



March 2011 Newsletter

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Editor's Corner

Author promotions coach Lynn Serafinn (<http://spiritauthorscoach.com>) and I have networked together on several campaigns for prominent authors bringing books to the market through Amazon launches. I am thankful for her friendship and the role model she provides as a book marketer and spiritual mentor. Lynn interviewed Dr. Caron Goode and me on [Garden of the Soul Radio Show](#) in a discussion about how we pick up unwanted energy from people we love as well as from those we don't even know. I complied when Lynn asked me to lead her listeners in a meditation to ground and center our energy as a way to raise our personal vibration. This demonstration inspired me to create more audios to help energy-sensitive people clear the energy fields and balance their chakras. The first audio is complete and you may listen to it here: <http://tinyurl.com/48sn75p>

Through Lynn, I'm involved in the Amazon book launch for Hay House author Dr. Roy Martina (<http://emotionalbalance.com/book-launch/pre-launch.html>). I'm giving 25 sample pages of my new book as a bonus gift to those who buy Roy's book, *Emotional Balance: the path to inner peace and harmony*, on March 15. His book reveals a new way to deal with our self-sabotaging mechanisms, and teaches us how to return to our still point rapidly and easily when life knocks us off balance. This networking effort has not only given me exposure to literally thousands of people I would never have reached, it also put me in direct connection with another Hay House author, Dr. Eric Pearle, the legendary author of *The Reconnection: Heal Others, Heal Yourself*. Dr. Pearle will be my guest on We Are One in Spirit Podcast April 28.

You are cordially invited to caravan as part of a virtual tour for my new book, *Whose Stuff Is This? ~ Finding Freedom from the Thoughts, Feelings, and Energy of Those Around You*. From audios to articles, there's something for everyone! Here is the tour schedule.

Sunday, February 27 Michael David Lawrence interviews Yvonne Perry who shares methods to help highly-sensitive people shield themselves from detrimental energy <http://www.emotionalhealthtips.com>

Monday, February 28 - The Shift Guru Barbara Joye will host an article by Yvonne titled "5 Steps for Developing your Intuition" <http://shiftguru.wordpress.com/>.

Tuesday, March 1 - Joanne Spratt will host Yvonne on Beyond Words Radio Show at Believe in the Moment radio <http://www.believeinthemoment.com/bitm-radio.html>.

Wednesday, March 2 - Carol Denbow will share an article titled "Why Yvonne wrote the book" on her blog, A Book Inside <http://abookinside.blogspot.com/>.

Thursday, March 3- @positivepresent Dani will post an article: "Psychology of Empathy" on her blog, Positively Present <http://www.positivelypresent.com/>.

Friday, March 4 - Irene Conlan @ieconlan has an article: "Setting Boundaries with People" to share on The Self Improvement Blog.

Saturday, March 5 - Shelagh Jones will be hosting an audio interview with Yvonne for her [Spiritus blog](#).

Sunday, March 6 - Penny Ehrenkranz shares an article: "How Yvonne Published the Book" on One Writer's Journey <http://pennylockwoodehrenkranz.blogspot.com/>

Monday, March 7 - Doreen Pendgracs will be sharing an article from Yvonne titled: "Why I Chose to Self-publish My Book About Empathic Overload." See <http://doreenisthewizardofwords.blogspot.com/>

Tuesday, March 8 - Nickolove Lovemore Skyline Coaching Blog <http://www.skylinecoachingblog.com/> has a video clip, an excerpt from the book, an article "Clearing Your Energy Field," and a book review.

Wednesday, March 9 - Callie Carling shares a video, book review, and article on her blog, Empowered Healer <http://www.empoweredhealer.co.uk/>

Thursday, March 10 - Irene Conlan hosts Yvonne on [The Self Improvement Radio Show](#).

Friday, March 11 - Dr. Caron Goode shares an interview with Yvonne & a video on the Academy for Coaching Parents International
<http://academyforcoachingparents.com/blog/>

Saturday, March 12 - Dr. Caron Goode will be joining Shelagh Jones for an audio interview about the psychology of empathy. See [Spiritus blog](#).

