



December 2011

Whether you are a published author or a writer—wanna—be, this e—zine is for you. Here, you will find articles, book reviews, announcements, poetry, and information about the craft and business of writing, publishing, and book marketing written by our readers.
<http://writersinthesky.com>

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Editor's Corner

Here we are in the last month of a very exciting and wonderful year that brought much change for many people. In spite of the hardships some people encountered, we have survived and even thrived as we made strides in awakening and remembering that we are grand creators. Aligned with the natural power of the universe, we have manifested new careers, healed a sense of separateness, and accessed the love and oneness of All That Is.

In some ways it's sad to see a year come to an end; in other ways it's exciting because we know that right around the corner there awaits a fresh new year brimming with unlimited potential to create whatever we desire. I hope that is the optimistic stance you are holding during this time of transition.

I have seen transformations in my family, my finances, and my personal relationships in 2011. I am indeed grateful to have moved into my destiny as I share uplifting spiritual insight through my books, podcasts, and coaching. It warms my heart that more and more people are writing to tell me how much they are growing from reading my books, tweets, Facebook updates, blog posts, and participation on LinkedIn. I hope you are connected in these avenues

and will continue to correspond with me to share your experiences during 2012 as we take the next step in the evolution of human consciousness and expansion of the Earth.

This shift in consciousness allows us to see that there is no need to compete with others. There is enough water in the ocean to float all our boats and there is no lack of any kind when we are fully connected to Spirit in all our endeavors. This mindset shows us how to market our books, services, and products in a win-win manner as outlined in Lynn Serafinn's new book, *The 7 Graces of Marketing: how to heal humanity and the planet by changing the way we sell*. I encourage you to tap into the rich marketing resources and spiritual wisdom of Lynn and the panelists who will be sharing in a free upcoming telesummit. There is more information in this issue, so be sure to read everything in this jam-packed, year-end edition of *Writers in the Sky Newsletter*.

Have a wonderful and enjoyable holiday season!

Yvonne Perry,

Owner of Writers in the Sky Creative Writing Services

Website: <http://writersinthesky.com>

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

Blogs: <http://writersinthesky.blogspot.com>

<http://yvonneperry.blogspot.com>

Eight Mistakes that Will Absolutely Kill Your Book!

The covers we choose for our books are much more significant than many authors think. Over the years I've seen everything from a finely designed book cover, to one the author created himself. Now, there's nothing wrong with designing your own cover — if you're actually a cover designer. Otherwise, you should leave it to the pros.

I recently had an opportunity to sit down with my friend and colleague Hobie Hobart to talk about the importance of book covers. I think some of his answers will surprise you!

1. How long does the average consumer spend viewing a book cover before he or she decides to buy or not buy the book?

Bookstore browsers spend an average of 8 seconds looking at the front cover and 15 seconds studying the back cover before making a buying decision where your book goes straight to the cash register, not back on the shelf.

Online bookstores such as Amazon reduce the decision time even further. In mere seconds, your cover sings or is ignored among the other small thumbnail covers in the search genre.

Mobile devices display book covers and branding down to a small image about 58 pixels square!

John Willig, president and literary agent of Literary Services Inc., told me about his agency's "3—Second Rule" which they use in evaluating any book submission. If the cover doesn't grab them in 3 seconds they pass on it. Only 3 seconds!

2. What are the biggest mistakes you see in book cover design?

You want your book designed good, fast and cheap. The reality is that you can have only two of these three.

The fast—and—cheap combo is very popular right now but it produces substandard quality and cookie—cutter looks — not a winning combination if you want to sell a sizeable number of books or if you care how the book influences your brand.

You get a limited number of templates to choose from for your book cover. These book production "factories" have no time in the schedule or room in the budget to slow down and pay attention to quality or your image, let alone other important factors which influence the power of your cover.

The bottom line is when you pay dime store design prices, you need to expect dime store quality books.

