

# Literary Today

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# BEST BOOKS

# OCTOBER 2023



[MARGARET  
LIU COLLINS]



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# Margaret Liu Collins

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[www.victoryglory.com](http://www.victoryglory.com)  
Book trailer: <https://vimeo.com/854813039>



**M**argaret Liu Collins is called to share the Good News about God in every aspect of her life from her intimate life with her family to her business practices and philanthropy, and into her leadership and testimony in her Christian community and beyond.

She was born in Chongqing, China, and attended high school, St. Stephen's Girls College, Hong Kong. She later graduated with a Bachelor of Science degree from the University of California, Berkeley. After being a science teacher, she later became the founder and CEO of a real estate brokerage firm, Liu Realty, Inc., and is the founder and CEO of Liu International Management LLC.

Margaret has served as a director of nonprofit organizations including Grace Cathedral, The Episcopal Dioceses of Northern California, California Pacific Medical Center, The University of California Berkeley Foundation Board, and the San Francisco Symphony. Her for-profit board memberships include Cmos, ComplianceEase, and Servgate.

With God's prompting, Margaret has supported her Alma mater, the University of California, Berkeley, establishing a fellowship endowment, "T. O. Liu Memorial Fellowship" in Helen Willis Neuroscience Institute in honor of her father. In 2010, she established an undergraduate scholarship to provide financial resources for deserving students who come from families led by single parents.

San Francisco Business Times, in 2011, named Margaret one of the "150 Most Influential Women in Bay Area Business".

In 2016, Margaret endowed Chair Professorship in Traumatic Brain Injury to world-renowned neurosurgeon Geoffrey T. Manley, MD, Ph.D., Professor and Vice Chairman Department of Neurological Surgery, UCSF Weill Institute of Neurosciences and Chief of Neurological Surgery, Zuckerberg San Francisco General Hospital, and Trauma Center.

In 2022 She also endowed a Chair professorship in Neurotechnology to Dr Cong Peng UCSF .

In 2013, she collaborated with her late Aunt, Qin Ziao-men, to write a book about her beloved father *A Twentieth-Century Chinese Profile Tien Oung Liu* available on Amazon.

Margaret and her adoring husband, Ted Collins, split their time between homes in San Francisco and Sonoma County, taking special pleasure in watching their grandchildren grow.

Margaret offers support for fellow Christians along with inspiring articles, videos, and resources on her website at: [VictoryGlory.com](http://VictoryGlory.com) and [authormargareliuollins.com](http://authormargareliuollins.com)

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

My Cherished Desire

The Lord is good, a strong refuge when trouble comes.

He is close to those who trust in him. Nahum 1:7 (NLT).

Throughout the pages of this book, I've shared my personal testimony—the guidance and direction that God has taught me in my walk with Him. Some of what I've shared has been big, practical guidance to a path of success, and other ideas have been small. No matter, God is there for every facet of our lives. I simply cannot imagine my life without God at the center of it—as my guide, as my companion, as my purpose. It is my joy to share the story of the goodness of God in my life.

God is not a Special Occasion or a Sunday-only God; He is an every day, every minute God. His love and guidance are available to us all. He wants us to live healthy, happy lives free of worry and enjoying great joy and abundance. That is the message of this book—God is good. It is my deepest hope that God is glorified by my sharing it.

God told me that He wanted me to write this book. I have many excuses. Not only do I not like to write, but I also do not write well, and English is my second language. Among all my excuses, I heard his message clearly. So, even though I struggled and hesitated, I began the process.

In late 2019, I even set the project aside for a bit, having talked myself out of the book project. Then in early 2020, the coronavirus swept the globe and sent us into our homes. It was then that I could no longer ignore God's urging. During the fears and worries that arose during the pandemic, God's voice was so very clear. He reminded me to choose God's favor over fear. He reminded me that if He

### My sincere wish

It is my sincerest wish that this book will bring comfort and encouragement to anyone struggling in their walk with God. Perhaps it will inspire some readers to welcome the supernatural powers of God into their lives. Perhaps it will give them peace. Maybe it will guide them to stop tolerating abuse or to feel the confidence to enter a new career field with God's gentle, loving guidance right alongside. And maybe, it will guide someone filled with doubts to find their faith, accept Jesus into their hearts, and embrace God as their own.

Truly, nothing could make me happier.

- *What risks have you taken with your writing that have paid off?*

The biggest risk was the book would not be well received and it failed to inspire, encourage readers to get close to God and to bring readers to have a more intimate relationship with God. My pay off is that readers seemed to really like the book as I have very positive feedback from Amazon reviews. It gave them hope in their future knowing God is good and that He is always for them, with them and in them.

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

Once I completed writing the book, it was easy to come up with the title. As I reflect over my life journey with God, God has been good all the time to me. It is His will to prosper me and to give me hope for my future.

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

The most difficult part of my writing process was deciding that I can write. Once I started it came relatively smooth sailing. I have been writing for 7 years.

*God is Good is the story of the transformational power of faith in our everyday lives. While the world portrays God as wrathful and scolding, our Heavenly Father is the most loving kind of father. He wants for all of His children to live in safety, joy, health, and prosperity, free of worry, sickness, and sorrow.*

*Margaret Liu Collins was born in China during a time of wartime strife, born a girl in a culture that values males, and later found herself in a marriage filled with ridicule and abuse with two young children to care for. By learning to seek, recognize, and heed God's voice, she was able to welcome the abundance that God offered: a life of spiritual riches, financial abundance, exuberant health, and loving relationships. All of this came about, not because of any exceptional qualities of her own, but because God is Good.*

*Presently, the book "God is Good" is in the film adaptation process into a movie and the final film will be available in the last quarter of 2024.*

<https://forums.onlinebookclub.org/viewtopic.php?p=2141519&sid=899155723cc6d0fa019686b0c184de2d#p2141519>

<https://forums.onlinebookclub.org/viewtopic.php?p=2141519&sid=899155723cc6d0fa019686b0c184de2d#p2141519>



# 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.



# Leonid Shagalov



“Studying in the Ballet Academy of the Bolshoi Theater, I studied Classical Ballet, Historical Dance, and Character Dance, which included dances of many countries around the World – Polish, Hungarian, Spanish, Italian, and many others.”

