

Powered by



Brilliant
Books
Literary

Literary Today

**BEST
BOOKS
JULY
2023**

[CHRISTOPHER BELL]

LITERARY TODAY • BRILLIANT BOOKS LITERARY • JULY 2023



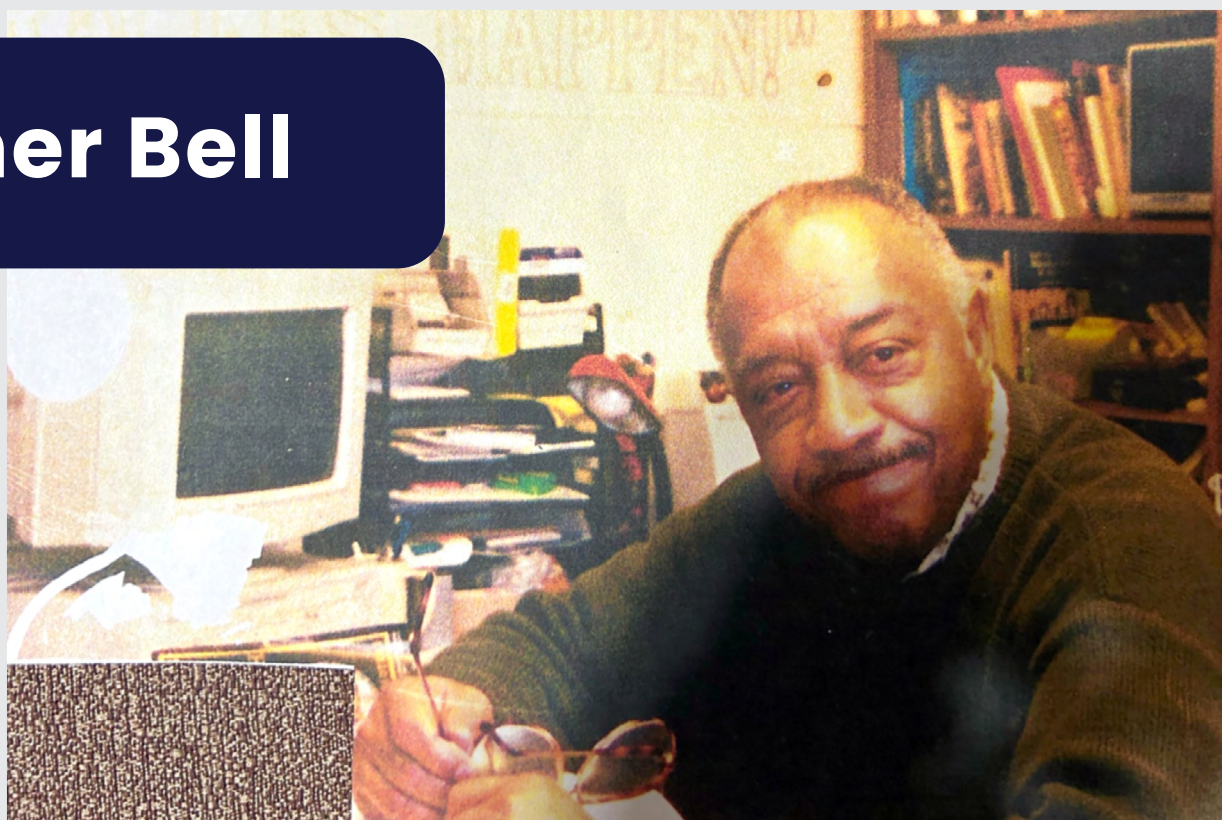
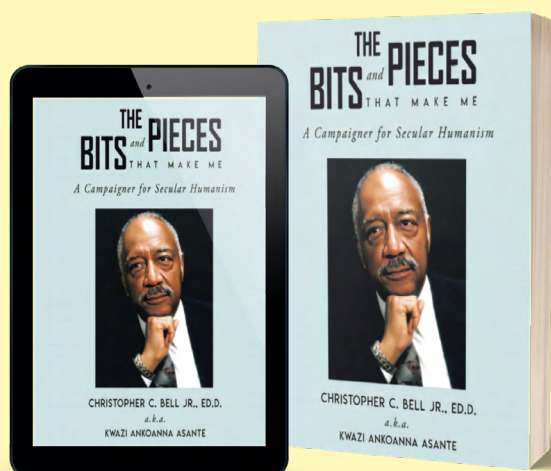
Contents

Editorial Board	2	Jennifer Westecott	12
Christopher Bell	3	Nina Hann	13
Bonnie Gordon	5	Social Media Marketing	14
Press Release	6	Mary Virginia McCormick Pittman	16
Peter Hubbard	7	Literary Today Magazine	17
Christine Snowdon	8	Book Trailers	18
Vincent J. Tomeo	9		
Snips from Publishers Weekly			
July 17, 2023 issue	10		

EDITORIAL BOARD

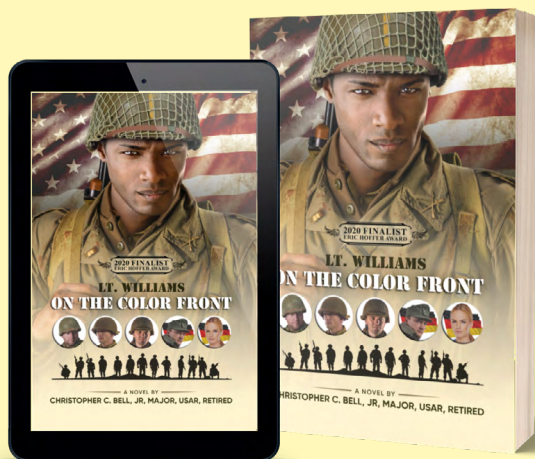
Editor-in-Chief:	Jay Williams
Section Editors:	Kevin Miller, Paul Baron, and Nicole Anderson
Marketing:	Max Collins
Distribution:	Paul Baron and Kevin Miller
Layout and Graphics:	Fortis Book Formats

Christopher Bell



This book is my report card on myself. I could have done many things better if I had been so inclined. Perhaps during my next eighty years, I'll be more inclined.

If I were a cheerleader, I would say, Hooray for my side! Why? Because my side represents the humanists side, a side that is struggling to eliminate or degrade institutional racism in America and my side will win this struggle. Christopher C. Bell Jr., EdD, aka Kwasi Ankoanna Asante



This novel "Lt. Williams on the Color Front" harkens back to the racism and racial segregation in the U.S. Army in the early 1950s in Germany when the Army began racial desegregation efforts. Often, such efforts prompted White-against-Black face-offs or virtual white "Color Fronts" of resistance against desegregation. This novel is the tense, action-filled story of Negro Lieutenant Neal Williams' coming of age as he struggles against the efforts of prejudiced white officers who scheme to prevent him from succeeding as a newly assigned platoon leader in what has been an all-white infantry regiment.

Christopher C. Bell Jr. is a Black American male, a poet, an essayist, a lecturer on race and ethnic studies, a humanist, a retired U.S. Army major, and a Doctor of Education. He was born and raised in Campostella, a small, poor, Negro community just inside the southern boundary of Norfolk, Virginia, which in his youth was a rigidly racially segregated city.