Monday, March 14 - Soulmate Coach Crystal shares an article about detaching politely <http://www.soulmatecoachcrystal.blogspot.com/>

Tuesday, March 15 - Lisa Jackson shares her question & answer interview on Lisa Haselton's Reviews and Interviews
<http://lisahaseltonsreviewsandinterviews.blogspot.com/>

Wednesday, March 16 - Pat Bertram <http://twitter.com/PatBertram> has an article, "Stories from an Empath," on Dragon My Feet: <http://dragonmyfeet.wordpress.com/>

Thursday, March 17 has two stops: Elizabeth Bennett <http://twitter.com/PeerAbuse> will post an article: "Empathy in Children and Teens" on <http://www.peerabuse.blogspot.com/> AND Barbara Techel shares a YouTube video on Joyful Paws <http://www.joyfulpaws.typepad.com/>

Friday, March 18 - Barbara Joye will share her interview with Yvonne on her Creative Cafe Radio Show: www.blogtalkradio.com/shiftguru.

Monday, March 21 - Reno Lovison Marketing Communications Services presents an article "Authors Must Learn to Sell What They Write" on his Business Card to Business Blog: <http://businesscardtobusiness.com/blog>.

Tuesday, March 22 - Anne Lyken-Garner has a media release on <http://www.abloggersbooks.com/>

Wednesday, March 23 - Dr. Caron Goode presents a book excerpt and press release on her blog, Kids Who See Ghosts <http://kidswhoseghosts.com/blog/>.

Thursday, March 24 - Faith Ranoli interviews Yvonne on Heart and Home Radio Show <http://healthylife.net/RadioShow/archiveHH.htm>

Friday, March 25 - Vonnie Faroqui has an article on Ink Slinger's Whimsey blog <http://inkslingerswhimsey.blogspot.com/>

Monday, March 28 - Dr. Caron Goode shares a book excerpt on Raising Intuitive Children blog <http://raisingintuitivechildren.com/blog/>.

Yvonne Perry, Owner of Writers in the Sky Creative Writing Services

<http://writersinthesky.com>

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

The Great WITS World Spins

by Barbara Sharp Milbourn

It's no secret that giving clients our very best work, honoring their efforts, and seeing them as the fine human beings they are builds relationships that deepen, sweeten, and branch out in time. One day you see a way to connect your clients, one to the other in mutual benefit, and you experience the thrill of the great world spinning perfectly on its axis. I've recently enjoyed that day.

In 2008, Yvonne and I were copyediting and proofreading for a number of authors associated with Hal Leonard, a New York publisher. One of my clients was Jeff Rona, a talented musician in Southern California who composes soundtrack music for television and film and other things (see Jeffrona.com).

Out of the blue this year, he contacted me after reading my review on Amazon of WITS' client Cherie Burbach's [*21 Simple Things You Can Do to Help Someone with Diabetes*](#). His mother had contracted diabetes and there were questions.

Through our e-mail exchange, Jeff shared that he was recently remarried and his wife, a PR executive, was writing a book and might need a little help. I connected directly with her and invited her to share a few pages for evaluation at no charge. She did, and now I will work with her on her completed book proposal before it goes out. (Google Kelly Seal writer and former speed dating host.)

The relationship with the Ronas continued when I asked Jeff to recommend a screenplay writer for one of my non-WITS clients whose poorly ghostwritten book I recently edited and rewrote. (Google Jimmy Eugene On the Journey Back.) Jeff referred an accomplished screenplay writer, complete with bio and list of achievements, which I forwarded to my client's team. Yesterday I heard things were in forward motion.