3. Is it ever a good idea to put your picture on a book cover?

This is contingent on many factors so the initial answer is, it depends. It IS a good idea, and nearly mandatory, to use your picture on the front cover if you are a Barack Obama, an Oprah, or a renowned superstar. Many authors think that putting their picture on the front cover will make them famous. This is not necessarily so. Unless you are well known in the media, bookstore buyers will not accept your book which pictures you on the front cover. However, if you are selling exclusively to a tight niche where you are well known, or your intention is to start branding yourself to a specific market, your photo on the front cover or the spine can be an advantage.

4. What do bookstore book buyers look for in a book cover?

Bookstore book buyers want concise, quick information. They are very attuned to various aspects of their clientele and can instantly tell if that group would be interested in a particular book. The front cover (or spine, if displayed spine out) must lure them in with an attractive, compelling visual, and then a sizzling spot—on title which will hold their interest. The front cover works in a very subliminal way. Once the front cover draws the bookstore browser in, it is expected that the back cover will provide clear reasons why this book is right for them.

Nora Rawlinson, past Editor-in-Chief of *Publishers Weekly*, says, "Why not judge a book by its cover? Anyone who has sat through a sales conference can attest to the widely held belief that you CAN tell a book by its cover. And booksellers are as enamored of dust jackets as sales reps. In our study of booksellers' assessments of publisher marketing efforts, 75% of the 300 booksellers surveyed (half from independents and half from chains) said that, of all the elements of the book itself, the look and design of the cover was the most important—The jacket is prime real estate for promoting a book."

5. What distinguishes a bestselling, brand—building book from one that practically guarantees your book will never sell?

Though there are many answers to this question, the most important would be that the cover must absolutely make a connection between your book and your chosen target market. The colors, typestyles and images (if you are using some) must be compatible with the preferences of that market to elicit an immediate response that says, "Pick me!" The title and subtitle have to be concise and compelling. The clear visual reference to a series or previous bestseller, the format of the book (hardcover, softcover, large, small), the look of the inside page design, the width of the spine, the weight and feel of the cover stock — all of these and more need to be

right to garner bestselling status and build a brand, and to avoid a garage full of dusty unsold books.

6. How did one of your self—published authors reach bestseller status (over 1,500,000 copies sold!) without being in a bookstore?

Our client, Ruby Payne of aha Process! Self-published her book, "A Framework for Understanding Poverty" nearly 15 years ago with a completely homespun, generic cover. The colors were red, black and yellow with outdated silhouette artwork. She developed her marketing methods (which were brilliant) in an organic way, totally rooted in her desire to get the message out to as many people as possible. The book sold fairly consistently for many years. Then we redesigned the cover, maintaining the existing brand while lifting it from a down—home self—published look to the serious professional look of a major publishing house. Sales of the book soared with the dressed—up branding of the book and all relating marketing collateral. Although she had no desire to jump through the hoops necessary for placement in mainstream bookstores, Ruby was so good at getting her information out to those who wanted and needed it that eventually Barnes and Noble came to her and asked to carry her book because so many people around the country were requesting it. Today, this book IS in the bookstore and Barnes and Noble is her largest customer!

7. How can authors evaluate and know that their title and subtitle are clear, compelling and appropriate for their market?

Evaluating a title and subtitle must be done on two levels. First, it must clearly get the reader's attention while in the midst of a multitude of other competing titles, and clearly answer the question: "What is this book about and what's in it for me?" Second, it must deliver that message in an emotional and a rational way. The highly-successful publishing agent, Jilian Manus, told it to me this way: The title must be a "heart" message designed to elicit a powerful emotional response from the reader. The subtitle is a "head" message that informs the reader as to the primary benefit he or she will receive from buying and reading the book. Together the title and subtitle must quickly convey the features, benefits and advantages of your book, and that needs to be understood in 8 seconds or less. If the connection is not made by then, your chance of selling your book to that reader is probably gone forever.

8. How can I be sure I'm choosing the right cover design?

Start by selecting a professional designer who has solid experience in creating bestselling cover design that does its intended job.

