

## Cutting Edge Marketing for Today's Writer

Presented by

Pamela K. Kinney (aka Sapphire Phelan), Shara Lanel, Kathleen Mix

\*\* Promotion is a cumulative venture. Be persistent. \*\*

### 1. Website & Domain – KATHLEEN MIX

- Establish a web presence. Have a website. Reserve your domain name! e.g. kathleenmix.com
- Having a website also gives you a professional email address: [kathleen@kathleenmix.com](mailto:kathleen@kathleenmix.com)
- You can choose from a large number of Web hosting services like: GoDaddy, 50megs.com, <http://asmallorange.com/> and AccountSupport. Prices start at \$6.95/month. A domain costs less than \$25/year.
- Ask other writers to recommend a developer, build your own site using HTML or a WYSIWYG software package, or use the tools provided by sites like Wordpress.

Website creation tools:

- <http://wordpress.com/>  
Free, but some customization costs more.
- <http://wordpress.org/>  
Free, but you upload this to your server/web host.
- Tons of free WP templates on the web. This one is designed for authors:  
<http://www.writerwordpresstheme.com/>
- A free easy-to-use WYSIWYG web page editing program:  
<http://www.kompozer.net/>
- A lot of articles covering all aspects of web design:  
<http://www.thesitewizard.com/webdesign/index.shtml>
- If working with HTML, here's a cheat sheet:  
[http://www.webmonkey.com/2010/02/html\\_cheatsheet/](http://www.webmonkey.com/2010/02/html_cheatsheet/)

For Domains: Namecheap, GoDaddy

### 2. Blogs – SHARA LANEL

- You can use a blog for a web site and give it a domain name
- It can be part of your web site or separate
- Choose a regular schedule to post your blog so your readers know when to look for a new post
- Erotic authors may want to mark their blog as adult content

Blogging sites:

- <http://wordpress.com/>
- <http://www.blogger.com/>
- <http://www.squarespace.com>
- <http://www.typepad.com/>

### 3. **Free reads, excerpt booklets (samples of your writing) – PAMELA K. KINNEY**

Doing free reads on your website or blog, or even free ereads on Kindle, Nook, or a pdf can help you promote you and your books.

There are those who self publish on Kindle and Nook their backlists, offering the first book in a series for free.

### 4. **Signature Lines & Commenting on Blogs or RWA forums - KATHLEEN MIX**

- Signature lines are free and let people know you're a writer.
- Include a branding statement and a hot link to your website and/or blog.
- Keep it short. Many loops restrict you to 4 lines. Follow the rules.
- Increase your name recognition by commenting on blogs or contributing to forums. Be careful. Know and obey the rules. Mind your manners. Say something relevant and helpful.

### 5. **On-line chats, publisher loops - SHARA LANEL**

-Live chats are instant--in other words, type fast--therefore whoever shows up during that two hours has the only chance of reading what you promo unless a log is kept

-have everything you want to say, like blurbs, links, etc, typed out so you can quickly copy and paste to keep up with the flow, but pay attention to the conversation so you can be friendly and responsive, and be talkative in case only three people show up

-I like doing author days on loops (Yahoo) because those on digest will see all the excerpts.

-Many publishers, review sites, and other authors have loops, so find out if they'll let you guest

### 6. **On-line book-related communities: Shelfari, Goodreads, etc. – PAMELA K. KINNEY**

<http://www.goodreads.com/>: (Has 7.3 million members) Connect with other authors, readers, and reviewers. As an author, you can list your books on your page, so people can find them.

Offer a Goodreads giveaway (print only). Create Goodreads trivia questions for your books.

<http://www.shelfari.com/>: Add “book extras” on Shelfari.com that will appear inside the Kindle versions of your books and on your Amazon book buy page.

<http://www.meetup.com/>: Create a membership at Meetup.com and look for local book clubs in your area. Participate as a reader first to make the contacts to get book club invites for *your* books.

Kindleboards: <http://www.kindleboards.com/>

<http://bookcountry.com/>: a new site (related to Penguin Books) where you can connect with readers

<http://www.nothingbinding.com/>: The Leading Global Social Networking Site for writers, authors, readers and book buyers. You can promote your books; connect with fellow writers and authors, hungry readers and book buyers; and discover great new writing.