As if that were not enough, long-time WITS client, author, adventure travel writer, and nature photographer Linda Ballou (see Lindaballouauthor.com) and I have maintained our author/editor relationship over the years. We began on her historical novel [*Wainani High Cheifess of Hawaii*](#) and met in person after a year or so of working together. We discovered we were soul sisters in our reverence for beauty and the great outdoors. We've since completed her [*Lost Angel Walkabout: One Traveler's Tales*](#) and continue our relationship on day-trip articles she submits regularly to *the L.A. Examiner*. Recently she dragged from her drawer a novel she wrote years ago for a young adult market. I have read it and we will discuss it when I travel to Southern California in March. On this trip, Linda and the Ronas will meet. Together Jeff, his wife Kelly, Linda, and I will hike Temescal Canyon.

Kelly's book proposal will fly forth, Linda's novel will come to fruition, Jimmy Eugene's (Dr. Jimmy Pollard) book will become of movie, Jeff's mother will get a handle on her diabetes, and the circle will expand and continue. I extend my special thanks to Yvonne Perry for her early vision of Writers in the Sky.

Barbara Milbourn is a Nashville-based freelance writer and Grammatika-certified editor focused on developmental and copy editing and proofreading. She is a member of Tennessee Writers Alliance, Toastmasters International, Tennessee Native Plants Society, Frist Center for the Visual Arts, Cheekwood, and a local book club. Barbara serves as copy editor, proofreader, or book shepherd to those needing assistance with a preparing a book to be published.

Musings from the Edge of Freelancia

By Dana Micheli

When Yvonne Perry asked me to join the Writers in the Sky team, I was thrilled. As a freelance writer and editor, anything that leads to more work is, of course, always welcome. But as the days went on, I realized that what I was feeling was not just about ambition; it was about being part of a community, something I hadn't experienced in some time.

The world was a different place when I decided to leave my job in the summer of 2008. The housing market had not yet imploded, Lehman Brothers was open for business, and no one had heard of Justin Bieber. My world was also different. I had a full-time job at a non-profit, a circle of close friends who I'd known since moving to New York, and I had never been on Facebook. Each day I dragged myself to work, unable to shake the feeling that I was supposed to be doing something else. Each week had two highlights: the new episode of *Mad Men*, and the novel I was editing "on the side."

Then, one day, "on the side" was no longer good enough. For years I had flirted with the idea of a full-time writing career, and I decided to seize the moment while I had the courage. I gave my notice at work and set to building my freelance business. This began two of the most transformative years of my life—not only professionally, but personally as well. They have forced me to reevaluate my priorities and my relationships as well.

I am blessed with a wonderful family, so perhaps I took that kind of unconditional support for granted. For when I left my job, some of my friends were anything but supportive. Suddenly I was an irresponsible dreamer, and when was I going to get a "real job," anyway? It wouldn't have done me any good to tell them I was working harder than ever, and loving every minute of it. So I stopped trying to explain myself and started seeking out folks who needed no explanation.

Writing is a solitary business, and I am just fine with that. But it's also good to know that there are others out there too. Doing their thing—alone, yet somehow together.

Dana Micheli is a freelance writer, editor, proofreader and journalist. She has written and edited works of fiction and nonfiction, including novels (ghostwritten), news articles, resumes, business plans, and restaurant reviews. She also researched and wrote the legal and housing sections of New York: The Complete Resident's Guide (Explorer Publishing). Dana has a B.A. in English from Southern Connecticut University and a Juris Doctor from New York Law School. She lives in New York City.

Formatting and Typesetting Are Not the Same Thing

By Yvonne Perry

Formatting has to do with setting the fonts, margins, headers, footers, page numbers, bullet points, etc. to make the manuscript look like a book and not an email, Web page, or essay. Some POD (publish-on-demand) companies will accept a formatted manuscript and use it to print your book. But, beware! They print exactly what you send them as long as it fits within the print parameters they require. So, if you have awkward line breaks, orphaned headings, mismatched fonts, uneven margins, or other formatting problems, the book will look amateurish.