Second, if you feel a need to gather opinions about your proposed cover design, do so only from a qualified focus group composed of prospective readers in your market segment who are interested in this specific topic. As an author, you are in your forest and it's easy to seek input from people you know, like your spouse, friends and co—workers. They care for you and want what's best for you, so it's safe to trust their advice, right? WRONG! In reality, their opinions are pretty much useless. They are most likely not your target audience so what they think, well, it simply doesn't matter. If you develop your book to make your friends and family happy, you end up with a book which won't appeal to your buying audience.

Reprinted from "The Book Marketing Expert newsletter," a free ezine offering book promotion and publicity tips and techniques. <http://www.amarketingexpert.com>

WITS Announcements

Mary Martin has a contest for two Kindles at <http://remembrancetrilogy.com/enter-to-win/>. There will be two draws: December 3, Twitter Party and December 12 Facebook event.

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How well are you integrating the energy of 11:11:11? Dr. Tom Goode and Yvonne Perry hosted a telesummit and heart activation. This telesummit was recorded. If you would like help with embracing and integrating the accelerated energies now available to us, get the replays by scrolling to the bottom of this Web page: <http://live-spirit.com/telesummit-whole-heart-code-activation-with-dr-tom-goode/>. (I don't have info on the link for this)

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Check out the e-books designed especially to help authors promote their books online. <http://tinyurl.com/DanaWITS>.

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Each story in *The Sid Series ~ A Collection of Holistic Stories for Children* focuses on life skills such as environmental awareness, helping others, being true to one's self, overcoming fear, and following inner guidance. <http://TheSidSeries.com>

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Whose Stuff Is This? Finding Freedom from the Thoughts, Feelings, and Energy of Those Around You is a guidebook for empathic people who have been unknowingly carrying energetic burdens that belong to someone else. See all purchasing options at <http://whosstuffisthis.blogspot.com/p/purchase-book.html>.

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[The Dream Quest One Poetry & Writing Contest](http://www.dreamquestone.com) is open to anyone who loves expressing innermost thoughts and feelings into the beautiful art of poetry or writing a short story that is worth telling everyone! And to all who have the ability to dream... Write a poem or short story for a chance to win cash prizes. All works must be original. <http://www.dreamquestone.com>

### Guidelines:

Write a poem, thirty lines or fewer on any subject, style, or form, typed or neatly hand printed. And/or write a short story, five pages maximum length, on any subject or theme, creative writing fiction or non-fiction (including essay compositions, diary, journal entries and screenwriting). Also, must be typed or neatly hand printed. Multiple poetry and short story entries are accepted.

Postmark deadline: December 31, 2011

All contest winners will be notified, announced and published in the [Dare to Dream pages](#), on January 31, 2012

### Prizes:

Writing Contest First Prize is \$500. Second Prize: \$250. Third Prize: \$100.  
Poetry Contest First Prize is \$250. Second Prize: \$125. Third Prize: \$50.

### Entry fees:

\$10 per short story, \$5 per poem.

**To send entries:** Include title(s) with your story (ies) or poem(s), along with your name, address, phone#, email, brief biographical info. (Tell us a little about yourself), on the coversheet. Add a self-addressed stamped envelope for entry confirmation. Fees payable to: **“DREAMQUESTONE.COM”**

Mail to:  
Dream Quest One  
Poetry & Writing Contest  
P.O. Box 3141  
Chicago, IL 60654

Visit <http://www.dreamquestone.com> for details and to enter!

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Read the first chapter for free and then decide if you want to download the 3-hour-long mp3 audio book of *More Than Meets the Eye ~ True Stories about Death, Dying, and Afterlife* for only \$7.00 <http://deathdyingafterlife.blogspot.com/p/chapter-1.html>

Tips on Self-Publishing an E-Book

Getting a contract with a regular publishing house is more difficult than ever, even if you have a dynamic story. With E-Books rising to prominence and increasing competition from others, book publishers have become increasingly risk-averse when selecting authors to work with.

You may have done market research and tried to interest a regular publisher only to be rejected. To find a regular publisher, you have to write up a book proposal with a letter, a synopsis, and up to three chapters of your book. It can take years to even receive a nibble or rejection. In addition, many publishers look to recycling undergraduate and [master's degree](#) textbooks as a means of profits instead of publishing new works. Publishing your e-book, however, provides a great alternative to help you meet your aspirations as a writer.