**B**orn in Moscow, USSR. From early childhood ages, I studied dance, specifically folk dances of Russia, Ukraine, Belorussia, Moldova, and other Soviet republics.

Studying in the Ballet Academy of the Bolshoi Theater, I studied Classical Ballet, Historical Dance, and Character Dance, which included dances of many countries around the World – Polish, Hungarian, Spanish, Italian, and many others.

From 16 years old, I started working on professional stage. Worked in many theaters and professional folk dance ensembles. Theater of Operetta in Moscow, Aleksandrov Ensemble of the Soviet Army (the best in the USSR), Central Ensemble of the Soviet Army in East Germany, to name a few. The longest time as a dancer and teacher, I worked in the best dance company of Russian Federation – Academic Dance Company “Beriozka”. With this worldly famous dance company, I worked for 15 years and performed in 35 countries around the World,

including the biggest countries: France, Spain, USA (25 states), Australia, Belgium, Brazil, Argentina, etc.

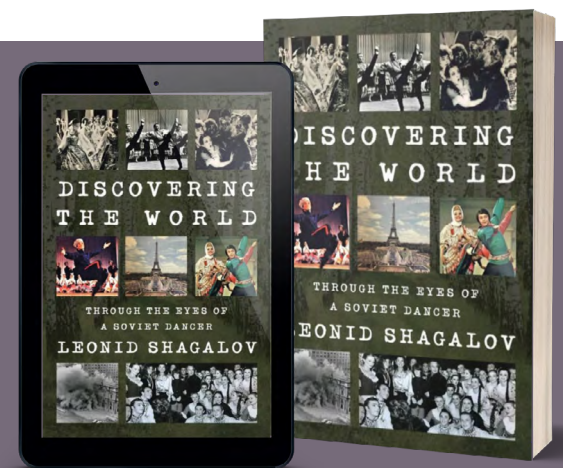
In 1990, I moved to the USA, to San Francisco. Worked in numerous ballet schools in California and Oregon states as a teacher of Classical Ballet and Character Dance, but most of the time – in San Francisco Ballet School and School of Oregon Ballet Theater.

I have hundreds of students here in the US in different ballet companies, especially in San Francisco Ballet and Oregon Ballet Theater. My former students in Russia now became teachers of dance and created their own dance companies.

Going to the retirement, I’ve got time to write my memoirs about the most interesting travels around the world with “Beriozka” Dance Company, about different countries and different interesting people around the World, and interesting historical events that I witnessed.

Still teaching choreography and folk dances of different countries around the World.

*This book is extraordinary. It introduces the reader to the behind-the-scenes world of the ballet dancers of the famous Beryozka Dance Ensemble. He tells about the difficult preparation of that lyrically beautiful, and sometimes enchanting dance festival, which is seen by spectators who come to the concert of the ensemble in any country. Moreover, this book talks about the unusual situations that the artists of the Ensemble found themselves in when traveling across different countries and continents. And there were many such situations, because the Beryozka Ensemble performed in more than 60 countries around the world. The author of the book, a dancer himself, a dance teacher and a participant in the events described in the book, seeks to bring the impressions of foreign trips and convey the unique atmosphere of each country, consciously or unconsciously drawing comparisons with his native country. The book is based on real, non-fictional events and undoubtedly has cognitive and educational value for the inquisitive reader. The book is richly illustrated with photographs by the author.*



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

The most difficult part of the writing process is to understand - will it be interesting and important for a prospective reader to read my story. The continuation of this process to find a form of the story that will be interesting for a prospect reader.

I started writing a long time ago, in my young ages. However, there was no time to work on the publishing process, my principal work as a dancer-choreographer always been at a tough schedule and requested a full-time devotion.

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

To check facts of the story: names, dates, geographic locations, etc. Correct factual texture of a book gives a reader confidence and historical interest to a story.

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

For this type of literature that I am working on – non-fiction - facts of the story are the most important: names, dates, geographic locations. Characters, the plot of the story, and style of writing come later.

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

“Discovering the World” is my first book. So far, this book is my favorite.

- *What part of the book did you have the hardest time writing?*

Those parts of the book connected to the official Soviet government business were the hardest to write. A reader will easily find those parts in my book.

- *What part of the book was the most fun to write?*

The process of writing itself is the most pleasant part. Working with my memory, checking my memory and skills is a fun process!

# Ingram Catalog

When it comes to promoting your book to booksellers, libraries, and independent specialty bookstores, it pays to be in league with somebody your market already trusts.

Brilliant Books literary has formed a strategic partnership with Ingram, America's largest book marketing and distribution company. This collaboration makes use of Ingram's network of booksellers, librarians, and specialty retailers that rely on the company's selection of print magazines, online catalogs, e-newsletters, and other book-related products in the industry.

This puts your book exactly where it ought to be—right in front of their eyes.

Ingram Advance Catalog is a publication that highlights the best and forthcoming titles through its monthly buying guide. This is read by over 6,600 retailers, librarians, and international customers via print and 28,000 international and domestic booksellers and librarians in digital format.

Along with title listing, it also leads in editorial content, including author interviews, merchandising tips, and products news.