AuthorsDen: <http://www.authorsden.com/> : can reach many readers by sharing their bio, books, blogs, events, stories, articles, poetry, newsletters, videos and link to other websites. Readers can discover, interact, track and enjoy! And you can join for free.

Bibliophilia – connect with readers and writers, post work to be critiqued  
<http://www.bibliophilia.org/>

Saavy Authors: <http://www.savvyauthors.com/vb/content.php> : Writers helping Writers.

LibraryThing.com: Where you can set a spot where you can post your books.

Yahoo Groups: There are yahoo groups for authors and some with readers too.

Filedby.com: <http://www.filedby.com/> : Any author with a book published in the U.S. or Canada can join for free, manage and enhance their pages, promote their books, check for accuracy, provide corrections and much more.

Red Room: <http://redroom.com/> :The Red Room Writers Society is the only writers society or school focused on *writing* rather than focused on reading and talking.

Linked In: <http://www.linkedin.com>

## 7. Blog Tours - KATHLEEN MIX

- A blog tour is you, guest blogging at other authors sites, and promoting your book to that blogger's followers. You gain visibility, they take a day off. ☺
- Some authors do 'interviews' and give you a list of their standard questions.
- Some authors will allow you to post your cover and an excerpt.
- But make your content matter. Inform & entertain. Don't just shout, "Buy my book!"

## 8. Bookmarks & Bling (Giveaways) – SHARA LANEL

- Don't get over-enthusiastic and purchase huge amounts—you'll want new ones for each new book.
- You can find pre-cut biz card, postcard paper at office store and print your own or print off one and take it to Kinko's. Make sure your cards look professional. (I had a gorgeous blown-up sign made a Kinko's years ago and I still use it now.)
- Giveaways can add up. Giving away ebooks costs nothing, but remember you want them to buy your ebooks. Giveaway from your backlist if you can or give an Amazon or publisher gift certificate.
- Romance Junkies and other websites do special promotions and ask for author prizes and giveaways
- For giveaways on your web site or any blogs, always consider postage.
- Put a disclaimer that international entrants can have an ebook prize only if you're not sure you'll want to pay the international postage.
- Know the laws about what you can ship before you post your giveaway.

Sources for Bookmarks & Giveaways:

Bookmarks--Awesome customer service:

<http://www.printingforless.com/>

Biz cards, yard signs, car magnets, etc. (Get on their email list for great deals)

<http://www.vistaprint.com>

Bookmarks and everything else:

<http://www.earthlycharms.com/>

<http://www.orientaltrading.com>

<http://www.cafepress.com>

Sign up for the Book-A-Day giveaway at TRS:

<http://theromancestudio.com/>

Can do a print book giveaway at

<http://www.goodreads.com/>

#### 9. **Joining Writers Groups / Clubs & Organizations – PAMELA K. KINNEY**

There are organizations you can join for a yearly fee, but there are also local writing critique groups just for helping each other critique each other's works. The latter can be found on Meetup.com, on Facebook, Yahoo groups, libraries, bookstores, and even in restaurants, cafes, and coffee houses.

<http://www.meetup.com/> There are writer's groups on Meetup—just put in a search for your area to find them.

Virginia Writers Club: <http://www.virginiawritersclub.org/>

Chesapeake Bay Writers: <http://www.chesapeakebaywriters.org/>

James River Writers: <http://www.jamesriverwriters.org/>

Romance Writers of America: <http://www.rwa.org/> (Chesapeake Romance Writers:

<http://www.crrwa.org/> and Virginia Romance Writers: <http://www.virginiaromancewriters.com/>

Horror Writers Association: <http://www.horror.org/>

Science Fiction and Fantasy Writers of America: <http://www.sfwaw.org/>

Mystery Writers of America: <http://www.mysterywriters.org/> (Southeast Chapter:

<http://www.semwa.com/wpr/> and Northeast: <http://www.mwa-ma.org/>)

Sisters in Crime: <http://www.sistersincrime.org/>

Society of Children Writers and Illustrators: <http://www.scbwi.org/>

#### 10. **Book Signings / Readings - KATHLEEN MIX**

- To arrange a signing: Contact your local booksellers, tell them about your book, suggest you do a signing, offer to give a talk/workshop for their customers, offer them bookmarks.
- Look for alternative locations and sponsors such as libraries, book fairs, and coffee shops.
- If you sign at a bookstore, make friends with the staff and sign the leftover stock.
- A signings is an opportunity to gain name recognition and meet readers. The venue will put up posters and advertise your appearance. You can send out a press release.