Chris graduated from Virginia State University with a degree in chemistry and a commission as a Second Lieutenant in the U.S. Army. During his twenty-year military career, he served fourteen years overseas, including service as a lieutenant in Germany in the 1950s. Chris credits his years of overseas living with reshaping his "Made in America" casual thinking into an analytical caldron of critical thinking; thinking about how to solve America's race relations problems.

Upon retiring from the army, Chris earned a Certificate of Advance Graduate Studies (CAGS) from Harvard University Graduate School of Education and a Doctor of Education Degree (Ed.D.) from Boston University Graduate School of Education.

Dr. Bell's civilian career included service with the U.S. Department of Labor, middle management positions in the District of Columbia Public Schools, and management analyst positions in the U.S. Department of Education.

During his civilian career and now in his senior harbor, Dr. Bell organized and facilitated interracial discussion groups, and writes and lectures on racial issues aimed at neutralizing or interrupting what he calls "America's White Superiority Syndrome (WSS) conditioning processes" which are America's many cultural and racist norms and procedures that nurture a sense of white racial superiority in both White people and Black people, and thus, always advantaging white people and disadvantaging Black people.

- *What is the ultimate inspirational goal of your story?*

The ultimate inspirational goal of my book is to provide an entertaining and informational story that prompts readers to better understand and compare their own feelings about racial issues to those expressed by the characters in the story, and then in their real world settings to consciously try to expand their physical and psychological comfort zones to a readiness to intersect with the comfort zones of persons of a different race or ethnicity.

- *How was the book shaped by my own experiences?*

The book was very much shaped by my experience as well as my imagination. As a black lieutenant serving in Germany in the 1950s, I was fully aware that racial desegregation was a “giant historical, cultural change-testing process” and that I was part of the process. And yes, I assumed a look-learn-throw an occasional stone posture, and gathered information and inspiration along the way that led to all my writings: “LT Williams On The Color Front” and my other books.

- *Are there therapeutic benefits to modeling a character after someone you know?*

Yes, I think there are therapeutic benefits for me; the writer. Every character in the book is a composite of several people that I have observed or have imagined. When writing, I use my imagination in adding or changing a character’s personality and actions, and try to project their ways of thinking. This process allows me to the luxury of double-thinking my own feelings as I create a character’s uniqueness. Yes, I benefit mentally and emotionally from my own double-thinking episodes and get to know my own true feelings. Nothing but good can come from this.

- *What were the most stressful parts of the black lieutenant’s experiences during the early days of racial desegregation in Germany, especially for those who were assigned to white military units?*

When dealing with his white superior officer: He had to double-check himself to ensure that he was on time and on target with every assignment he had been given. He had to never be late to any meeting, but show up ahead of time with a pen and a clipboard. He must never volunteer advice, unless not doing so would hazard him or his men. (Giving un-asked advice to a senior officer could result in negative energy feedbacks)

When dealing with white soldiers under his command: He should treat them with respect as he would treat any other person or soldier. When he did this, it was easy to forget whether soldiers were black or white;

When dealing with white lieutenants: He must assume that he has no real friends but also no real enemies. He must show the courtesy that he expects from others in return and give friendships a chance to develop. He must know his military specialty and be prepared to expertly show that he does.

When dealing with loneliness and the likely reprisals from fellow white officers if he openly dates a German woman: He would have to wear civilian clothes as much as possible or just learn to be lonely and be mindful to minimize his alcoholic intake.

- *How did you come up with the title of your book?*

The story is about racism in the U.S. military in 1950, and the story of racism has always been a war story with psychological and bodily hurt and harm, especially to non-white people. White racism is a continuing story of skirmishes between whites and non-whites; and characterizing these skirmishes as being “On the Color Front” seemed natural and succinct.

- *What inspired the idea for your book?*

There are several points of inspiration:

I wanted the reader to know how the military led America’s racial desegregation cultural changes and give them a picture of problems and heartburn that took place at the beginning of this cultural change. Yes, racial desegregation wasn’t easy in the 1950s, and today, many years later, racial desegregation still isn’t easy.

I wanted to inform and entertain the reader about a generation of young black men who struggled to do and be at their best, and whose actions showed anxious and fearful white people that if allowed Black men could be damn good soldiers.

I wanted to tell an exciting and believable story in which the reader sees a black male struggle against wave after wave of knowledgeable, strong, white male antagonists, and the black male does not die physically, emotionally, or become socially corrupt at the end of the story. My story’s ending would show a Black male protagonist who survives and is still vibrant. Such an ending would be a reversal of the normal “kill or emasculate the black man” scenario endings that are historically fashionable in America’s literary world.

- *What scene in the book was the hardest to write?*

The love-making scene was the hardest to write. This was because this scene had to be written with warming words but expressive of strong kinetic energy; with metaphors to frame the vividness of adult bodies; with coy words about human beings sharing their warmth but describing the friction movements involve in the skin on skin contact. Yes, this scene was the hardest part to write.

Bonnie Gordon

Facebook: <https://www.facebook.com/profile.php?id=100089316462434>

LinkedIn: <https://www.linkedin.com/in/grace-on-fire-podcast-34240513/>

OneWorldCommUnity.com

OneWorldStudio.com

EcstaticYoga.com

CenterforAwakening.Com



Ananda and Matthew were a very unlikely match... years, miles, marriage, religion, social norms, controversy, betrayal and their own fears would have appeared to separate them. Yet the depth of love, connection, and passion within their souls burned through every possible obstacle, making their love for one another only deeper and stronger. This is a story of two hearts who overcame many challenges and enjoyed many delicious experiences along their magical journey of love and life. Together they discovered that there is no power greater than love and true love transcends all time and eternity.



- *What is the most difficult part of your writing process? How long have you been writing or when did you start?*

I began writing as a young child, I have always loved journal writing and free writing...English and all the rules of grammar are not my favorite part of writing, the creative flow is what I enjoy the most.

- *What advice would you give to a writer working on their first book?*

Keep writing, don't give up, make writing your book a priority and create time for writing.

- *What, to you, are the most important elements of good writing?*

Allowing your energy, your personality, your authentic self to shine through your writing. Be yourself!

Grace is grateful to be having this human experience. Grace had been writing since she was a child, going through sometimes a new dairy a month. Grace began motherhood and ministry in the same year...1990 when she had her first child and became an ordained minister. She created Center for Awakening in 1997 after a powerful awakening into deep states of rapture in 1994 when she also moved to Utah from Massachusetts. She raised her children as a single mother working 7 days a week building a very profitable private practice as a healer and life coach. She took her children on humanitarian projects locally and to Central America helping orphanages, schools and villages in need since 1997. Grace had a fascination with natural healing after healing herself and she began to teach a Sacred Touch Reiki Master Course and Ecstatic Yoga Teacher Training as well as becoming a shaman, life coach and LMT. She now forwards her son John's One World CommUnity for a peaceful, thriving and free world 4All. Her passion is to empower the youth through messages she channels from her son John on the other side.

Press Release

Why Press Releases are more important than ever:

Social media has quickly become an indispensable tool for authors. While many have figured out what it takes to drive a successful branding platform and social media campaign, an important component are press releases.