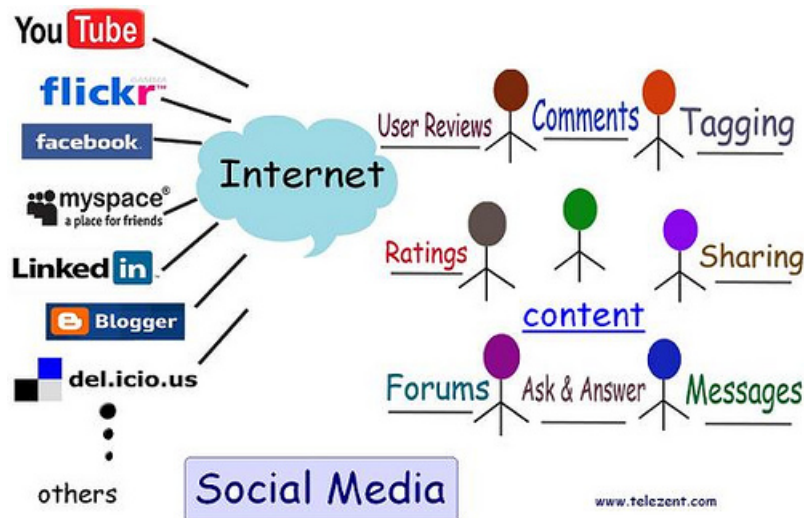
Typesetting has to do with making a book camera ready for a printer, usually off-set runs (bulk quantities). This requires InDesign or some other interior layout program that most editors do not own or know how to use. This is a job for a graphic designer. Typesetting is typically handled by the publisher. If you self-publish your book, you will have to provide files your printer can use. This means you may have to hire someone to layout the book's interior. Some POD companies provide this service; others do not. This is one reason I chose CreateSpace.com (CS) for publishing my last four books. Unlike Lightning Source—the most popular book printer in the US—which has difficult technical requirements, I can use CS my formatted (but not typeset) book.

Neither typesetting nor formatting is part of the editing process. However, WITS does offer this service. See <http://writersinthesky.com/editing-services.html#Formatting>.

Using PR and Social Media

By Vonnie Faroqui

Obtaining coverage in media publications (TV, radio, podcasts, online video, newspapers, magazines, online news sites, blogs, etc.) is every author's goal for spread the word about their book. PR coverage is free, third-party validation, which often results in more credibility for you and your book. So how does one secure coverage in these publications and media, and how can social media help?



If you have been reluctant to launch yourself into the Tweet-o-sphere, here is another reason to get yourself out there.

Social media is not just a way for you to spread the word about your activities or book release. It is a way to connect with what the social media gurus call "influencers."

An influencer: is someone who is connected with and able to influence the public through the media, such as a journalist, reporter or blogger.

Many journalists, reporters, and bloggers make themselves available on Twitter. Oh, it's true, I promise, and using Twitter is a great way to introduce yourself to them.

First you have to find them and one way to do this is to look for influential blogs (use blog search engines like Technorati), subscribe to them, and start following their authors on Twitter. Another way is to start following journalists who target our industry. Then start tweeting with them, but don't oversell yourself or your book. Get to know their work and site themes first and make sure that you have something to offer them before making your approach. Develop relationships by tweeting about an article of theirs that you enjoyed or by asking a question. (You can also use the comment section on a blog in much the same way.)

The web and social media give access to a whole slew of influencers with which you can easily interact and develop relationships. Building relationships and networking through social media

connects you with these influencers who have the ability to place stories about you and your book in front of the reading public.