When you publish your book with a regular publisher, you relinquish your leverage by signing over many rights of your book to the publisher. To get that seal of approval from a regular publisher, you'll receive an advance and royalties. Some publishers only pay royalties or purchase the book outright, while others pay advances and expect the author to use the money to promote their book. The negotiation process is a laborious and complicated one which can be mind-numbing.

When you publish your work as an e-book, you receive the primary income from the book, not the publisher. You don't have to wait for the next quarter to see money from your book nor will you have money withheld against print book returns.

Publishing your book as an ebook yourself means you have full control of the look, cover, format and contents. Of course, if you want the book to sell, you'll still want to have it professionally edited, formatted, and have a dynamic cover created for your work. Nevertheless, the final result is yours and yours alone. No editor is going to change your vision into something acceptable to a large, faceless publishing company.

In addition to the creative aspect of your work, you will also be in charge of formulating and executing a marketing plan that best works for your particular book. You decide what percentage of a sale you'll give to different vendors for promoting or selling your book. You have much more say in the pricing of your book than if your e-book were released by a regular publisher, where you'll have little to no say in pricing

The CNET article "[How to self-publish an ebook](#)" provides tips on publishing an ebook. This includes setting the price on your book low enough, sometimes less than \$4.99, in order to incentivize weary readers to take a look at your book instead of sticking to bestseller lists.

[Smashwords](#) simplifies creating your ebook and getting it into circulation. It features e-books published by little known, independent publishers to one of the largest independent publishing networks in the world. Self-publishers such as Booklocker, CreateSpace, and Lulu can also help get your e-book to market. While you can do much of this yourself at CreateSpace and Lulu, you can also buy packages to ensure that your book has a professional appearance.

The ABC article, "[EBooks: Could You Be the Next Self-Published Star?](#)" shares stories of authors who actually made money as self-published e-book authors. E-book sales are on the rise. According to the article, although book sales across all platforms grew just 3.8% between 2009 and 2010, e-book sales grew a whopping 164.4% over the same period. While writing, self-publishing, and marketing a book as an e-book is not for every author, e-books are a positive way to get your story out to the public by your own means and on your own schedule.

Elaine Hirsch is kind of a jack-of-all-interests, from education and history to medicine and videogames. This makes it difficult to choose just one life path, so she is currently working as a writer for various education-related sites and writing about all these things instead.

Microsoft Word Feature and Keyboard Shortcut

Pressing Ctrl+F together will open a box that allows you to type in the word or exact phrase you are looking for. Click OK and Word will start from the point in your document where your cursor is located and find the next word or phrase that is exactly as you typed in the search.

To replace that word or word phrase, click the “replace” tab at the top of the search box and type in the word or phrase you want to substitute. Word will replace one at a time so you may review each change or all of the occurrences at the same time.

In this same search box, you may click on the “go to” tab and locate a particular page number. This is very useful if you have many pages to scroll through but you know that you want to be on a certain page. Just type in the page number and Word will take you there. This option is also accessed by Ctrl+G.

WITS Book Reviews

Title: Millennium Slave: Part I

Author: Sijuan King

ISBN: 978-0-984-65790-2

Published: W.E. Smith Co., 2011

Available on Amazon.com

Reviewer: Dana Micheli

Sijuan King has always dreamed big, and she never shies away from the hard work necessary to make those dreams a reality. As a child, she performed for her family and friends, and even sang with a female singing group at local nightclubs. As an adult, inspired by the success of her uncle, boxing icon Don King, she received her MBA, ran several successful businesses, and still found time to raise a family of her own. She also remained active in the arts, and even wrote, produced and performed in her own music video. Now she has attained yet another lifelong goal with the release of her first novel, *Millennium Slave, Part I*.