Social media has changed how people communicate around the globe. It's led political revolutions and even created pop culture phenomena. As businesses scramble to figure out how to harness the power of social media to reach new audiences, a familiar marketing tool—the press release—has now gained fresh purpose. Press releases have become a vital tool and more important than ever in successfully promoting your book. Find out how you can leverage press releases and specific content to help traditional publishers, film companies & Literary Agents learn more about your book.

The New Face of Public Relations

For most authors, public relations and social media marketing provide a solid foundation and baseline for brand awareness and general marketing campaigns. Before the advent of social media, authors had to go through a long and arduous process of contacting journalists who acted as gatekeepers.



- *What comes first for you — the plot or the characters — and why?*

In the case of the 'Tears' trilogy, recognition of the existential crisis came first – one child under the age of ten dies every eight minutes in a refugee camp. Then I needed a story line – and arc for the characters. Then the characters.

- *How do you develop your plot and characters?*

The plot was simple – how to address this crisis, and do something about it. Once I had decided on the arc, the story wrote itself. Each character developed their own personalities' and behaviors as they developed, and often I had no idea of what a character might do until they revealed themselves – or where the arc would take us.

- *How do you use social media as an author?*

I am using Instagram, Facebook, and Twitter, Spotify and Tick Tok. A designed professional ad campaign with 'soft' articles and photos backing the professional campaign up.

- *What perspectives or beliefs have you challenged with this work?*

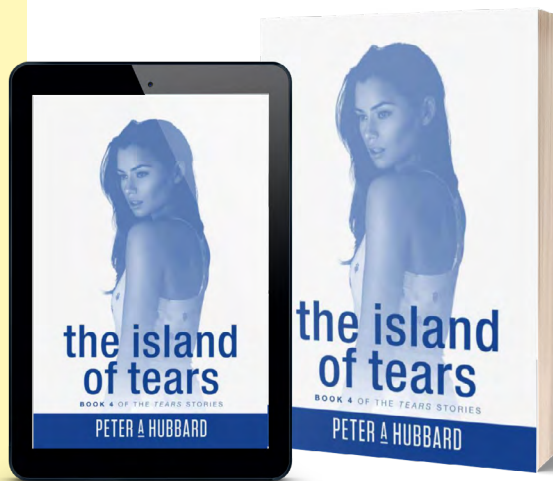
Can we as intelligent, thinking human beings just ignore this crisis? Can we just wish it away? And what is the moral cost if the terrorists win? This work sets out to change the beliefs, attitudes and behaviors of every thinking reader.

- *How much research did you need to do for your book?*

I have spent a total of eighteen months researching this issue, and continue to spend an hour or so on it daily while writing book 5 – The World of Tears. Yes, the Trilogy is now 5 books, and may well end up as 6!

- *What is the ultimate goal for the book?*

Create awareness of this issue, and prompt people to do something about it (without the help of the terrorists!).



Over 50 million dead, millions more displaced, and the world's economy destroyed. With refugee-camp like conditions, marauding gangs of killers, and civil unrest at epic proportions, there would seem to be little hope in the world. But the refugee terrorists have prepared a solution, one that has a huge social benefit, against the promise of economic recovery. Will hope win out, and will the incredible geniuses attacking the world succeed? The moral dilemma facing Section Five just gets harder and harder by the day in this thrilling follow up to the 'Tears' trilogy.



Peter Hubbard

Twitter: <https://twitter.com/PeterHu36983029>

Facebook: <https://www.facebook.com/profile.php?id=100089983865307>

Instagram: <https://www.instagram.com/peterahubbard/>

After leaving the military, Peter wound his way through medicine, computer science, and finally clinical and forensic psychology, with a slight detour through plasma physics. He is a pilot and sailor, and has five wonderful children.

He worked for decades designing and managing cultural and change programs for governments, and large industrial interests

He's been writing for over twenty years, and the 'Tears' trilogy is his finest work.

- *How do you develop your plot and characters? How important was professional editing to your book's development?*

I definitely work on impulse. I often make notes even when in a foreign country, in fact wherever I am! I also find that regular journalling can be very helpful when writing a book or article as I often find notes I may have dismissed in the past but can add colour to the present. I usually write down a list of chapter numbers then adding text as and when Ideas come to me. Finally I move chapters around until the overall story flows. It is not essential for me to have a proof reader as I have fairly good command of the English language working in the legal field for many years preparing documents for Court lawyers and barristers has helped. But some writers may feel the need to use one.

- *How many books have you written, and which is your favorite? What part of the book did you have the hardest time writing?*

I have published four books to date and I am currently working on my fifth one. My first book was the most difficult to write as I simply didn't think I could create my text directly on my laptop and it was all written by hand I did read a few articles on the Oxford editors site about planning the layout for a book. A good beginning and ending I truly learned at school and from reading the books of authors I admire such as Doreen Virtue and Lorna Byrne who I have met a couple of times now. What has popped into my mind now is the day I attended a talk with Lorna in North London when my attention was drawn to the white wall at the rear of the upper hall balcony. I could hardly believe what I was seeing as the head and shoulders vision of my guide Kim appeared clearly there and it was huge. The friend I was with witnessed it too and I would guess the apparition was around eight by ten feet high and wide!

I believe that our personal Spiritual pathways cannot be taught to us as no-one can live our life for us. We learn our spiritual lessons through experiences and grow from them. The universe is forever expanding and so it is with writing a book as our story becomes a part of who we are.



In 2012, God told Christine Snowdon to start using her soul name, "Estrellar," for her spiritual work. This was re-affirmed by her spiritual guides in a Life Between Lives session with Paul Williamson, a qualified regressionist and author. The aim of her book and website, both created in 2007 and titled Touched by Angels, has been to raise awareness of angels, archangels, ascended masters and elemental beings by sharing her techniques for communicating with them.

Christine Snowdon

Facebook: <https://www.facebook.com/ChrisSnow>

Instagram: snowdon993

Website: <https://www.christinesnowdon.co.uk>



Christine Snowdon's bio is of a Psychic and a Medium: Reiki Master, Archangel Spirit Channel, Intergalactic Communicator and Author of four published books, *'Touched by Angels'* *'Heaven Knows Why'* *'Angels' Love'* and *'Love From The Universe'*.

<https://www.christinesnowdon.co.uk>

"San Francisco Airport: I met an angel in disguise here. I had no money to buy a tortilla before boarding the plane back to England when a blond haired woman wearing a white Stetson

hat and a full white cowgirl outfit appeared at the table. "How many dollars do you need?" she asked me. I replied "About 20 dollars, but I can't take money from you." She said: "Hold out your hand." I did, she put 20 dollars into my hand." I looked up and she had completely disappeared. Angels can appear in many disguises when we are in need!

'Heaven Knows Why' book: Is a teaching guide about

Angels and how anyone with a little regular sincere input can contact their own Guardian Angel and Guide. I have developed psychic abilities that were dormant until around 30 years ago. It became apparent from the higher source conversations with God during my past life regression sessions, that I had earned these abilities in order to bring into them into this lifetime to inspire others. *'Angels' Love'* has conversations that took place in readings with clients at a crossroads in their lives, needing and finding resolution with their deceased relatives. My mother's younger brother, Albert, served in the Royal Navy on the HMS Hood that was sunk near the Denmark straits in WW2. He told me from spirit exactly how he died: at only 18 years of age."

'Love From The Universe' Published in 2021 is where you will read about my interviews with celebrities, galactic beings and God.