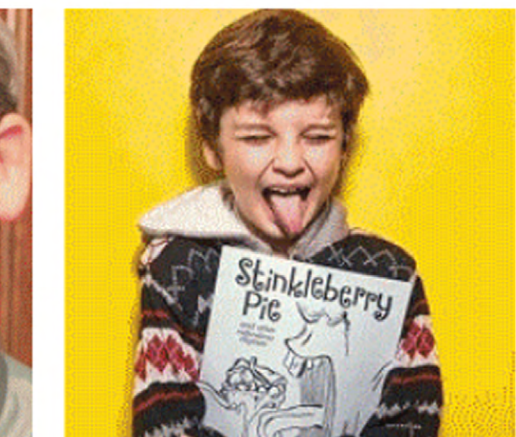
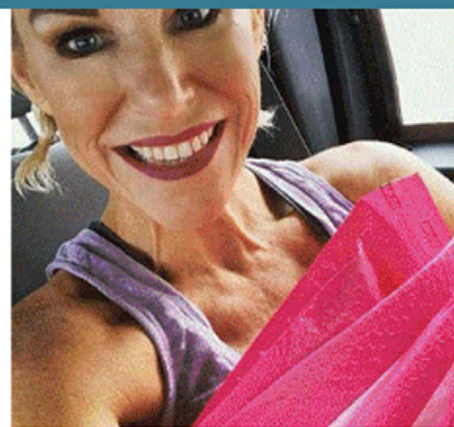
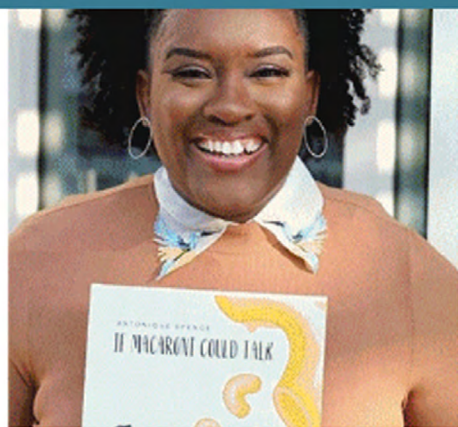
## About Ingram Content Group

For more than 50 years, Ingram has been connecting readers, librarians, and booksellers to the books that they want to read and/or sell. In fact, it has dominated the distribution of print and digital content in over 200 countries and zones. It is the leading distributor of print and digital content with a reach of over 9,000 retailers and 18,000 librarians.

It offers fully integrated print and digital wholesale and distribution services for the book industry. Each year, Ingram issues a series of catalogs to retailers and libraries showcasing forthcoming and recently published titles.

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**R**oberta Snyder is a native to Nebraska, where she and her husband currently reside. They feel fortunate to have raised their two children in the quiet prairie-lands of eastern Custer County, in a region which is well-suited to agricultural pursuits. After completing studies at the University of Nebraska Lincoln campus, she entered the teaching profession. Her career as a professional educator would span four and a half decades, and include job assignments in 5th through 12th grades, across a variety of disciplines. She remains passionate about the critical needs of children today, both nationally and globally. Her other passions include nurturing family, weaving the fabric of music throughout life, and proclaiming the gospel message.

## Roberta Jean Snyder

<https://www.facebook.com/profile.php?id=61552348557174>

- *What inspired the idea for your book?*

The book was inspired by the events of COVID-19, when the world was being viewed through windows. Our thirteen-month-old Grandson had traveled from Nebraska to Maine to meet his Great-Grandmother for the first time. She was confined to a care facility, where they had “little window visits”.

- *What do you need in your writing space to help you stay focused?*

To focus on writing, I prefer a quiet, peaceful environment, with few manmade or technological distractions. Natural scenes to view from the picture window, as well as soft instrumental music are added enhancements. Couple all of that with plenty of sharpened #2 pencils and a journal, and then add prayerful thoughts and considerations.

- *If you could spend a day with another popular author, whom would you choose?*

C.S.Lewis, if he were alive today, would be someone to encounter. It seems as if he understood humanity and related well to the human heart. His writings depicting both good and evil run parallel to today’s world conditions. Thus, the themes of his works have stood the test of time throughout the generations.

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

The book was initially written from a Grandmother’s heart to a Grandson. The purpose was for advisement along the paths of this life. Since then, it has served as a message for other little children (and adults) about the blessed hope of the Gospel message of Jesus Christ in today’s challenging world. If it assists emerging young English Language Learners in acquiring literacy, then it would fulfill a dual purpose.

*At times, we all might feel like we are on the outside looking in. Sometimes, the windows we stare into show us all the things we wish we had. Sometimes, the windows show us the people we want to hold and keep close to in our lives. And sometimes, the light glinting off the glass shows us who we are and who God encourages us to be. During the Covid-19 pandemic, the whole world transformed into a series of windowed lives, from the electronic panes of Zoom, to store screens between customers and workers, to the glass frames of protection between loved ones and us.*



# Snips from Publishers Weekly

October 23, 2023 issue

## News

### World on Fire

Geopolitics loomed large over the 2023 Frankfurt Book Fair, but business appeared brisk

Expectations were high in the buildup to the 2023 Frankfurt Book Fair, which ran October 18–22 and is celebrating its 75th anniversary this year. But world events—most prominently, the war between Israel and Hamas—loomed large over the show.

Despite the geopolitical turmoil, business appeared brisk and the fair seems to be bouncing back from a pandemic-induced lull, reporting roughly 105,000 trade visitors from 130 countries. “We have returned to about 80% of the square meters of exhibitors that we had in 2019,” said fair director Juergen Boos. “And part of that is the loss of the Russian national stand, which was banned following their invasion of Ukraine, and Iran, which pulled out following our announcement of Salman Rushdie as winner of the Peace Prize [of the German Book Trade].”