Millennium Slave is the two-part story of a man who—like Si—will stop at nothing to reach his goals. When the novel opens, Charles Allen Hart has reached the pinnacle of success. Armed with brains, charm and an MBA, he is appointed CFO of one of the world’s largest corporations while still in his thirties. When he purchases his dream home-- a penthouse apartment near Central Park-- he knows his hard work has finally paid off.

He also has wonderful family and friends, as well as the love of Trudy Henderson, a brilliant and beautiful civil rights attorney. When, as part of his promotion, he is offered a cruise on board the corporate yacht, Charles accepts and asks Trudy to go with him.

Their first night at sea, he asks her to be his wife, and her acceptance is the final piece of his perfect and well-deserved life, falling into place.

But there are evil forces at work that Charles cannot even conceive of, and he is about to get caught up in their centuries-old plan to preserve their way of life. These forces are powerful enough to make a two-hundred-foot yacht disappear into the Atlantic, and its passengers and crew declared legally dead.

Now locked in bondage thousands of miles from home, Charles works tirelessly to formulate an escape. He will need every ounce of his physical, mental, and spiritual strength in order to defeat the secret society of powerful men who have enslaved himself, his beloved Trudy, and so many others he has grown to care about; some of whom have never known the taste of freedom.

Throughout the course of the novel, Charles learns that control is an illusion, for everything he had was ripped away. He also learns that freedom is more important than materialism, and that wisdom can be found in the most unlikely places, and from the most unlikely people. *Millennium Slave* is an epic story of both heartbreaking tragedy and triumph of the human spirit.

While this novel is a “what if” story, it is also representative of injustice—including human trafficking and enslavement—that is still happening throughout the world. This issue is close to Si’s heart, and she plans to use it as a platform to advocate for social justice, both in the United State and around the world.

“The storyline came to me fully-formed,” Ms. King says, “Its characters were inspired by people I’ve known and who have inspired me. The subject matter is representative of injustices going on in the world, injustices that I would like to work toward eradicating.”

Millennium Slave, Part I ends with a painful cliffhanger, but readers won’t have to wait for long to find out what happens to Charles. Si is already working on Part II, which is due out in early 2012.

You can purchase your copy of *Millennium Slave: Part I* at www.sjuanking.com It is also available at Amazon.com and www.barnesandnoble.com

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Title: ***Be Still: And Let God Be God***

Author: Robert Paul Baeyens

Publisher: Deep River Books

ISBN: 1935265121

Reviewer: Dana Micheli of WITS

Available on [Amazon.com](http://Amazon.com)

Robert Paul Baeyens’ book, *Be Still*, is a Life Changer

“Be Still, for I am God”. . . these words changed Robert Paul Baeyens’ life, as they will everyone fortunate enough to read his book. It stands alone among the thousands of books on spirituality, religion, and the path to eternal life, and is simply a must—read for anyone seeking a closer relationship with God.

*Be Still and Let God be God* chronicles Baeyens' journey from depression to triumph. With the raw—and sometimes painful—honesty of a private diary, it takes us through the tragic loss of his father, the loving, inspirational support of his sister, and his battle with the inner demons that caused him to keep God at a distance for so many years.

The book explores nearly every facet of the human condition—from our relationships with family and friends to our habits, beliefs and temptations—and their connection to God's role in our lives. It also delves into the beliefs of several different religions, as well as prominent individuals throughout history. In this way he shares the wisdom of great people—from Ralph Waldo Emerson to Pastor Joel Osteen—and reinforces the point that God has truly placed teachers in our paths, at every turn.

But *Be Still* is not armchair theology; Baeyens' courageous “experiments”—from walking in the shoes of an atheist to see life from the “other side”, to living as a homeless person to better realize the blessings in his own life—make this book incredibly moving and like no other I have read.

Perhaps the biggest reason this book is so special is that Baeyens shows us—not how to follow his path, but to find our own.

*Be Still* is available at [Amazon.com](http://Amazon.com) and [www.barnesandnoble.com](http://www.barnesandnoble.com)

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Title: ***The Disturbing Effect on Moonlight***

Author: Mia Zabriskie

Publisher: Mia Zabriskie Books

ASIN: B005FXHOE2

Reviewer: Dana Micheli of WITS

Available on Amazon.com

Mia Zabriskie, author of *The Disturbing Effect of Moonlight*, Returns with Another Nail—Biting Thriller.