*VonnieFaroqui is WITS's [marketing assistant](#) in charge of helping authors with online book promotion such as arranging virtual book tours and writing book reviews, author bios, media kits, and sell sheets. She also provides project management for online book publicity campaigns and virtual blog tours. As the **WITS Podcast coordinator**, Vonnie schedules guests interviews for our [writing show](#), creates promotional pieces to feature authors on our blog, writes articles and media releases, and serves as one of our podcast hosts.*

We Are One In Spirit Podcast Schedule

Swami Kriyananda will be joining Yvonne Perry on **March 3**. Swami is a prolific and internationally regarded author, speaker, accomplished composer, playwright, artist, and world-renowned spiritual teacher. Swami refers to himself simply as “a humble disciple” of the great spiritual leader Paramhansa Yogananda. And indeed that humility is the most striking aspect of a man widely recognized as one of the world’s foremost wisdom teachers and authorities on meditation and yoga, and the last disciple of Yogananda still teaching in public life. It was in meeting Yogananda at the age of 22, that Kriyananda, then J. Donald Walters, found his path. Swami Kriyananda, 84, continues to lecture around the world on spiritual matters, in particular the teachings of his Master.

On **March 10**, Gene Skaggs will be sharing uplifting spiritual insight in a discussion about messages from the afterlife. Gene has been a student of A Course in Miracles since 1979, and has written four books on the course titled: A Beginner's Glossary to a Course in Miracles, The Relationship Game Changing the Rules, 101 Questions and Answers on the Course, and Biblical Quotes from the Course Reinterpreted. His latest book, Anderson Speaks, tells a story that began August 6, 2009, when at the age of 22, Gene’s son, Anderson, laid his body down. The next day, Anderson gave his father numerous messages from the afterlife.

Janice Mickle will be sharing uplifting spiritual insight in a discussion about shamanic healing, energetic healing work, and spiritual counseling on **March 24**. Janice provides shamanic healing, energetic healing work, and spiritual counseling to provide clients with an integrated approach to spiritual healing and well-being. Janice founded Antara Foundation, a progressive healing community, in 2002 in Nashville, Tennessee. She offers individual and group instruction in Reiki (Energetic Healing), Medicine for the Earth, shamanic journeying, and other spiritual-guided teachings. She also provides individual healing and spiritual counseling sessions.

Authors Must Learn to Sell What They Write

By Yvonne Perry

Many a writer aspires to be a published author—by any method whether self-publishing or being accepted by one of the “[big six publishing houses](#),” such as Hachette Book Group, HarperCollins, Macmillan, Penguin Group, Random House, or Simon &

Schuster, or one of their imprints (subsidiaries). What most new authors don't realize is that once a book is published, it requires a lot of time, effort, and money to market it. The book, like any other product other than toilet paper, won't sell itself; it has to be presented to its target market over and over.

Promoting a book can become a lot like owning a business. I learned this the hard way when I published *More Than Meets the Eye, True Stories About Death, Dying, and Afterlife* (<http://deathdyingafterlife.com>) in 2005. I knew little about book marketing at the time, so the book didn't start selling until two years later when I published my second book, *Winning the Political and Religious Wars Over Stem Cell Research in America*. That's when I paid a publicist about \$3,000 to do my book marketing for me. While I never sold enough of that title to recoup my investment, I did get quite an education about book publicity.

The mistake many newbie authors make is becoming too attached to their book and not allowing others to critique it or suggest changes for improvement. Another error is not having a professional editor help them develop the book or at least provide a copy edit. Most authors assume this service is too expensive and will skip this very important step in bringing a book to the market. I've heard things like: "I had my friends proofread my book and they didn't find any errors," or "My cousin is a high school teacher and she said it is a great book." That's like going to the dentist to buy lip gloss! Even an English teacher cannot provide the same level of editorial assistance that a book editor can. Because an editor knows the book industry and the reader market, he or she can offer consultation about publishing methods and important tips about what makes a book appealing to readers. That's in addition to having extensive knowledge about various style guides, acceptable word usage, character development, transitions, making dialog work, formatting, and being able to assist with publisher query letters and book proposals.

A book is a product and must be sellable. A poorly-written book, with a so-so cover, or an ambiguous title/subtitle that lacks keywords is not as marketable as a page-turner that jumps off the shelf and causes the reader to say, "This is just what I'm looking for." That reader becomes a fan and automatically starts helping you promote your book. If I don't enjoy a book, I won't write a review (at least not a positive one) or recommend the book to others.