Organizers said that the fair has also seen an overall rise in ticket sales, some of which is likely due to the addition of several new events. Those include a Meet the Author program for book signings, a TikTok Book Award ceremony, and a live recording of the popular German podcast *Lager der Nation*. “The readers are back,” Boos said, adding that sales of tickets to the public were up 10% over the previous year.

But the rights trade remains at the heart of the fair, and this year’s Literary Agents and Scouts Center (LitAg) drew 326 agencies representing more than 30 countries and occupying a record 584 tables. A new Publishers Rights Center for rights directors also debuted adjacent to the LitAg. And perhaps the most encouraging news for the rights trade was the return of Chinese publishers—including Phoenix Publishing and Media Group, the country’s largest conglomerate—after a three-year absence. However, several publishers reported that Chinese houses at this year’s fair appeared reticent to buy rights from American companies.

According to fairgoers, sales of occult books and gifts are on the rise, including tarot card decks; shadowwork journals and books, which aim to help people recover from trauma and are trending on TikTok; and self-help books for new adults (18- to 35-year-olds). In some parts of the world, self-help has been recategorized as self-healing, to make it more palatable and attractive to younger readers.

American and British publishers are keeping an eye on the increase in sales of English-language rights to European



From L: fair director Juergen Boos, opening keynoter Gaia Vince, and Karin Schmidt-Friderichs, chairwoman of the Börsenverein des Deutschen Buchhandels.

publishers. “The issue is that [European] publishers are losing sales to English-language publishers while they wait for a translation, since readers can order an English-language book on Amazon or even buy it from their local bookstore,” Boos said. By publishing a book in English, a German publisher, for example, can capture sales that would otherwise be lost to a British or American house.

Meanwhile, in the professional program, AI and environmental sustainability were the hot topics. The keynote at the opening press conference was given by British environmentalist and journalist Gaia Vince, author of *Nomad Century*, who discussed how climate change will become a catalyst for further global migration. And Slovenia was this year’s guest of honor country, hosting a program under the motto “Honeycomb of Words.”

#### Arab publishers protest

On the eve of the fair, several Arab publishing associations, as well as publishers from Indonesia and Malaysia, abruptly pulled out of the event to protest a decision by Litprom (a Frankfurt Book Fair–affiliated organization that promotes authors from underrepresented countries in the Global South) to postpone the 2023 LiBeraturpreis award ceremony honoring Berlin-based Palestinian writer Adania Shibli. A letter published on *ArabLit* protesting the postponement garnered nearly 1,500 signatures. Furthermore, Boos rankled some with a statement—later amended—that

seemed to signal the fair's intention to foreground the interests of Israeli and Jewish writers at the expense of Palestinians.

At the fair's opening press conference on October 17, Karin Schmidt-Friederichs, chairwoman of the Börsenverein des Deutschen Buchhandels (the German publishers association), took stock of the perilous state of world affairs. "Our sympathy goes to all the victims of the violence in Israel and

Palestine," she said. "Russia's war of aggression against Ukraine, violating international law, has been raging on the edge of Europe now for a year and a half. Looking at Germany, we are concerned by the increase in popularity of extreme positions in society and the political party landscape. Debates are heating up; words are triggering waves of agitation. All around us, populism and nationalism are gaining ground at an alarming rate."



The "Hope for Russia" panel saw an outpouring of emotion from the crowd.

she said, adding that new AI technologies are threatening copyright and creativity.

On its 75th anniversary, amid business and geopolitical challenges, Boos said that the Frankfurt Book Fair will continue to play a vital role. "The fact is," he added, "we now live in a world where people are very polarized and we don't have common ground, which is something we hope to provide."

—Ed Nawotka

## Tattered Cover Files for Bankruptcy

Tattered Cover Book Store, one of the country's largest and best-known independent bookstore chains, has filed for bankruptcy. According to filings, the Denver-based chain ran more than \$660,000 in the red between January and September.

The move comes after a challenging few years for current owner Bended Page LLC, which acquired Tattered Cover in 2020 and, after an initial period of expansion, found business slowing, due in part to the pandemic. Dipping sales and other issues led to the resignation of CEO Kwame Alexander, and this July, Brad Dempsey, a lawyer specializing in finance and business restructuring, was named interim CEO.

In a statement, Dempsey said the objective now is to put Tattered Cover "on a smaller, more modern and financially sustainable platform," while acknowledging that the restructuring would require some "very difficult business decisions." The bookseller will close three of its seven stores by early November, resulting in cuts of "at least" 27 staff positions out of Tattered Cover's current 103.



Under Subchapter V of Chapter 11, which was enacted by Congress in 2020 to provide a streamlined process for small companies to reorganize, Tattered Cover could soon have access to as much as \$1 million in new debtor-in-possession financing, which, according to company representatives, will be used to obtain additional inventory for the 2023 holiday season, as well as to "maintain operations and staff compensation during the restructuring process."

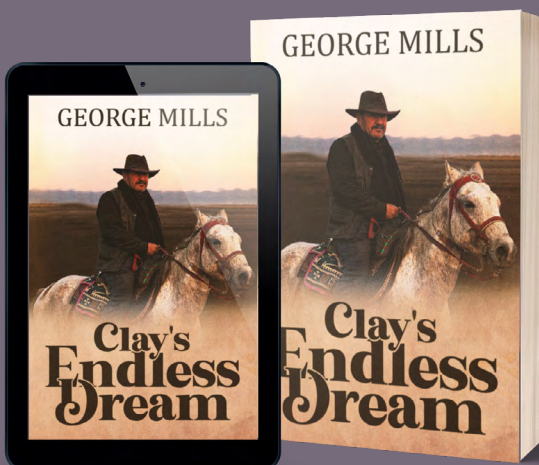
Various companies that supply books to Tattered Cover said they will need time to understand its new financing before deciding on how to continue to work with the store, which has been on credit hold with a number of publishers.