Christine's photos of Spirits In The Sky are published in The Daily Mail, The Sun, Croydon Advertiser, Spirit & Destiny, Fortean Times and Mu magazines. Her poetry is published in Literary Today Vol.11. Photos with James Van Prague, Lorna Byrne, William Rand of Reiki Int.

Vincent J. Tomeo

vincentjtomeo.com



- *What, to you, are the most important elements of good writing?*

Make the ordinary come alive, be focused, and make one think and smile.

- *How many books have you written, and which is your favorite?*

Two:

1. *My Cemetery Friends: A Garden of Encounters at Mount Saint Mary in Queens, New York*

2. *The Usefulness of Hippopotamus: A Humorous Chapbook for Trying Times*

- *What perspectives or beliefs have you challenged with this work?*

That positive thinking reduces stress by eliminating negative self-talk.

- *How did you come up with the title for your book?*

Thought of humor and dancing Hippos came to mind, and this led to a poem and a chapbook.

- *What is the ultimate goal for the book?*

Humor is the best form of medicine. Hope this chapbook helps people go through trying times.

Vincent J. Tomeo is a poet, and was nominated twice for pushcart prize, archivist, historian, and community activist.

Vincent, is published in the *New York Times*, *Evening Street Review*, *Comstock Review*, *Mid-America Poetry Review*, *Edgz*, *Spires*, *Tiger's Eye*, *By Line*, *Mudfish*, the *Blind Man's Rainbow*, the *Neo Victorian/Cochlea*, the *Latin Staff Review*, and *Grandmother Earth* (vii thru xi), etc.

To date, Mr. Tomeo has 1,056 published poems/essays; the winner of 108 awards; 149 public readings. Author of *My Cemetery Friends: A Garden Of Encounters at Mount Saint Mary In Queens, New York*, and *The Usefulness of Hippopotamus: A Humorous Chapbook for a Trying Times*.



One cannot imagine a world without humor. Without humor, the world will be dark, cold, and a sad place, tragically lacking joy, cheerfulness, and laughter.

Humor is medicine. During rough times, humor will help lighten and lessen physical and mental anxiety.

In challenging times, I chose humor. During the Pandemic, I had to deal with my bladder cancer. In my struggle not to get depressed or dwell in negativity, to find solace, contentment, and peace, I chose to seek out beauty and laugh.

*In search of happiness, the humor worked its charm, resulting in a treasure chest of joy. So, I wrote my chapbook, *The Usefulness of Hippopotamus: A Humorous Chapbook for Trying Times* and discovered humor even among the hippopotami!*

Snips from Publishers Weekly

July 17, 2023 issue

News

Author Lawsuits Target AI

Two new class action copyright lawsuits ramp up the growing scrutiny of generative AI



Authors have now joined a growing list of concerned creators suing tech developers over their much-hyped generative AI technology. And a pair of copyright class action suits recently filed on behalf of authors is raising broader questions about the most effective way to protect creators and creative industries—including authors and publishers—from the potentially disruptive aspects of AI.

Filed on June 28 and July 7 by the Joseph Saveri Law Firm on behalf of five named plaintiffs (Mona Awad and Paul Tremblay in one case, and Christopher Golden, Richard Kadrey, and comedian Sarah Silverman in the other), the suits claim that Microsoft-backed OpenAI (creators of ChatGPT) and Meta (creators of LLaMA) infringed the authors' copyrights by using unauthorized copies of their books to train their AI models, including copies allegedly scraped from notorious pirate sites. While the authors' attorneys did not comment for this story, a spokesperson for the firm suggested to *Ars Technica* that, if left unchecked, AI models built with "stolen works" could eventually replace the authors they stole from, and framed the litigation as part of "a larger fight for preserving ownership rights for all artists and creators."

The authors join a spectrum of increasingly concerned creators on whose behalf the Saveri law firm has filed similar copyright-based lawsuits in recent months. In November 2022, the firm filed suit against GitHub on behalf of a group of software developers. And in January, the firm sued three AI image generators on behalf of a group of artists. Those cases are still pending—and, like most copyright cases involving new technology, they have divided copyright experts. Those who lean in favor of the tech side claim that using unlicensed copyrighted works to train AI is fair use. Those on the content creator side argue that questions of ownership and provenance cannot simply be waved away without major, far-reaching implications.

Neither Meta nor OpenAI has yet responded to the author suits. But multiple copyright lawyers told *PW* on background that the claims likely face an uphill battle in court. Even if the suits get past the threshold issues associated with the alleged copying at issue and how AI training actually works—which is no sure thing—lawyers say there is ample case law to suggest fair use. For example, a recent case against plagiarism

detector [TurnItIn.com](https://www.turnitin.com) held that works could be ingested to create a database used to expose plagiarism by students. The landmark *Kelly v. Arriba Soft* case held that the reproduction and display of photos as thumbnails was fair use. And, in the publishing industry's own backyard, there's the landmark Google Books case. One lawyer noted that if Google's bulk copying and display of tens of millions of books was comfortably found to be fair use, it's hard to see how using books to train AI would not be, though they also cautioned that fair use cases are notoriously fact-dependent and hard to predict.

"I just don't see how these cases have legs," one copyright lawyer bluntly told *PW*. "Look, I get it. Somebody has to make a test case. Otherwise there's nothing but blogging and opinion pieces and stance-taking by proponents on either side. But I just think there's too much established case law to support this kind of transformative use as a fair use."

Cornell Law School professor James Grimmelmann—who wrote extensively on the Google case and is now following AI developments closely—is also skeptical that the authors' infringement cases can succeed, and concurred that AI developers have some "powerful precedents" to rely on. But he is also "a little more sympathetic in principle" to the idea that some AI models may be infringing. "The difference between AI and Google Books is that some AI models could *emit* infringing works, whereas snippet view in Google Books was designed to prevent output infringement," he said. "That inflects the fair use analysis, although there are still a lot of factors pointing to transformative use."

Whether the AI in question was trained using illegal copies could also be a complicating factor, Grimmelmann said. "There's an orthodox copyright analysis that says if the output is not infringing, a transformative internal process is fair use," he explained. Nevertheless, some courts will consider the source, he added, noting that the allegedly "unsavory origins" of the copies could factor into a court's fair use analysis.

In a June 29 statement, the Authors Guild applauded the filing of the litigation—but also appeared to acknowledge the difficult legal road the cases may face in court. "Using books and other copyrighted works to build highly profitable generative AI technologies without the consent or compensation of the authors of those works is blatantly unfair—whether or not a court ultimately finds it to be fair use," the statement read.

News

Guild officials go on to note that they have been “lobbying aggressively” for legislation that would “clarify that permission is required to use books, articles, and other copyright-protected work in generative AI systems,” and for establishing “a collective licensing solution” to make getting permissions feasible. A subsequent June 30 open letter, signed by a who’s who of authors, urges tech industry leaders to “mitigate the damage to our profession” by agreeing to “obtain permission” and “compensate writers fairly” for using books in their AI.*

But a permissions-based licensing solution for written works seems unlikely, lawyers told *PW*. And more to the point, even if such a system somehow came to pass—whether by legislation or litigation—there are questions about whether it would sufficiently address the potentially massive issues associated with the emergence of generative AI.