Her new thriller, *Fraidy*, captures not only the timeless suspense of the murder mystery, but the appetite of today's reality—obsessed TV viewer.

Twenty-two-year-old Deanna Lovelock is striking, brilliant, and haunted. As the story opens, she is leaving the dorm of her Boston university and heading home. While there, she plans to solve the vicious murder of her beautiful but troubled mother. Ten years ago, Deanna found Gracie Lovelock's bloody body on the floor of that house, and it has shaped every moment of her life since. As an attempt to pay tribute to—and surpass—the work of the filmmaker father she adores, she decides to chronicle her investigation with a video camera.

But not everyone is happy that Deanna is back in town. For the Lovelocks were not the only family destroyed by Gracie's murder; their neighbors, Zack and Harlan Booth, still live under the shadow of suspicion cast upon their father, who had been Gracie's lover.

As Deanna, Zack and Harlan try to piece together the events of that horrible night, each has a different theory as to who had the most to gain from Gracie's death. Was it a stranger, a serial killer presumed dead, or even Deanna herself? Should they believe the

ravings of the feeble—minded yet psychically gifted man who predicts the actions of a monster named Fraidy?

Zabriskie's writing is so vivid, you can smell the rot of death in the old Victorian house, hear the sound of a brutal killer creeping up the stairs, and feel the impotent rage of Harlan Booth as he speaks of his broken, suicidal father. One's only regret in reading this book is the knowledge that "all good things must come to an end"; one's only solace is that Zabriskie will undoubtedly outdo herself the next time around. Fraidy, along with her other books, are available on Amazon.com and www.barnesandnoble.com

Can We Heal Humanity and the Planet by Changing the Way We Sell?

24 World-Renowned Speakers Come Together for the 7 Graces Telesummit

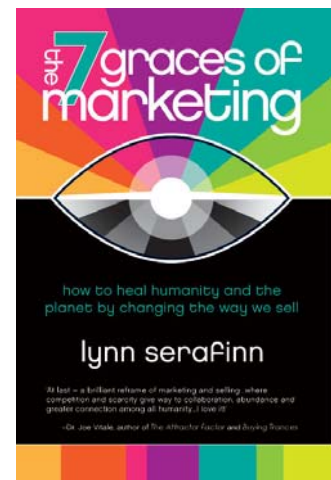
In February 2008, at the start of the global economic recession, Lynn Serafinn's television blew up. Six months after she made the decision not to replace it, as she watched everyone around her become more and more stressed about their finances, she suddenly realised she shared none of their anxieties. In fact, she realised her spending had gone down, and that her financial situation had actually improved. She began to wonder if there was a connection between this and the fact that she was no longer consuming a daily dose of the nightly news and television advertising.

It was then that Lynn started asking the question, "Is marketing making us ILL?" And by marketing, she included anything that was in the business of "selling ideas," including politics and the nightly news.

This began a two—year journey for Lynn, as she researched and wrote her new book, [*The 7 Graces of Marketing: how to heal humanity and the planet by changing the way we sell.*](#) She wanted to discover the unspoken marketing mechanisms that were making our society, our economy and our environment ill. But most of all, she wanted to discover how we human beings could create a new paradigm for marketing, business and living that could heal both humanity and the planet.

And now, Lynn's ground—breaking book *The 7 Graces of Marketing* is finally coming to Amazon and all major retailers on December 13th, 2011.

To celebrate the launch of *The 7 Graces of Marketing*, an illustrious panel of 24 of the world's leading minds are coming together to discuss how we can **bring back ethics and values into business and marketing**, so we can start the change the world together at:



The 7 Graces of Marketing Telesummit

A FR*EE 7—Part Online Happening!