The original Tattered Cover was opened in 1971 by Stephen Cogil before being purchased by Joyce Meskis in 1974. Meskis sold it to Len Vlahos and Kristen Gilligan in 2015, who sold it to the current owners. It's considered one of the leading independent bookstores in the country, and has a long history of being at the forefront in the fight for free speech and First Amendment rights. —Jim Millot

# George Mills



I was born in Jones Country, Miss: I grew up in a small community in Mulberry. Where I was surrounded by family and friends with great values of belief in God and demanding work if you did not work you did not eat just that simple. I give excellent credit to my family and friends; these values are very much a part of my life. For they help me to become the person I am today. I grew up with my two oldest brothers and two younger brothers and two younger sisters. My first year of school I attended Glade Elementary in Jones country where my family live at the time. From there my family moved back to Mulberry where we first lived, and I continued my education at Clara High School: which had the best teacher, who also had a profound influence on my life. After graduation I started my adult life career as a young man working in a sawmill as a flunky, a person performs menial tasks: working my way up to become a lumber grader. Not making that much money in between being a lumber grader and a flunky, I decided to join my hometown National Guard: where I spent the rest of my adulthood working as a surface mechanic; before retiring from the military. I married a beautiful young lady from our hometown of Waynesboro; we were together for twenty-five years; we raised two beautiful children together before going through divorce. After about two years of our divorce: I decided to try writing to take up some spare time outside of riding my motorcycle, which I enjoy. I had always loved writing poems for my mother as a young boy. Who would ever guess that my love for writing poems for mom would one day become an author? My writing turned into the three books and one screenplay which has a theme song named Wildflower. The three books are as follows: As The Journey Begins, was copyrighted in 2018 and its sequel came later. Looking Forward As The Journey Continues, being followed by The Footprints Of An American Soldier: being published by Christian Faith Publishing. Except the screenplay and song; they were published by Goldman agency copyrighted in 2022. Oh just one more thing before I go would you like a cup of coffee?



- *What do the words “writer’s block” mean to you?*  
I myself feel that these words mean, is that the writer is having difficulty deciding the way he/she is wanting the story to be told /go.
- *How do you process and deal with negative book reviews?*  
I find that a negative book review is very helpful it’s a way to learn what your reader like and dislike are.
- *Are there therapeutic benefits to modeling a character after someone you know?*  
Yes, because it gives the story you are telling a more lifelike effect.
- *What is the most difficult part of your writing process? How long have you been writing or when did you start?*  
Hmm, I would say the most difficult part would be coming up with how the story is to reach an ending and leave the reader asking for more.

I started writing my first book back in midsummer of 2017.

- *What advice would you give to a writer working on their first book?*  
Just have a good working relationship with the person you have editing your work.
- *What, to you, are the most important elements of good writing?*  
I’m would say having a good understanding of what you yourself would like to read.
- *What comes first for you — the plot or the characters — and why?*  
I going to say the plot, and then my characters because knowing what you are going to write is more important, then the characters can be named later, in my first book I didn’t give any names to the characters the only character who got a name was Son.

# Book Trailers

In case you are 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...

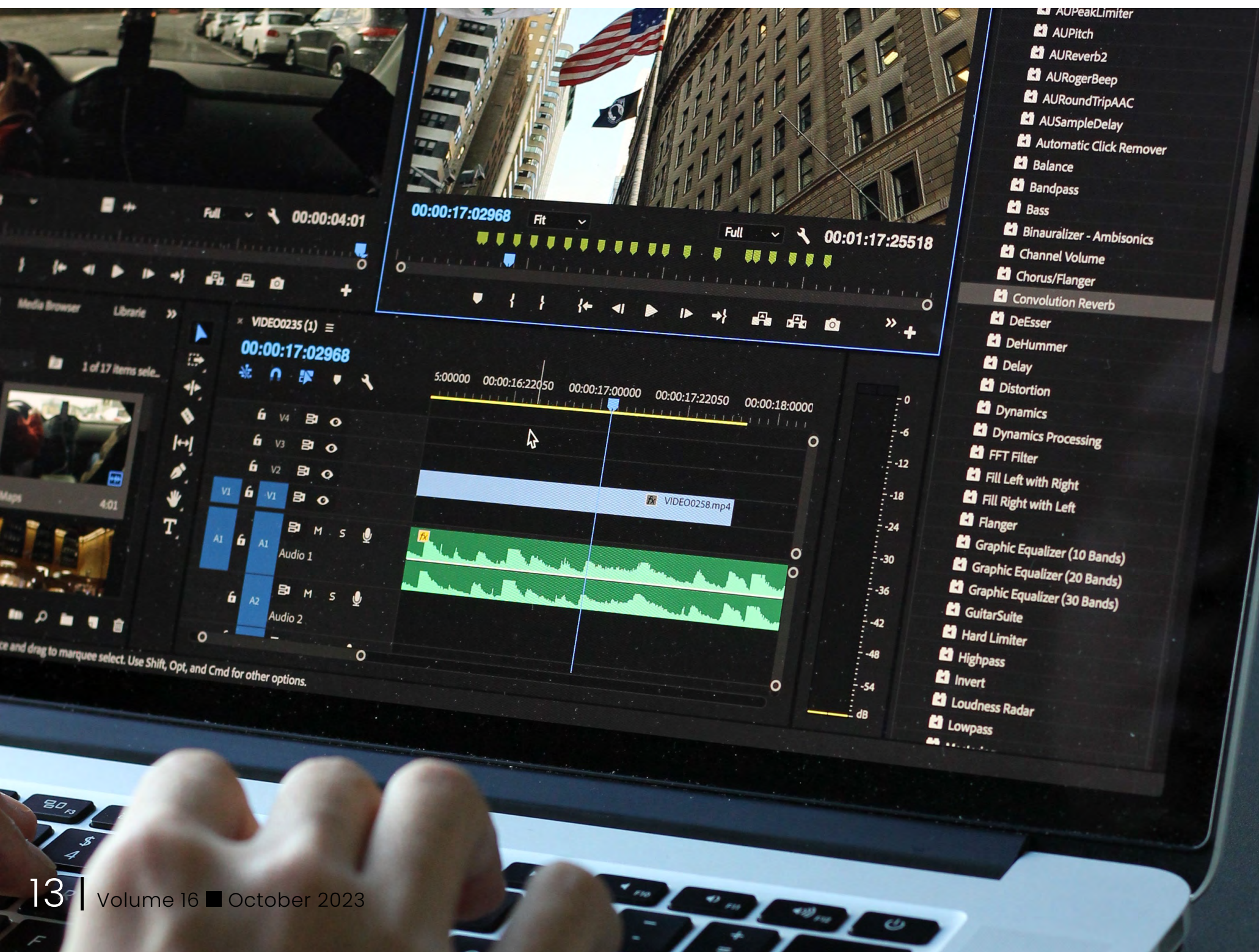
- Book trailers tend to be much shorter than movie trailers, usually 30 to 90 seconds long.
- Trailers for books are focused on teasing the audience without giving away too much.