“AI could really devastate a certain subset of the creative economy, but I don’t think licensing is the way to prevent that,” said Brandon Butler, intellectual property and licensing director at the University of Virginia Library. “Whatever pennies that would flow to somebody from this kind of a license is not going to come close to making up for the disruption that could happen here. And it could put fetters on the development of AI that may be undesirable from a policy point of view.” Butler said AI presents a “creative policy problem” that will require a broader policy approach.

On that score, there is growing agreement that the potential threat posed by AI to creators must be addressed—and with urgency. The striking writers of the Writers Guild of America (now joined by SAG-AFTRA, who went on strike on July 13) are at the forefront of pushing for guardrails on the use of AI via their labor contracts, for example. And this week, the *Washington Post* reported that the Federal Trade Commission is probing OpenAI for potential breaches of consumer protection law, sending the company some 20 pages of questions and record requests about its practices—including about how the company obtains the data it uses to train its AI.

Such efforts are more likely to yield progress for creators than copyright infringement litigation, lawyers told *PW*, though copyright law can certainly inform the debate. “Copyright law is not a good place to look for comprehensive solutions to big policy problems,” Grimmelmann said. “But it enables us to ask important questions.”

—Andrew Albanese

The Weekly Scorecard

Print Unit Sales Slipped 1.6% in Early July

A flat sales performance by the adult category and smaller declines in the children’s segments resulted in unit sales of print books slipping 1.6% in the week ended July 8, 2023, from the comparable week in 2022, at outlets that report to Circana BookScan. Though no new releases were among the top 10 bestsellers, adult fiction sales inched up 0.1%, with Colleen Hoover’s *Too Late: Definitive Edition* regaining the number one spot on the list, selling nearly 48,000 copies. Two new titles helped to limit the sales decline in adult nonfiction to 0.3%. *The Legend of Zelda: Tears of the Kingdom*, a guide to the bestselling new Nintendo video game, was number one, selling more than 59,000 copies. *Spider-Man: Across the Spider-Verse: The Art of the Movie* by Ramin Zahed was in third place, selling almost 16,000 copies. The juvenile nonfiction segment had the largest decline, with units falling 7.1%. *Taylor Swift: A Little Golden Book Biography* by Wendy Loggia sold about 8,500 copies. Juvenile fiction sales fell 2.3% despite decent debuts, including Aaron Blabey’s *The Bad Guys in Let the Games Begin*, the newest edition in Blabey’s *Bad Guys* series, which was number one, selling more than 35,000 copies. *Karen’s Haircut* by Katy Farina was in the third spot, selling about 14,000 copies. Young adult fiction sales dropped 6.4%, an improvement over recent weeks, when comparisons were hurt by the success of Jenny Han’s *The Summer I Turned Pretty* books. A new release, *Leigh Howard and the Ghosts of Simmons-Pierce Manor* by Shawn M. Warner, was in second place on the category chart, selling more than 13,000 copies.

TOTAL SALES OF PRINT BOOKS (IN THOUSANDS)

	JULY 9, 2022	JULY 8, 2023	CHGE WEEK	CHGE YTD
Total	12,279	12,085	-1.6%	-2.7%

UNIT SALES OF PRINT BOOKS BY CATEGORY (IN THOUSANDS)

	JULY 9, 2022	JULY 8, 2023	CHGE WEEK	CHGE YTD
Adult Nonfiction	4,236	4,221	-0.3%	-4.8%
Adult Fiction	3,726	3,729	0.1%	4.1%
Juvenile Nonfiction	1,016	943	-7.1%	-7.8%
Juvenile Fiction	2,429	2,373	-2.3%	-5.3%
Young Adult Fiction	619	579	-6.4%	-3.0%
Young Adult Nonfiction	69	64	-8.6%	-1.4%

UNIT SALES OF PRINT BOOKS BY FORMAT (IN THOUSANDS)

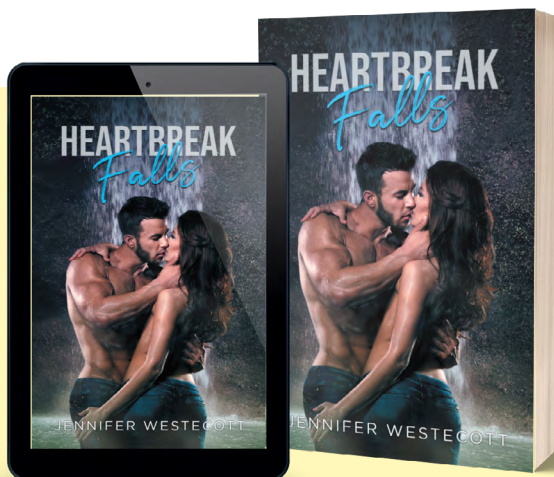
	JULY 9, 2022	JULY 8, 2023	CHGE WEEK	CHGE YTD
Hardcover	2,914	2,863	-1.8%	-3.8%
Trade Paperback	7,768	7,730	-0.5%	-1.8%
Mass Market Paperback	592	507	-14.4%	-17.7%
Board Books	693	610	-0.3%	0.7%



SOURCE: CIRCANA BOOKS CAN AND PUBLISHERS WEEKLY, BOOKS CAN & U.S. CONSUMER MARKET IN REL. COVERS APPROXIMATELY 80% OF THE PRINT BOOK MARKET AND CONTINUES TO GROW.



I grew up in a small rural community in North Central British Columbia. I began writing for the pure enjoyment and a way to express how I was feeling in my early years of high school. When I began writing my first novel *Heartbreak Falls* in the evenings after my children went to bed. I had started it with the intent that it was only going to be a short story that no one would ever read. I used the writing of this novel to heal from when my marriage of 12.5 years had come to an end. I had been married and a mother of 2 children by the time I was 22 years old. I will never regret the choice I made to have my children at such a young age. I was able to grow with my children and form a bond with them that some mothers only wish they could have. My biggest fans and supporters thus far would have to be my family and friends. My biggest fan and best friend Wayne English was the one that encouraged me to get back to writing again, as he always knew just how happy writing makes me. Currently I operate heavy haul trucks in a coal mine just to be able to afford a better lifestyle for myself while I pursue my dreams. When I first had *Heartbreak Falls* self-published on my own before I pulled it from sales as I was not happy with editing work that I had paid for, my amazing and very supportive father was able to see it in print just before his untimely demise. We lost my father 9 months after my novel was first published, and as I sit here working on all my current projects, I know he is looking down upon me smiling and cheering me on. My mother and my children are among my biggest fans that are always encouraging me to live my dream and never stop no matter how difficult it seems to get.



Camille was in the dress shop buying a new gown for her sister's betrothal ball unaware of a mysterious newcomer. The handsome newcomer in was watching her as she moved through the shop all the while she was completely oblivious to him. She had all but given up on finding love, when he had introduced himself to her. Before long a romance was building as they spent more time together. Camille later discovered her heart melting for this wonderful man and found herself falling in love with the newcomer. With a new love blossoming between them, who knows what may lie around the next corner for the daughter of a wealthy Toy Factory owner. Who knew that a lasting love would form between Camille and the newcomer in the most unlikely of places, at HEARTBREAK FALLS!