December 6th—9th, 2011

Register FR*EE at

<http://the7gracesofmarketing.com/free—telesummit>

Over the course of four days, you will hear seven dynamic 90—minute discussions on the "7 Deadly Sins" of marketing and their corresponding "7 Graces" from Lynn's book:

- Part 1: Disconnection vs. Connection
- Part 2: Persuasion vs. Inspiration
- Part 3: Invasion vs. Invitation
- Part 4: Distraction vs. Directness
- Part 5: Deception vs. Transparency
- Part 6: Deception vs. Transparency
- Part 7: Competition vs. Collaboration

And take a look at this fabulous panel of guest speakers:

1. **Joe Vitale** — world—renowned media guest; appeared in the film *The Secret*; bestselling author of *The Attractor Factor* and dozens more
2. **Greg S. Reid** — Film maker, speaker, bestselling author of *Think and Grow Rich: Three Feet from Gold* and many others
3. **Eric Pearl** — World renowned energy healer, Founder of The Reconnection; author of *The Reconnection: Heal Others, Heal Yourself*
4. **Dan Hollings** — mobile marketing expert; the brains behind the marketing campaign for the film *The Secret*
5. **Pamela Slim** — Award—winning author of *Escape From Cubicle Nation*; speaker; media expert
6. **Liz Goodgold** — Branding expert, author of *Red Fire Branding* and *DUH! Marketing*
7. **Allison Maslan** — Life and Business Mentor; founder of 9 successful businesses; bestselling author of *Blast Off!*
8. **Suzanne Falter—Barnes** — Business and Marketing coach; Co—founder of The Spiritual Marketing Quest
9. **Tad Hargrave** — Founder of Marketing for Hippies

10. **Richard S. Gallagher** — Communications skills expert; bestselling author of *What to Say to a Porcupine* and *How to Tell Anyone Anything*
11. **Ward Vandorpe** — International marketer; Founder of Expert Marketeer
12. **Misa Hopkins** — Consultant, author of *The Root of All Healing*; Spiritual Director of the New Dream Foundation
13. **Barbara Altemus** — Producer of *The Calling*; author of *The Gift of Pain*
14. **Andrea Conway** — Attraction Marketing Coach, marketing executive
15. **Renee Baribeau** — "The Practical Shaman;" Director of Desert Holistic Network
16. **Renee Duran** — Graphic designer; web developer; former advertising art/creative director; designed the book cover of *The 7 Graces of Marketing*
17. **Michael Drew** — Book marketer; speaker; Founder of Promote a Book
18. **Jeffrey Van Dyk** — Business and Marketing Coach; Co—founder of The Spiritual Marketing Quest
19. **Chris Arnold** — Award—winning creative innovator; expert in ethical marketing; author of *Ethical Marketing and the New Consumer*
20. **Kate Osborne** — PR at Solarus Foundation; resident author for *More To Life Magazine*; former editor of *Kindred Spirit Magazine*
21. **Tanya Paluso** — Empowerment mentor; community leader; Leader of Tribal Truths
22. **Shelagh Jones** — marketer and Founder of Spiritus Spiritual Marketing Directory
23. **Paula Tarrant** — Transformation and Transition Coach; Founder of Inspired Women Work
24. **And, of course, Lynn Serafinn**, author of *The 7 Graces of Marketing*

This special 7—part telesummit is Lynn's FREE gift to you, to celebrate the launch of her book, which is coming Tuesday December 13th, 2011.

Register at <http://the7gracesofmarketing.com/free—telesummit>

During the broadcast, Lynn be telling you how you can receive a complete library of beautiful free gifts, kindly offered by dozens of her friends and colleagues, when you buy *The 7 Graces of Marketing* in paperback or Kindle from Amazon on December 13th.

AND when you buy the book on the day of the launch, Lynn will also give you the **complete set of MP3 downloads**—that's 10 hours of content—rich audio from 24 international thought leaders—absolutely free.

And as a special gift, Lynn is also offering a full **1—year membership to her new 7 Graces Global Community** starting in 2012, where you will be invited to hear exclusive interviews with thought leaders throughout the year, so we can all work together to shift the paradigm of business and marketing.