- Unlike movie trailers, which are displayed in previews, book trailers are meant to stand alone.

Ultimately, it is 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 do not offer a synopsis in this medium.





# D'Ette Owen

<https://www.facebook.com/DetteOwenAuthor>

**D**'ette (Dee-Ett) Owen is just an ordinary woman serving an extraordinary God who bestowed on her an exceptional sense of humor. After years of amusing audiences of all ages through using her family recollections to enhance her teaching for classes and seminars, she finally put a few of the stories on paper to share with the rest of the world.

D'Ette lives in Alaska with her husband, Fred, and enjoys the next generation of stories being created by her grandchildren.

- *How do you process and deal with negative book reviews?*

I have to admit that I haven't read the reviews. I honestly didn't bother looking. The only reason I know what any reviews have to say is because my grandson let me know that I had some "great reviews". The book just needed to come out. I let it out. Since it is based on my own story, the judgment isn't as relevant. I know it's believable because I lived it. I know the characters because I birthed them or had custody of them.

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

Be purposeful. Have a plan. Time block to get it done. There was no real progress until I got purposeful. Since I own a few businesses also, my calendar is serious business. If it's not in my calendar, it doesn't exist. And my calendar was already full. So, I started backing my alarm clock 4 minutes a day. I didn't feel the loss of sleep in those small increments. At the end of one month, I had gifted myself 2 hours every morning to write.

- *What part of the book did you have the hardest time writing?*

There were two: the loss of my best friend and the accident that put my son in the ICU. Initially, I had only planned to share the "light" stories. I want people to smile, giggle and feel good after reading each chapter. But, I got writer's block every time I tried to jump over this section of time. I finally accepted that I couldn't write a memoir that didn't share some of the heartache of life to counter the joy of life. So, I wrote it. And, every writer can share

that as they write something, they live it in their mind. I had to relive two of the most painful times in my life. It took longer than other chapters because I had to just push through. It came with crying, puffy eyes, snot nose... the whole thing. And, I survived it a second time.

- *What inspired the idea for your book?*

When I am teaching or speaking, I frequently use the stories and antics of the kids for a subject lesson. People kept asking for me to share more. Then, they started asking for me to write a book. However, it was when I had a few of the collectible kids tell me how grateful they were that my husband and I opened our hearts and home to them that I realized they had no clue how much they had blessed me. A few people asked me how I came to claim 21 children (though at least 100 called me Momma, only 21 lived with us). What better way to both tell the story and tell these precious ones how grateful I am for having them in my life than to tell it in a book?

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

The original goal was to give the book to my children, both birth and collectibles. I have done that. Through phone calls I have discovered that the book has helped some of them with their own children. That was a bonus. Now, I think the goal is to make people aware that they can make a difference in someone's life every day. Open your eyes to the opportunities that God provides us daily.

*How does one woman go from hearing, "You can't have any more children" to making the statement "About one hundred kids call me Mom"? Author D'Ette Owen did so.*

*In The Making of Momma Dee, Owen shares the story of her family's adventures moving cross-country to Alaska, with their three wild boys in tow. She also describes how she and her husband gathered a gaggle of other kids, their "collectible children," along the way, raising them with the wide range of parenting skills that such a diverse group required and gaining her the nickname Momma Dee. Exploding toilets, joining frequent-flyer programs at emergency rooms, establishing a demilitarized zone for the neighborhood, delivering babies, and launching children off the roof are just some of the events she recounts over their lives together. Throughout it all, Momma Dee's mission is to survive her rambunctious family and find her own purpose.*

*This memoir offers a collection of personal narratives detailing the life of one woman and the family she and her husband build around their sons and various other children.*





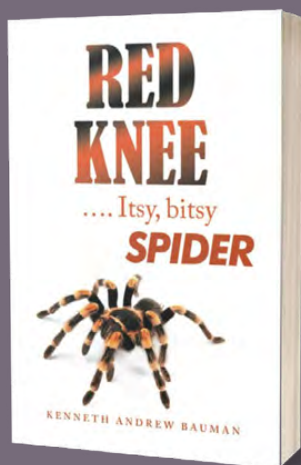
# Kenneth A. Bauman

<https://www.facebook.com/kenneth.a.bauman/>

**I**n independent scholar, Bauman is a former law enforcement officer whose training in the field was supported by the U.S. Air Force; he is an honor graduate of the Air Force Law Enforcement Academy, and while in the Air Force completed an Associate degree in Applied Science: Criminal Justice at the Community College of the Air Force and subsequently served as a military police officer.