#### 11. **Book Trailers / videos – PAMELA K. KINNEY**

Book trailers are similar to a movie trailer, in that they are designed to build interest in an upcoming or current novel. Most book trailers run from one to three minutes.

Technology is much easier now so you can instantly make and upload a video.

Be aware of copyright laws when selecting images and music

Things that make a good trailer: Concrete details about your book, make it sticky and memorable, unusual and a bit different, and humor is very important.

You submit your book video to YouTube, Facebook, Goodreads, Blazing Trailers, BarnesandNoble.com, Amazon, on your blog, MySpace, [BookTrailers.net](http://BookTrailers.net), [Bookscreening.com](http://Bookscreening.com), [ComicBookTrailers.com](http://ComicBookTrailers.com), <http://redroom.com/>

Two examples-Pamela K. Kinney's Haunted Richmond, Virginia:

<http://www.youtube.com/watch?v=SUqyeoSb4n8>

and The Book of Spam: [http://www.youtube.com/watch?v=uYMmh\\_H3dJA&lr=1](http://www.youtube.com/watch?v=uYMmh_H3dJA&lr=1)

#### Professional Book Video Production Companies

AVA Productions:757-873-3303. <http://www.avaprovide.com/>

Nowicki Productions:

[http://www.nowickiproductions.com/Book\\_Trailer\\_Producers\\_and\\_Services.html](http://www.nowickiproductions.com/Book_Trailer_Producers_and_Services.html)

Circle of Seven Productions: <http://www.cosproductions.com/>

Crush Creative (UK-based): <http://www.crushed.co.uk/>

Red Fourteen: <http://red14films.com/tag/book-trailer-production-companies/>

JKS Communications (literary publicity company): <http://www.jkscommunications.com/book-trailer-production/>

#### Making Your Own Book Video:

<http://authorculture.blogspot.com/2009/06/making-of-book-trailer-day-1.htm>

[http://canblog.typepad.com/canbookmarketing/2007/02/make\\_a\\_book\\_tra.html](http://canblog.typepad.com/canbookmarketing/2007/02/make_a_book_tra.html)

<http://kingdomelectlady.hubpages.com/hub/Create-Your-Own-Book-Trailer-Free>

#### 12. **Reviews - KATHLEEN MIX**

- RT Book Reviews is the premier location for getting your book noticed.
- If you purchase an ad, you get a review if it's within 90 days of your book's release.
- Use excerpts from complimentary reviews in your advertising and on promo materials like bookmarks. Pick the words or phrases that have impact. Credit the source.
- Amazon, B & N, and other on-line booksellers allow readers to post reviews. You can give away a few books and ask the recipient: If you enjoy the story would you please post a review?

Some other review sites:

RTBookReviews.com

ReviewtheBook.com

Romancejunkies

Longandshortreviews

Coffeetimeromance

RomanceStudio

Goodreads.com – 7.3 million members reviewing and recommending books

Kirkus Reviews (kirkusreviews.com) – Good exposure, but pricey. \$400-\$500

<http://www.book-addicts.com/>

### 13. Ads - SHARA LANEL

-Start with your budget

-Ads with Romantic Times can get you reviewed. RT has an online newsletter and a web site, so check those opportunities as well <http://www.rtbookreviews.com/>

-Group ads for print, especially ones subsidized by your publisher, can keep expenses down.

-Ads in RWR (Romance Writers Report) are cheaper than those in RT

-Ebook authors should concentrate on online advertising.

-Online ads are generally cheaper, for 1-3 mos., either rotating or static.