- *What do the words “writer’s block” mean to you?*

To me it means that I have come to an impasse and cannot think of anything else to write at that time.

- *What comes first for you — the plot or the characters — and why?*

I usually come up with the plot first and then create my characters around the plot, that way I can research the era in which I am choosing to create my story in.

- *How many books have you written, and which is your favorite?*

I have written 2 novels. My first novel *Heartbreak Falls* would have to be my favorite thus far.

- *How important was professional editing to your book’s development?*

For myself the professional editing is very important as an editor can catch things that I may have missed, or

they can simply put it in a language for the time frame that I am writing in.

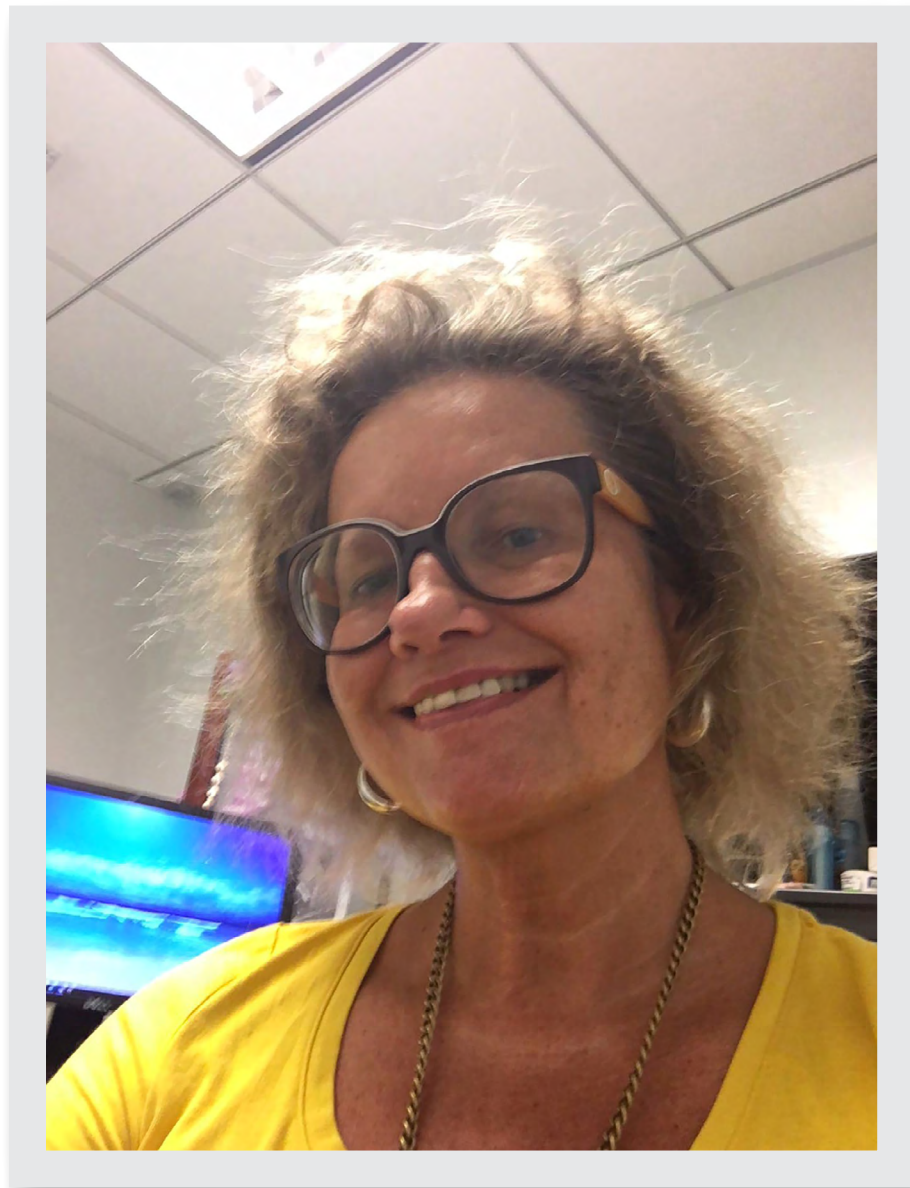
- *What is your writing process like? Are you more of a plotter or a pantsier?*

I would have to say that I am very much a plotter. I must plan out everything from start to finish, and how the mood of the story is going to be.

- *If your book were made into a movie, which actors would play your characters?*

For the male leading role either Jamie Dornan or Alan Ritchson and for the female lead role either Dakota Johnson or Florence Pugh.

Nina Hann



Nina Hann was born in Addis Ababa, Ethiopia, where her parents were contractors for the Royal Family of Haile Selassie. At 8 months, she contracted cerebral meningitis and survived the disease, but she became deaf as a result. At 5 years of age, she moved to the United States with her family, was outfitted with hearing aids, and attended speech therapy. Her ability to use her voice enabled her to attend regular and private schools and soon she mastered the English language as well as sign language, which is now her second language. She graduated summa cum laude at Gallaudet University. The temples and ruins she had visited with her family in her childhood, such as Egypt and its pyramids and Teotihuacan in Mexico, motivated her to seek greater knowledge and understanding about their history and purpose. While working as auditor for the federal government, she used her free time to write a story that eventually became a novel. It is a fictional romance novel based on her life experiences, as well as applying the ancient alien theories prescribed by Erich Von Daniken and Giorgio Tsoukalos.

The story begins with the young Margaux, who is raised by her controlling mother, whose anxieties were fueled by a mysterious event in her past, an event she refused to divulge to anyone for fear of losing her only daughter. Her tight grip constantly frustrated Margaux's efforts to live a life of her own. One day, Margaux rebels and falls in love with a handsome lifeguard, Byron, who takes her on a wild date towards Lake Tallulah. While swimming in the lake, the couple is abducted by extraterrestrials, who examine their bodies, erase their memories, and return them back to earth separately. Neither one of the couple remembers each other and both are forced to go on to separate lives.



Social Media Marketing

This time is the perfect time to advertise and push your book even further. We make use of the fact that we are just launching the book. When most people are staying quiet because they have decided to just observe the market, it is the best time for us to make noise which will make us loud as ever especially that we have millions of book readers around the world sitting at home with a lot of time in their hands but with pretty much not a lot to do. Our challenge is to give them materials that are worth spending their time on. We would like to have your books as one of their top choices. We will use Facebook and Instagram, the largest Social Media platforms, to promote your books.

Social media marketing is a powerful way for aspiring authors to reach prospects and avid readers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook and Instagram, you're missing out! Great marketing on social media can bring remarkable success to your books, creating devoted book reader advocates and even driving leads and sales.

Why Facebook and Instagram?

Let's start with the facts. 80% of all Internet users use FACEBOOK. Even 65% of adults over the age of 65 use Facebook. It has over 1.85 billion users. Most users check their Facebook page multiple times per day. Regardless of who your customers are, they are using Facebook. And, they use it daily. Therefore, one of the most important benefits of Facebook advertising is that your customers use it daily.

With over 800 million monthly active users, over 220 million users are Americans.

INSTAGRAM has come a long way since it originated in 2010, and businesses are starting to take note. Mark Zuckerberg, CEO of Facebook, saw so much potential in

the platform and the benefits of Instagram that he bought it out just 18 months after it launched, for \$1 billion, and the platform has continued to grow ever since. Businesses have started to react more and more to this rapidly growing platform, and if you analyze the top 100 brands in the world, 90% of them have an Instagram account.