I had a "first" last week when an author I am working with told me he wasn't sure he was ready to be an author because of the time he would need to spend marketing his book. Usually, new authors have no idea of the amount of time and energy involved in successful authorship, but obviously, Steve has been reading WITS Newsletter!

I recommend authors do as many of the following things as possible:

- Create a marketing plan
- Maintain a blog specifically for the book
- Get domain names and build a Web site for the book
- Query to obtain radio and TV interviews
- Be available to record radio and TV interviews
- Create promotional videos and post them to YouTube and other social sites

- Conduct a book tour (in-person or online)
- Participate in the launch of other authors' books. If you haven't partnered on a book launch in the past, and you'd like to know WHY you might want to do this, read this article called "7 Reasons to Partner on Someone Else's Book Launch NOW" at <http://tiny.ly/2JwC>.
- Write and send media releases. I got a call from an energy-sensitive woman in Canada this week who found me via a release I sent for my book. I was thrilled to be able to help her and she was very happy to finally have an explanation for the empathy overload she had been experiencing. Finally someone understood what she was going through.
- Write and post articles to online article directories. Once my virtual tour is over, I will post all my blog articles on ezinearticles.com, OneTribeNashville.com, and other online directories
- Write and send articles to print magazines
- Participate in online forums pertaining to the topic of your book
- social marketing such as Facebook or Twitter
- Comment on and link to other peoples' blogs

I am employing these methods in promoting my latest book, *Whose Stuff Is This? Finding Freedom from the Thoughts, Feelings, and Energy of Those Around You* (<http://whosstuffisthis.com>).

Yvonne Perry is a freelance writer, author and keynote speaker who enjoys assisting people on a spiritual path by writing about topics that inspire excellence and uplift the spirit. She is a graduate of American Institute of Holistic Theology where she earned a Bachelor of Science in Metaphysics. She is the owner of Writers in the Sky Creative Writing Services, a team of full-time writers and editors located in Nashville, Tennessee.

WITS Book Reviews for March 2011

Book Title: *Evidence of Insanity*

Author: Carol Piner

ISBN-10: 0557386934

ISBN-13: 978-0557386932

Publisher: Lulu Publishing

Reviewer: Vonnie Faroqui

Yee-Ha!

In an age when everything is whitewashed for political correctness or proclaimed as abusive then psychoanalyzed sagely by folk of privilege, *Evidence of Insanity* is an unapologetic, knock-down-drag-out hilarious romp through the author, Carol Piner's, memory of life in Morehead, Carteret County, North Carolina and beyond. She begins by setting the scene of those early years in Morehead by sharing that, "Talk . . . was our

biggest industry . . . Low down, dirty, mean mouth kind of talking. Of course, it was all true, but let's forget that for a moment and move on." Piner isn't shy about spinning the yarn of her life, boldly exposing herself, her neighbors, family and relationships for their inglorious humanity. She does so by washing laughter over all, as she out-truths the gossip mongers in this "tell all" book.

Piner describes her early self best when she writes "Think of me as a small Scarlet O'Hara. A grimy at all times Scarlet, but her nonetheless." An apt description as time and again she faces the cruelties of life with stubborn determination and tenacity but above all else, humor. Evenhanded but merciless in her commentary, she holds nothing back when it comes to self analysis or her assessment of people and circumstances.

Evidence of Insanity, reveals as much about the strength and courage, pride and perseverance to be found in womankind as it does about Piner's life. If you have painful memories of childhood or traumas that you just can't seem to let go of, an hour reading *Evidence of Insanity* will slap the self pity right out of you, and leave you humbled but ready to go on living, a little freer for the reality check.

The colorful goings-on related in the pages of her memoirs paint, with all the soul and rich southern flavor a body could desire, one of the best depictions of rural life America that I have ever read. *Evidence of Insanity* is surely aptly named. *Fried Green Tomatoes* and the *Ya-Ya Sisterhood* have nothing on the Yee-HAs of Carteret County.