-Take out ads on review sites as well as some blogs, like Smart Bitches- Trashy Books

<http://smartbitchestrashybooks.com/>

-If your book is erotic get on: TRS Blue <http://www.theromancestudio.com/blue/>

or Just Erotic Romance Reviews <http://www.justeroticromancereviews.com/>

-Use Photoshop and Flash to save money in print and in e by designing your own ads—follow guidelines for size and resolution

### 14. Press Releases – PAMELA K. KINNEY

A press release is pseudo-news story, written in third person, which seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service or product.

If your story has some kind of local or topical interest, write a press release focusing on the story behind the story.

#### 10 Essential Tips for Writing Press Releases

- 1) Make sure the information is newsworthy.
- 2) Tell the audience that the information is intended for them and why they should continue to read.
- 3) Start with a brief description of the news, then distinguish who announced it, and not the other way around.
- 4) Ask yourself, “How are people going to relate to this and will they be able to connect?”
- 5) Make sure the first 10 words of your release are effective, as they are the most important.

- 6) Avoid excessive use of adjectives and fancy language.
- 7) Deal with the facts.
- 8) Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, Web site address.
- 9) Make sure you wait until you have something with enough substance to issue a release.
- 10) Make it as easy as possible for media representatives to do their jobs.

#### How to Write a Press Release

<http://www.lunareclipse.net/pressrelease.htm>

<http://www.wikihow.com/Write-a-Press-Release>

### 15. **Radio / TV interviews - KATHLEEN MIX**

- Two weeks before your scheduled appearance, send the interviewer a press kit (or a book, bio, and suggested questions). If you have a Readers' Guide for book clubs, send a copy along.
- Have 'talking points' – 3 things you want to communicate to the listeners.
- Prepare by anticipating what you might be asked and thinking about how you could answer.
- If a question is offensive or rude, politely segue to a new subject.
- Radio interviews can be done over the telephone if the station is far from your home.
- You can also do podcasts or use Skype.

To prepare a Press Kit, put a copy of the following items in an eye-catching folder. Attach a label with your name, slogan, and logo on the front.

A cover letter

Your contact information

A flattering headshot – look professional

Bio – This is no time for modesty!

Your writing credentials

Reviewers' comments about your book(s)

Info about your genre (a copy of RWA's Romstat report!)

Bookmarks

Hint: If you send these out frequently, have a printable on-line press kit as part of your website. Make it easy for media people to find out about you and your books.

See an excellent sample of a Readers' Guide at: <http://mimilatt.com>

### 16. **Conferences & Cons – networking & visibility – PAMELA K. KINNEY**

Sometimes, just promoting online isn't enough. You need to get out there and meet the readers face-to-face at conference and conventions (especially those that are about the genre or genres you write—example science fiction and fantasy conventions, horror conventions and mystery conventions).

#### Some Conventions:

Romantic Times: <http://www.rtconvention.com/>

Ravencon (Richmond, VA.): <http://www.ravencon.com/>

Marscon (Williamsburg, VA.): <http://www.marscon.net/>

Mysticon (Roanoke, VA.): <http://mysticon-va.com/>

Fantasci (at Chesapeake Central Library in Chesapeake, VA.): <http://www.fantasciconvention.com/>

Monster Fest (at Chesapeake Central Library in Chesapeake, VA.): <http://www.monsterfestva.com/>

Balticon (Hunt Valley, Maryland): <http://www.balticon.org/>

Concarolinas (Charlotte, N.C.): <http://www.concarolinas.org/>

Other RWA chapters hold conferences, as does James River Writers in Richmond in October:

<http://www.jamesriverwriters.org/what-we-do/programs> Plus other organizations hold their conferences or know of where you can find some when you join one of them.

World Science Fiction Convention: <http://www.wsfs.org/>

World Fantasy Convention: <http://www.worldfantasy.org/>

World Horror Convention: <http://worldhorrorconvention.com/>

### 17. Speaking & Teaching - KATHLEEN MIX

- Sharing your knowledge is a good way to build your readership, compile a mailing list, and gain name recognition.
- Community Groups and Book Clubs need speakers for their meetings and will usually allow you to sell books after your presentation
- Libraries offer opportunities to speak or teach. Conferences need workshop presenters
- Writers Groups offer a venue where you can talk writing (in-person or on-line)
- Teach a continuing education course at a Community College
- List your workshops on your website. Check out my website page for an example.