This will be a SPONSORED ad, and if you have been to Facebook lately, have watched a video or two, chances are, you may have seen some of these ads. We know how annoying and aggressive they can get and that's how we will be on your ad. Some users may be confused on why they are receiving these types of ads but Facebook has their details including their likes and wants during the creation of the profiles. Also, every time we use these platforms, our browsing behaviours including our searches, inquiries, commented items and posts, etc, gets retained(scary, i know but that's a fact) to be used for certain things such as marketing and advertising.

I am on Facebook. Why can't I just do the ad myself?

The majority of the people you're connected to on Facebook probably aren't your ideal reader. For example, let's say you're a sci-fi author. How many of your friends are into sci-fi? Probably not a huge percentage. However, by running a sponsored Facebook ad, you can get your book in front of a massive audience of hardcore sci-fi lovers. The simple truth is that Facebook ads allow you to reach an audience you couldn't reach otherwise. This audience is made up of the people most likely to buy your book.

We will customize your ad to fit the right people - from age, sex and even location - we can make it very targeted. Once they click the ad, we control where they will be taken to, it's customizable. We either take them to your Amazon profile or your website. Either way, they will also know more about your books and about you as an author.

In short, the ad is just the start, our landing page is the key. Wherever they may be taken, we will make it a point that they will have the ability to purchase your book, know more about you as an author, your other projects and passion. etc. We are like hitting multiple books or products with just one ad here.

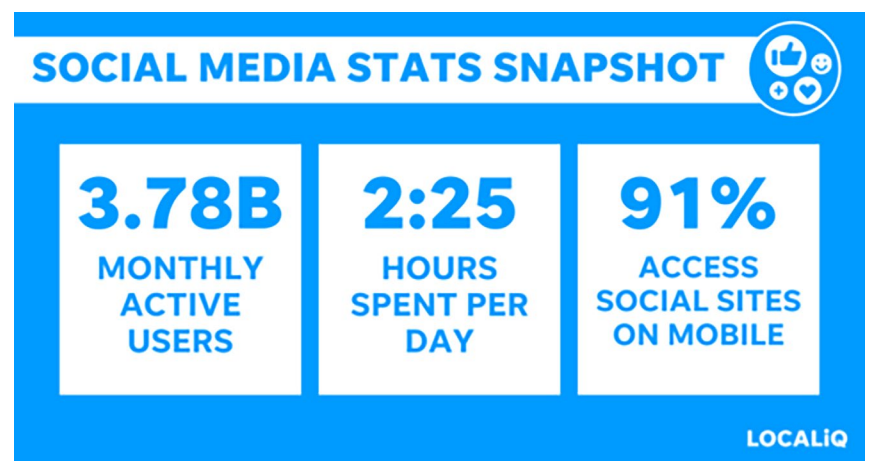
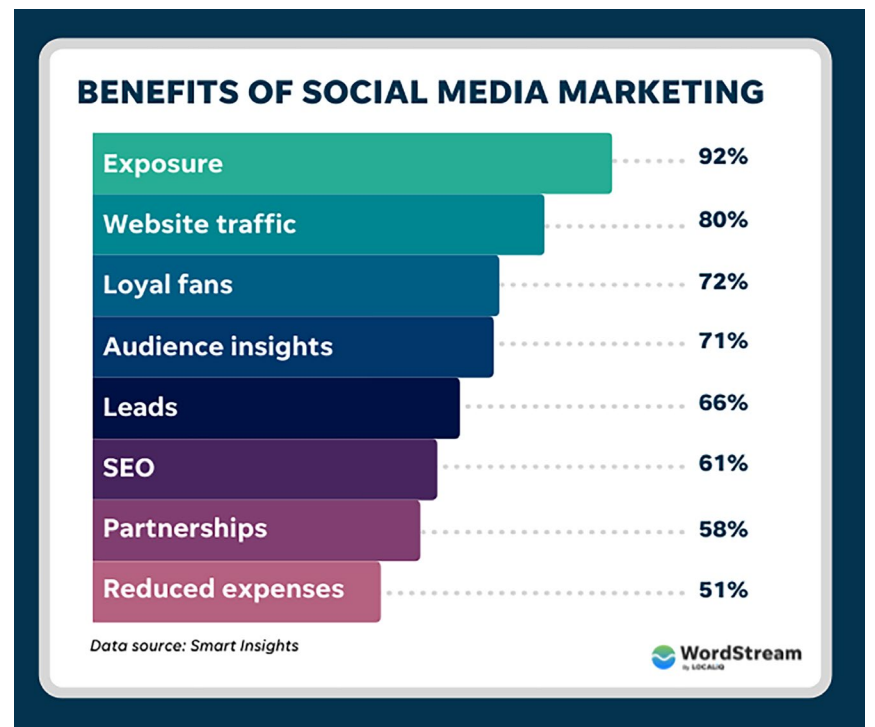
While the ad is running, we can send you a report on a weekly(or monthly) basis on how the ad is currently performing for us. After each month, we review the report and then decide if we need to add or change coverage such as location (state), age, etc. Once the ad has completed its full run, we will send a fulfillment report with complete details to give us an idea on what to do next in terms of promotion and marketing or where to take the book's general direction.

The ad will potentially reach approximately 4-5 million people each month and be clicked on average 5,000 times weekly. The most exciting thing about this is that we do not know who these people are, really. All we know is that their profiles fit the kind of book that we are advertising, we could be talking just the regular book readers, parents, teachers or major decision makers, producers, literary agents, etc. All we need is just a single solid break out of these kinds of contacts and the book, or your other books, your career, could potentially take off, instantaneously.

This particular advertising will peak at around 4-7 months after its run(depending on the length of time the ad was running) but residual effect will still be evident even 10-12 months after.

According to a recent research, Facebook and Instagram top the list for the social media outlets being visited by Americans these days, MULTIPLE times a day!

Another interesting fact is that most users who are the most active are the ones who belong to the middle to upper class of the society.



Mary Virginia McCormick Pittman



As a seventh-generation Texan and an award-winning author, Mary Virginia McCormick Pittman is a recipient of the Outstanding Achievement Poetry Award from the International Society of Poets and the youngest honoree to receive the Legend of Texas Award. Her poems have been published in numerous magazines and books. Her poetry collection includes images and colors relating to the verses.

McCormick Pittman is a child advocate, wildlife photojournalist and lecturer, international conservation researcher, wounded-warrior medical advocate, and an Arctic musher. Enjoy a sampling of her poetry, which she says is “dedicated to our warrior heroes of America.”



Four Legged Heroes: The Mama Magina Books is the first of a series. Is it animal magic or the unique DNA of the wolf? Three incredible stories will transport you into a world of canine courage, endurance, and fortitude, which can be called nothing less than miraculous. Animal lovers will be brought to tears, and new fans of the husky will be created for life.

“I want to stimulate creativity, innovation, and imagination in a child’s mind! And to inspire children to ‘be your own hero’ by absorbing noble character traits that will bring success and self-fulfillment.”

Literary Today Magazine

Magazine advertising continues to be an effective form of communicating to targeted audiences.