He has done investigative and detective work leading into a post LE career of private work involving other treasures than the Beale Treasure, the JFK assassination mystery, the handprint mysteriously left on the Declaration of Independence at the National Archives in Washington D.C. and other curiosities. Bauman has received several honors in his lifetime to include, but not limited to, the United States Air Force Commendation medal, honorary flights in the F-4 Phantom and F-111 fighter jets and Norfolk Southern Railway Police Officer-Of-The-Year for the system citation in 1994. After his service in the Air Force, Bauman was a deputy sheriff in the DeKalb County Police Department (1985-86) and a special agent in the Norfolk Southern Railroad Police (1986-2004); in 1994 he was named “System Wide Officer of the Year” by the Norfolk Southern Railroad Police.

Since retiring from law enforcement, Bauman has worked at Micropulse (2004-pres.), a medical implant firm, and returned with great energy to his love for investigation and the resolution of mysteries through his studies in cryptology and steganography. The first major result of his work in these areas is his authorship of National (Beale) Treasure . . . at Red Knee (2007), a book in which Bauman invokes steganography to consider whether works by Edgar Allan Poe and Ralph Waldo Emerson possess a possible connection to the Beale Papers. Bauman enjoys playing chess, dabbling in photography, solving mysteries and has been blessed with a beautiful and intelligent wife and four children that he has helped raise in a nice family.



*Author Kenneth Andrew Bauman takes on a journey of discovery that appears to be a solution to the Beale Treasure story and more. This information may change the way one views the Beale Treasure. The story begins with the inheritance of a strange sword.*

*In Red Knee....itsy, bitsy Spider, Kenneth Andrew Bauman leads his readers on a “history highway” leading to a suspected national treasure hidden originally by privateer Captain John MacPherson and Benjamin Franklin in Philadelphia, Pennsylvania.*



- *Would a character in my book and I get along?*  
Yes, the character being Mr. LeGrand; LeGrand is a mystery and surely enigmatic. He is a teacher of enthusiasm leading to Miracle, a critical thinker and...did I hint at mysterious?
- *What inspired the idea for your book?*  
An old sword and an old coin that were acquired from my Grandfather. These items caused me to objectively study them and to learn to research into the realm of their subjective nature. They taught me to decode words in poetry and to learn places of possible hidden wealth. The items were an enigmatic, pragmatic experiment of Ralph Waldo Emerson who said, “Everything has its celestial side”.
- *What is the ultimate goal for the book?*  
The ultimate goal for publishing this book is to sell the special teaching to the masses by making a movie for which a pre-script is already produced so to create a formal movie script for silver screen production. America is in dire need of the learning of discovery that may be gleaned from the new book.

# Movie Treatment

## Why Do You Need A Film Treatment?

Most screenwriters create film treatments for one of two purposes:

- Working out a complex idea: Writing a film treatment allows you to structure the story and find issues with the plot. It can also help with world-building and developing compelling characters.
- Marketing a screenplay: Before deciding to produce or invest in a movie, studio executives often read film treatments. A great film treatment can get producers interested in your screenplay.

A film treatment is a written document that describes the story that your screenplay will tell. Most film treatments follow a narrative format and include key information about the characters and the plot while guiding the reader through the story arc and the acts of the film.

Screenwriters generally develop film treatments before writing the screenplay. That's because film treatments are ideal for working out ideas and narratives before investing time and energy in the screenplay.

Treatments can help you find your film's story, while simultaneously helping to raise money. The research for both treatment and film involves gathering the same facts, talking to the same individuals, and shaping the same story. By figuring out how to communicate your passion, knowledge, and vision on the page, you reach a deeper understanding of how your story needs to be told on the screen.

A script treatment comes earlier in the writing process, before any actual scriptwriting, which allows you to sort out the necessary story elements you need. The point of writing a film treatment is to:

1. Set up the world you want the reader to envision.
2. Lay out the structure of your whole story.
3. Help you identify plot holes, or parts of the film you're missing.
4. Flesh-out characters and figure out the importance of each role.
5. Serve as a road map that makes the journey of your film easier to navigate.





# Jerome Ewing

Facebook pages: Vest TV Network  
Ewing Entertainment Studio Museum More Than  
Motown the Jerome Ewing story

Jerome Ewing is an award-winning celebrity photographer and videographer from Chicago, Illinois with a keen eye for being in the right place at the right time. He's photographed some of the most famous people in the world, particularly those who dominated the American music, sports, and entertainment scenes of the 1980s through recent years. Such celebrities include Michael Jackson, Prince, Stevie Wonder, Whitney Houston, Jay-Z, Usher, Tamar Braxton, T.I., Da Brat, TLC, Babyface, Boyz II Men, Dallas Austin, P. Diddy, Mary J. Blige, Bobby Womack, Smokey Robinson, Evander Holyfield, Dominique Wilkins, Bobby Brown, Jermaine Dupri, Luther Vandross, Al Green, Harry Belafonte, and a seemingly endless list of others.

His ultimate purpose was Photography, which Jerome stumbled upon while searching for electives to satisfy his college curriculum in Memphis. After this "eureka" moment at LeMoyne, Jerome honed his photo skills at concerts, at nightclubs, at sports arenas, and at any other venues where he could find superstars to add to his photo portfolio. He even became an accomplished DJ during this time as well.

From the ghetto to the Grammys, from photographing poverty to photographing palatial residences, Jerome Ewing has blessed the world with images that take on a whole new meaning in this now-social-media-driven world. His cameras truly were Instagram before Instagram. Now, with two published books under his belt - "More Than Just Motown" (in 2015) and "Face The Music In Pictures" (in 2022) - Jerome Ewing is fast becoming THE go-to author on the twisty intricacies of pre-social-media celebrity fanfare. With more books coming, one has to ask, "What will Jerome do next?" We'll see. Get your cameras out!