### 18. Contests (Holt, Rita, Golden Heart) - SHARA LANEL

-Entering published author contests, gives you something to talk about if you final or win. Mention of RWA's Rita can even go on your book cover.

-Anything you can mention on FB, Twitter, etc gives you a chance to get your name out.

-Unpubbed contests, especially ones that have a published author category, like VRW's Fool for Love and FTH's Wallflower contest, may give you the chance for a critique of a new manuscript or an opportunity to get your work in front of an editor or agent

-Contests cost money, so carefully consider why you're entering the contest

Romance Contests (RWA chapters)—just a few examples:

VRW HOLT Medallion

OKRW National Readers Choice Awards

FTH Lories

KOD Daphne

FF&P Prism

RWA's Rita and Golden Heart

### 19. Slogans & Logos – Branding - KATHLEEN MIX

- Branding simply means you make yourself the product. You're identifiable for your style and reputation and the type of books you write.
- People buy based on names and brands they recognize.
- Have a slogan - a phrase that describes your work or themes. Some writers call them taglines.
- You might also want a logo - a visual image like the big trademarked K on Kellogg's Cereal



- A stylized version of your name is a good logo.
- Put your slogan and/or logo in your signature line, on bookmarks, pens, anything you give away

## 20. **Social Media - Facebook / Twitter etc. – PAMELA K. KINNEY**

Facebook: Facebook is a social utility that connects people with friends and others who work, study and live around them.

MySpace: This social media still exists, but has lost popularity

Twitter: Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets".

Host a Twitter party. Host a Twitter chat about your book.

Create a Twitter hashtag (searchable word/phrase with a # - pound sign -before it) just for your books, your event, your publisher.

Join Triberr.com. Triberr helps expand your reach. You belong to a tribe and whenever someone posts a blog post it gets tweeted by the people in the tribe to their Twitter followers.

You can “hook” most things to Facebook, so that your Twitter posts or Pinterest pins show up on your wall.

### Social Media Sites:

- New! Pin internet photos etc, including your book covers.  
<http://pinterest.com/>
- Twitter:  
<http://twitter.com/>
- A Twitter Cheat Sheet:  
<http://gigaom.com/collaboration/tweeting-101-a-twitter-cheat-sheet/>
- Facebook:  
<http://www.facebook.com/>
- Google +  
<https://plus.google.com>

## 21. **Amazon Central - KATHLEEN MIX**

- Every author with a book for sale on Amazon has an author directory page, and every book has a book detail page. Use your author page to be noticed or set up a dialogue with readers.
- Upload a bio and a headshot. Set up an RSS feed so your blog posts are shown on the page.
- RSS stands for Really Simple Syndication. Beside Amazon, you can use a feed to publish your blog on Facebook, LinkedIn, Goodreads, and other social media.
- Set the option in your blog or use a feed service like feedburner.com, bloglines.com, or FeedDemon.com
- Specify search keywords on your book details page
- It is also your portal for adding extra content to Shelfari

## 22. **Second Life / Virtual Worlds - SHARA LANEL**

SECOND LIFE <http://secondlife.com/>

-SL is a virtual world peopled with avatars representing real people just like you

-First of all, learn the ropes, create your avatar, learn how to walk, fly, sit, talk

- Look for newbie areas to practice in (go to Nara Malone's website – link listed below)
- To meet other authors consider: Author Island, Milkwood, The Literary Society

#### More Technical Options:

- You can create (or have someone create) video games for your books, like Nora Roberts
- Also, transmedia fiction or alternate reality games where a rabbit hole, or trailhead, marks the first media artifact, be it a website, contact, or puzzle, that draws in players.

