless of whether winners have a best selling book, a few published stories or articles or no writing credits, they are eligible.

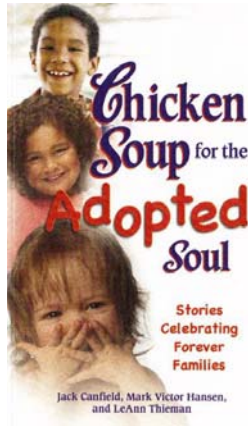
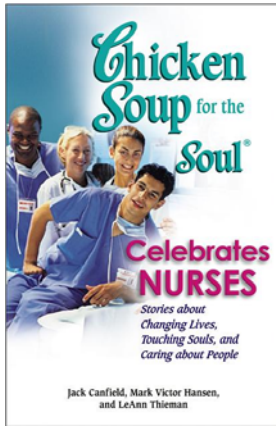
For an example of the quiz follow this link <http://www.jessica-kennedy.com/QUIZ.html>. For ideas for the Featured Entity's Page follow this link <http://www.jessica-kennedy.com/FeaturedEntity.html>. This is the "Promotion Quiz Contest" in action. This is an original idea implemented in January 2008.

About Jessica Kennedy

Jessica Kennedy is *The Differently-Abled Writer*. She has had two children's short stories, four essays in Chicken Soup for the Soul anthologies, and several Christian essays published. She's working on her YA memoir. She's a legally blind, ventilator dependent, quadriplegic, making her dreams come true one story at a time. She received her BA in 20th Century European History from University of California at Davis in 1995. A guest speaker at classes for respiratory therapist and a writer of inspirational articles and children's stories, she foresees a bright future.

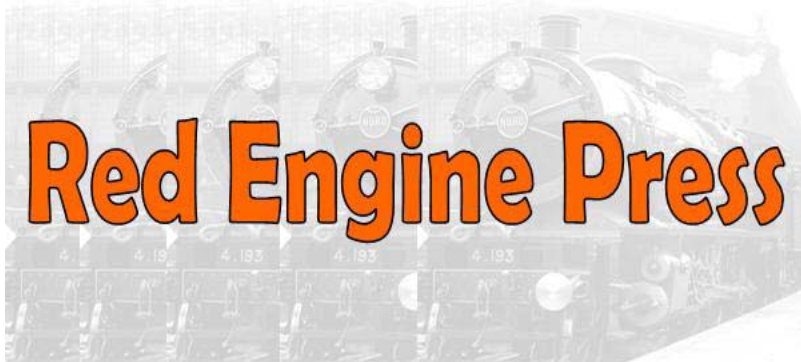
Books By Jessica Kennedy

Contributor to the following *Chicken Soup for the Soul* books:



For purchasing links visit:

http://www.amazon.com/s/ref=nb_ss_gw/105-7548886-3751664?url=search-alias%3Daps&field-keywords=%22jessica+kennedy%22



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