Book Title: *Living the Difference: an enlightening story revealed for people of all ages straight or gay*

Author: J.C. Knudson

ISBN-10: 0578062712

ISBN-13: 978-0578062716

Publisher: Espresso House Publishing & Distribution, LLC (August 25, 2010)

Link to purchase: <http://amzn.to/hyQvOn>

Reviewer: Vonnie Faroqui

Inside *Living the Difference*

J.C. Knudson has done what few other people have dared to do. He has written a book detailing the story of his life. I know tons of people write about their lives –too many to count and within every life is a story or lesson worth finding. What makes this book noteworthy is that J.C. has written with the intent of revealing his earliest memories of same sex attraction. His book details his early sexual development and goes on to outline the events of his life as affected and shaped by his sexual orientation. In writing, he has avoided much of the self pity or self aggrandizement that often characterize biographies, instead choosing to relate his story in a way that allows others to form their own opinions –to reject or to embrace the message he has to share. The resulting book is remarkably under-sensationalized.

J.C. doesn't try to convince you of what being gay is or is not. He believes that being gay is as natural as being straight and so he doesn't waste time defending that position. He simply and neatly opens the doors and lets you look inside his life. He is respectful. He doesn't impose on the reader or force intimacy. His story explores the wasted moments

and the misery created through self denial and ignorance, showing clearly that living a lie leads to a life full of regret and self judgment. By embracing himself and his natural desires J.C. opened himself and his life for self respect, for true loving, lasting relationships, and to mutual appreciation. He shares his confusion and desires without being explicit, and in so doing makes it possible for others to learn from his life, offering as much in the way of comfort and hope as he does to dispel fear and ignorance.

Living the Difference reveals in its pages a man with high standards, ethics, dedication, love, and loyalty. The life he has led could easily be any of our lives, at the best and worst of times and yet the difference is there, imposed by the perceptions and culture around him. What did *Living the Difference* reveal to me? It revealed a human story of triumph and humility that offers hope and a measure of normalcy to counter the misperception of irresponsibility and flamboyant decadency which veils the “gay life.”

There is much in this book that may be helpful in dispelling prejudice and fear about gay men in particular. However, the most benefit will be gained by those who will read between the lines and notice that J.C. is no different in his humanity than they are. I recommend this book for those who are struggling to suppress homosexual attractions or who are in confusion about their sexual orientation. This book will be especially helpful to those men who like J.C. have lived or are living double lives. Many gay men would like to embrace themselves but are afraid that doing so will remove them from having full lives; from the possibility of finding happiness, meaningful relationship, success, and achievement. J.C.’s story reveals that being gay does not condemn anyone to an empty or frivolous life, devoid of relationship, and doomed to rejection. If nothing else J.C.’s story offers hope to those who otherwise might have only the fear and self loathing. The real difference between gay and straight life comes from having the sanction to love fully by embracing one’s self. Living well being the only choice one has to make.

WITS Announcements

Limelight Book Review to Launch April 2011

Ink Slinger's Whimsey [ISW,] in association with Writers in the Sky, is always seeking new and innovative ways to assist our clients with their online promotions. The *Limelight Book Review* is the most recent service directed toward assisting our clients in capitalizing on and utilizing the social media phenomenon created by YouTube.



Limelight Book Review Launches April, 2011

About the Show

The *Limelight Book Review* is a weekly, video book review produced by and presented through the Ink Slinger's Whimsey author promotions blog. Audiences will be introduced to new authors, learn additional and interesting facts about authors they have met before, and enjoy insightful reviews about the latest books on the market.

The focus of the show is to bring positive attention to up and coming or established authors by . . .