-Keep up with the techy stuff and consider the possibilities. The promotion possibilities may not be immediately obvious, but with some creative thinking you can be out in front of the pack

#### Sites:

Inside the virtual world of Second Life are many places to promote your books--Author Island, Milkwood, The Literary Society. Can also use snapshots and video from SL in video trailers etc.  
<http://secondlife.com/>

Examples of virtual worlds you can create and use on your web site:

<http://www.naramalone.com/p/naras-worlds.html>

Nora Roberts' computer game:

[http://www.amazon.com/Nora-Roberts-Vision-White-Pc/dp/B0035HAEXI/ref=sr\\_1\\_2?s=videogames&ie=UTF8&qid=1335739947&sr=1-2](http://www.amazon.com/Nora-Roberts-Vision-White-Pc/dp/B0035HAEXI/ref=sr_1_2?s=videogames&ie=UTF8&qid=1335739947&sr=1-2)

Alternate Reality Gaming (ARG) or transmedia fiction:

<http://www.unfiction.com/about/>

### **23. QR codes / Street Teams – PAMELA K. KINNEY**

QR codes: at its most basic, a QR Code is a barcode on steroids. They're used for encoding information in two-dimensional space -- like in the pages of magazines, in advertisements and even on TV and Web sites.

QR codes encode data both horizontally and vertically in a grid of tiny squares. This allows for much more data to be encoded in a smaller space. QRs have 2D Barcodes: Such as QR codes, Microsoft Tag, and JagTags.

QR codes can make it easy for an author to have their website coded on their business cards or on flyers/postcards/bookmarks. Those readers with smartphones and i-phones (and a QR scan-tag app) can take a snapshot of the code and immediately upload to the site.

To make a QR Code: <http://www.the2dcode.com/>

Download the free scan-tag app at: <http://gettag.mobi>

AR Codes are action codes to access moving pictures. For example: you click on the A in a woman's hand and it takes you to their current video. An author can put this on a bookmark or a postcard and with one click, a person can access their book trailer.

Mobile Action Codes, which include 2D barcodes (e.g., QR codes and Microsoft Tags) and digital watermarks, are becoming the 21st Century "Call To Action" for advertisers, brands and publishers.

Street Teams

A Street Team is a group of fans who canvas/haunt/stalk places and promote you. Basically your Street Team is creating buzz about your work.

There has to be something in it for your Street Team. Signed books, monthly prize drawings and such go a long way. To build a street team: ask your friends or put the request out to the universe i.e. up on your blog, Facebook, Myspace, and website.

**24. Author Apps - KATHLEEN MIX**

- Author apps are simply mobile-optimized websites.
- Apps are available for IOS, compatible with the iPhone, iPod touch, or ipod
- Apps for other Android cell phones just came available about a week ago
- Procedure – You can get an app from OnSeeker Technologies (Onseeker.com)
- Price – set-up is fee, but you may want to pay someone to develop your content. It must be optimized for viewing and navigating on a cell phone screen
- To submit to Apple, you must register as a developer, pay a \$99/year fee, and have a book or short story for sale through the iStore (or on an iBook platform)
- There is a monthly fee: \$25/mo. for either IOS or Android, \$35/mo. for both
- Apps are new and there are very few out there. So being first can get you extra publicity.

Sample author app:

<http://itunes.apple.com/us/app/desiree-holt/id503575369?mt=8>

**25. Launch parties - SHARA LANEL**

-A great way to hit up relatives and friends to buy copies of your book, so have plenty on hand

-You can also do a cyber launch party on your blog or website. Post excerpts, have giveaways, and invite guest authors

**26. Writing nonfiction - PAMELA K. KINNEY**

If you write fiction, writing non-fiction can help your fiction move. You can write articles on writing, subjects concerning your fiction, or even a nonfiction book. With a blog, you can post articles and even free stories and poetry. Examples of places Pam has written articles for:

Chesterfield Observer: <http://www.chesterfieldobserver.com/news/2007-10-31/news/016.html>

Haunt Jaunts Blog: <http://www.hauntjaunts.net/2012/04/19/tribute-to-professor-clines-haunted-monster-museum-natural-bridge-virginia/>

**25. Be a 'source' or get quoted – KATHLEEN MIX**

- Reporter Connection (reporterconnection.com) and help-a-reporter (helpareporter.com) are loops where reporters look for experts to interview or quote in non-fiction articles. If you can help them write their article, you'll be mentioned as a source and get free publicity.
- To get reporter connection notices send a blank email to: [email@freepublicity.com](mailto:email@freepublicity.com)
- Another way to be quoted is to help another writer working on an RWR article. If you're on the PAN loop, watch for posts asking for input.