Digital magazine advertising is not a rare thing nowadays. Having a digital magazine is a common thing in this era when the human race has gone mobile. Smartphones have become an essential device for most people and of course, it also has a great impact on its users. In the meantime, this increased smartphone usage has led to an increase in the consumption of digital content including digital magazines.

There are no boundaries in reaching more readers globally.

One unique ability of a digital magazine is reaching readers globally. It should be a great benefit for digital magazine advertising. It has a powerful engagement for the readers. They can still access or subscribe to the magazine even when they move to another location or country. For instance, as for now, readers in Asian countries are able to purchase and subscribe to Vogue USA right from their smartphone and tablet.

Digital magazines can also maintain their readers' loyalty. They will allow publishers to create content for their readers anywhere. They won't be tied on a particular location.

It will be a great benefit for a company or a product that are willing to have advertisements in the digital magazine. The ad will be reaching out to more readers globally. For digital products, it's a great opportunity to market the products since they can be purchased from anywhere. No delivery required.

Digital Magazine Advertising Allows Ads to Be Distributed Instantly

One perk of having a digital magazine is the ability to publish your issue instantly. No need to be printed or distributed manually. As well as the ad, it can be instantly distributed. Digital magazine advertising will also be spread as fast as it can be. It would be a good chance if the ad was about promotions or a quick sale. Also, the advertisements can be switched out instantly if publishers want to replace them with the new ones.

Digital Magazines Have a Very Large Amount of Interactivity

With a digital magazine, any advertising can be designed as creative as possible. Having an ad in print magazine can be limited. You can't freely determine any options of interactivity. Animation, video, long content, and music are a few things for the ad content you can do if you want to improve your digital magazine advertising.

Making interactive content and advertisements is also one of the benefits of using MagLoft as your digital publishing partner. MagLoft has its own state of the art drag and drop, visual editor named TypeLoft in which even PDF files can be made more interactive.

Implementing Two-Way Communication with the Readers

Having a digital magazine is also helping publishers to get more engagements from their readers. When content is created around the audience's interests, they are more engaged and more apt to click on advertisements distributed throughout the content. It will be a good chance for an ad. Publishers can determine which page that gets more engagements and it could be a good spot for the ad.



Book Trailers

In case you're unfamiliar with the concept, a book trailer is a short promotional video for a book.

As the term suggests, it functions like a movie trailer, giving people an in-depth look at a newly released or soon-to-be-released title.

However, there are a few key ways in which book trailers differ from movie trailers.

For example...

- Book trailers tend to be much shorter than movie trailers, usually 30 to 90 seconds long.
- Trailers for books are focused on teasing the audience without giving away too much.
- Unlike movie trailers, which are displayed in previews, book trailers are meant to stand alone.

Ultimately, it's about engaging potential readers and getting them familiar with the narrative.

Book trailers combine audio and visual components to deliver a more well-rounded sensory experience than just text or graphics.

This means your video has the potential to leave a lasting impression on viewers. Plus, it can help your

book stand out from others that don't offer a synopsis in this medium.

As mentioned previously, many authors don't put the time and effort into creating book trailers, which means you can stand out from the crowd by producing one for your next title.

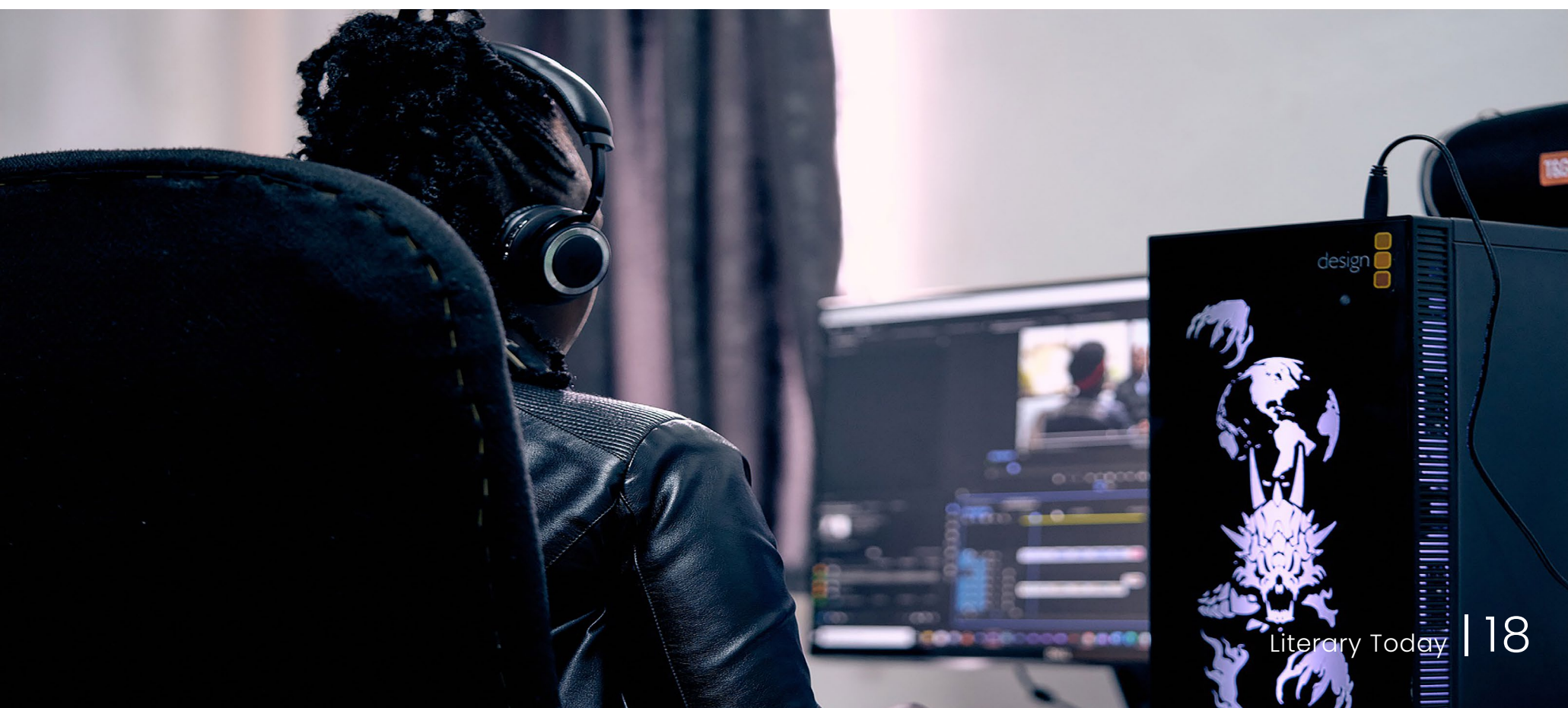
By nature, video is easy to consume and share. Therefore, when you create a book trailer, you give potential readers a fun and simple way to learn what your book is about.

Moreover, you increase your book's exposure by creating something people are more likely to share with others.

To get the most out of your book trailer, it's important to feature it in various places, including...

- On your website
- On your book's Amazon sales page
- On your social media pages
- On literary websites

In doing so, you can reach a broader audience and get in front of those who aren't familiar with your work already.



At **Brilliant Books Literary**

we listen to your stories and we make it possible
the world knows about them too.