- Sharing author bios and Internet URLs
- Featuring video book reviews with 4 and 5 star ratings
- Placement of video book reviews at <http://inkslingerswhimsey.blogspot.com/> , Amazon.com, YouTube, on Videojug.com and other video related social media outlets
- Announcing author promotional and virtual tour campaigns
- Providing authors with video book reviews that can be used for online self promotion through social media

Promotional Offer

Presently, the *Limelight Book Review* is in the production stages while ISW builds a season of reviews and will launch at <http://inkslingerswhimsey.blogspot.com/>, in April, 2011.

As part of the promotional build up and preparation for the show's launch, the *Limelight Book Review* video reviews are being offered free to clients with the purchase of ISW's standard book review and the Writers In The Sky Podcast interview combined services.

Start building your video presence on the Internet by having our video review of your book featured on the *Limelight Book Review*. Submit your book for a free assessment now as the promotional offer is only good through April 30, 2011.

How Does My Book Become a Featured Review?

Books coming to ISW for written or video review services are assessed for entertainment value or social and cultural significance and literary quality, with grammatical and mechanical consideration. The review services are reserved for books receiving a four to five star rating. There is no charge for the assessment or if a book does not receive a high enough rating to be featured as a written review on the ISW blog or through the *Limelight Book Review* show.

Authors interested being featured through this promotional opportunity please contact Vonnie Faroqui via Ink Slinger's Whimsey at <http://www.ink-slingers-whimsey.com/contact-us.php>

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WITS team member Karen Reddick was recently named Executive Director of the Colorado Independent Publishers Association. An organization of over 250 members. Our mission is to help writers and authors self-publish high-quality, industry-standard books. See <http://www.cipabooks.com>. Karen is the author of *Grammar Done Right!* Revised & Expanded 2nd Edition, an easy-to-understand grammar reference for all your grammar, usage, and style questions, and *The A-Z Guide: The Best Ways to Work with a Virtual Assistant*.

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PURCHASE paperback book, *Whose Stuff Is This? Finding Freedom from the Thoughts, Feelings, and Energy of Those Around You* at <http://tinyurl.com/EmpathAmazon>. The e-book version is now [available for Kindle](#), iPhone, iPad, and other digital reading devices.

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Stephanie Miller is reaching out to Mid-South creative writers to let you know she is taking submission for her environmental art/ deeply ecological horticulture magazine. This is a new magazine, and doesn't pay for submission yet. Check us out here to see if you want to participate in this growing community:  
<http://www.photosynthesismagazine.com/agardenofwords.htm>

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“Emotional Balance – Achieving Inner Peace” an uplifting and practical 4-day online event with a panel of 10 world-class speakers on the TRUE nature of energy, emotions, dis-ease, wellness and joy. Here are the time/dates for the telesummit:

Mon Mar 7th, Tues Mar 8th
Wed Mar 9th, Thur Mar 10th
from 2 to 3:30 p.m. EST
Register FREE at: <http://emotionalbalance.com/book-launch/telesummit.html>

Each of these 90-minute calls will be a truly informative experience with ten of today's leading holistic doctors, healers, authors and speakers on the topics of the connection between energy and emotions and true wellness and dis-ease, including Dr. Eric Pearl, Jason Chan, Doug De Vito, Luis Angel Diaz, Dr Patti Conklin, Dr Ellen Cutler, Steve Taylor and Lissa Coffey. Lynn Serafinn from Spirit Authors will be co-hosting the event.

Even if you can't make the live broadcast, if you sign up you'll be able to download the audio recording after the event is over.

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Lost Angel Walkabout-One Traveler's Tales bagged the Bronze in the North American Travel Journalists Association (NATJA) 2010 competition in the travel Narrative/Guidebook category! This awards competition, now in its 19th year, honors the “best of the best” in travel writing and photography.

“We were extremely pleased with this year's (500) entries; they were outstanding, both in quality of work and range of coverage,” said Helen Hernandez, CEO of NATJA the second largest travel media association in North America.

NATJA also publishes Travel World International Magazine. Learn more about Linda Ballou, featured author and her winning book *Lost Angel Walkabout*, in her interview to appear in the spring issue. See <http://www.natja.org/>