If you can't make the live event, do register anyway, because Lynn will send you the links to listen to the audio playback.

This is a topic that is so needed in this transitional point in our history, this event promises to be THE online event of 2011.

I hope you will join us online on December 6th—9th. Again, the link to register free is <http://the7gracesofmarketing.com/free—telesummit>

We Are One in Spirit Podcast

We Are One in Spirit Podcast allows for people of all walks of life to discuss their spiritual journey and life—transforming experiences that remind us that we are all ONE IN SPIRIT. Uplifting, enlightening, and insightful topics include healing, empathy, intuition, spiritual/psychic gifts, metaphysics, soul development, afterlife, spirit communication, and more. The metaphysical shows are archived at <feed://nashvillewriter.audioacrobat.com>. You will also find us on [iTunes](#).

On December 8 Author Lynn Serafinn will be joining Yvonne to discuss her new book, *The 7 Graces of Marketing: The 7 Graces of Marketing: how to heal humanity and the planet by changing the way we sell*. A bold, holistic and often spiritual examination not merely of the world of advertising, but also of our entire world view, this book reveals how our relationships with Self, others, our businesses, our economy and the Earth impact every aspect of our lives. Lynn shows the impact consumer culture has upon our health, our economy and the delicate ecological balance of our natural world.

December 15: Holiday shopping got you down and worn out? Use this affirmation to invite healing energy to your body. The podcast meditation for today is “Affirmation for Physical Healing.” This MP3 will accompany the exercise chapter in the book I am writing, *Shifting into Purer Consciousness: How to Embrace and Integrate Multidimensional Frequencies* <http://weare1inspirit.com/integration.htm>.

December 22: I'll bet your focus lately has been on the holidays and not your spiritual practice. You may feel scattered or overwhelmed. The podcast meditation for today is “In This Now Moment Meditation.” This meditation will help you realign with your heart center and bring peace of mind, body, and emotions. This MP3 will accompany the material in the book I am writing, *Shifting into Purer Consciousness: How to Embrace and Integrate Multidimensional Frequencies*. Get a sneak preview of the book at <http://weare1inspirit.com/integration.htm>.

December 30: I am sharing another one of the meditations that will support the material in the book I am writing, *Shifting into Purer Consciousness: How to Embrace and Integrate Multidimensional Frequencies*. Get a sneak preview of the book at <http://weare1inspirit.com/integration.htm>. The meditation is “Financial Freedom Affirmation.” By this time of the holiday season, we may need this to remind us that we are powerful manifesters as we co-create with the Universe.

WITS Podcast

December 2: Robert deFilippis discusses *Faith: Shaken, not Stirred*, his fascinating new book about the roles of religion and science in today's world.

December 16: Award-winning author Jennifer Chase has made several visits to the WITS podcast since first sitting down for an interview with us to discuss her first novel, *Compulsion*, several years ago. Since then, she has published two more novels that delve into the criminal mind and take readers through the thrills and terror of chasing down some of our society's most dangerous criminals. She joins with Sarah Moore today to discuss her new release, her fourth book, *Dark Mind*. In this novel, Chase brings vigilante detective Emily Stone back to the forefront as she searches for a nine-year-old girl who has been abducted by slave brokers. Stone's efforts take her from California to the island of Kauai, where she is confronted by local superstitions and a serial killer that will make her work even more difficult. During the interview, Jennifer Chase will discuss how her character Emily Stone has evolved through her novels, what drew her to the island and traditions of Kauai as the backdrop for her latest work, and what she has learned from her growing publishing experience. *Dark Mind* by Jennifer Chase can be [purchased for Kindle](#) or [as a paperback](#) at Amazon.com.

Writers in the Sky Podcast is a Nashville—based talk show about writing, publishing, and book marketing. An educational tool for people who want to learn more about the craft and business of writing, this show offers interviews with authors and writers, as well as the latest news about books currently on the market. You will also learn about publishing methods and marketing techniques as we interview publishers and publicists. Listen to archived shows via [RSS Feed](#). Download WITS Podcast on [iTunes](#) for your iPod or iPad.