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**References:**

*How to Make, Market, and Sell Ebooks – All for Free*

Jason Matthews (Besides information on putting together ebooks, he has a lot of promo ideas that are free.)

*Guerrilla Marketing for Writers – 100 Weapons for Selling Your Work*

Jay Conrad Levinson, Rick Frishman & Michael Larsen

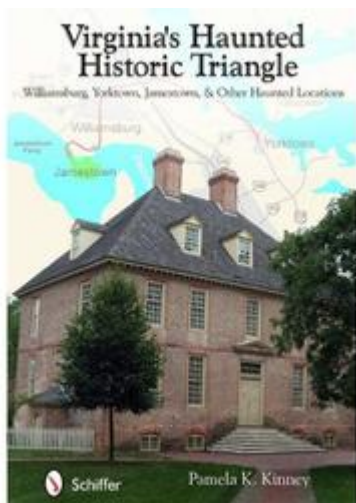
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**Speaker Bios:**

**Shara Lanel** resides in Richmond, VA with a clingy dog, an action-oriented son, and a handsome hubby. Don't put her in the kitchen, unless you want to burn it down, and her green-thumb is hit-or-miss, but she excels as a bibliophile, hoping she never has to pack up and move, since her hubby might see just how many volumes she really has. Shara's novels are always full of suspense and hot romance, whether set on the moon or in a Mexican jungle. Chat with Shara on Facebook [www.facebook.com/sharalanel](http://www.facebook.com/sharalanel) and Twitter @SharaLanel and read excerpts from all her novels at [www.SharaLanel.com](http://www.SharaLanel.com).

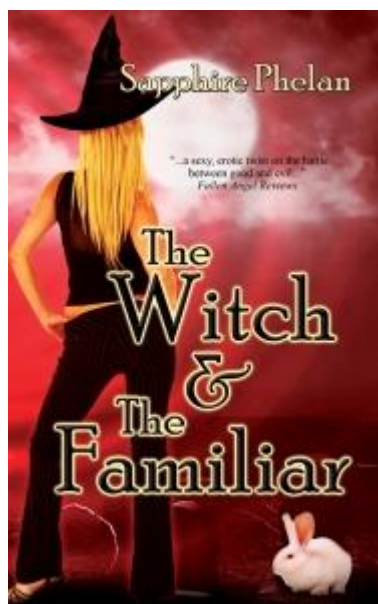


**Pamela K. Kinney** is a published author of horror, science fiction, fantasy, poetry, and nonfiction ghost books published by Schiffer Publishing. Two of her nonfiction ghost books have been nominated in the past for Library of Virginia Literary Awards. Coming this fall from Schiffer Publishing is her fourth nonfiction ghost book, *Haunted Richmond II*, plus she just had *Virginia's Haunted Historic Triangle: Williamsburg, Yorktown, Jamestown, and Other Haunted Locations* released from Schiffer July 2011 and a short story, "Donating" in *Inhuman Magazine*, Issue 5. Her short horror story, "Bottled Spirits" accepted for *BuzzyMag* and "Azathoth is Here" was reprinted in *Innsmouth Magazine: Collected Issues 1-4* in Kindle and ePub formats. And of course, she has her horror and dark fantasy tales collected in one book, *Spectre Nightmares and Visitations*.



Under the pseudonym, Sapphire Phelan, she has published erotic and sweet paranormal/fantasy/science fiction romance along with a couple of erotic horror stories. Her erotic urban fantasy, *Being Familiar With a Witch* is a Prism 2010 Awards winner and a Epic Awards 2010 finalist. The sequel to *Being Familiar With a Witch*, *A Familiar Tangle With Hell* was released June 2011 from Phaze Books and both eBooks were combined into one print book, *The Witch and the Familiar* released April 24, 2012.

She admits she can always be found at her desk and on her computer, writing. And yes, the house, husband, and even the cats sometimes suffer for it!



**Kathleen Mix** is the author of six romance novels published by Avalon Books, Samhain Publishing, and The Wild Rose Press. Her next release is *Deadly Memories* available July 13.



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