*"FACE THE MUSIC IN PICTURES" will take you into the lives of these well-known names and will make this book one of your favorite reads, over and over again. As this book takes you on the other side of the camera, you'll look through the lens at the people who were willing to share their personal stories and you'll find never-before-seen snapshots into their everyday lives.*



- *How many books have you written?*  
My 1st book was published in 2014 "More than Motown the Jerome Ewing Story" and 2022 "Face The Music in Pictures book 1" and more coming in 2023.
- *Are you planning a sequel, and can you share?*  
As I said more books are planned. "Face The Music in Pictures" is book 1 of 3 as well as my writing team lead by Kevin Temple has a new book in the works and we are still growing.
- *What inspired the idea?*  
Well that's an easy question, because from the late 70's to early 2000 my life played out like a movie. I knew I was on a special journey from the beginning. That's why I held on to so many items over the last 40 year waiting for my time.
- *How did you come up with the title?*  
I known for having a nig music library and a large video library and an even bigger photography collection, as I switch from library to library that name came to me, but I wasn't sure so I told the book company that could change it to anything they wanted to. So I was asked to send some pictures, so I sent 6 pictures out of the 100's I had. Within a few hours, I received an e-mail telling me not to send anymore, they found the perfect picture. The rest is history!
- *If your book was turned into a movie, who would play you?*  
Allen Payne aka G Money in "New Jack City"

# 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.

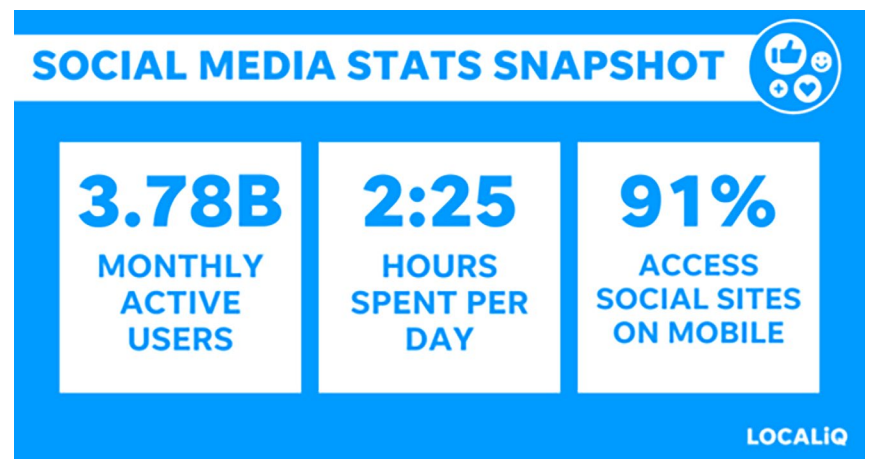
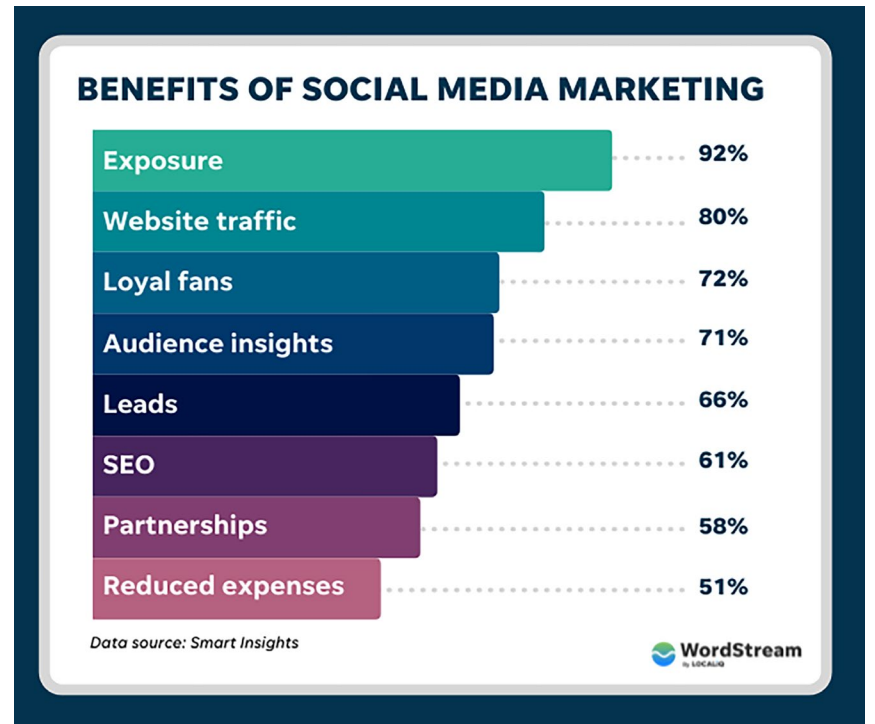
While the ad is running, we can send you a report on a weekly(or monthly) basis on how the ad is currently performing for us. After each month, we review the report and then decide if we need to add or change coverage such as location (state), age, etc. Once the ad has completed its full run, we will 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.



# Anita Kraal-Zuidema



Anita Kraal-Zuidema was born and raised in Holland, Michigan. She earned her BA and M.Ed. at Calvin College (now University) in Grand Rapids, Michigan. Anita is grateful and blessed to have celebrated fifty-plus years of marriage to Allan Zuidema. They live in Byron Center, Michigan, close by their two daughters and their families, including seven wonderful grandchildren and a very special great-grandson.

Anita's mission is to leave a written legacy of spiritual journeying, in short essay and memoir style, expressing her love of family and friends and of God and His people.

She encourages writers and new friends to accept her personal invitation to look inside, drink deeply from the well of fresh insight, and join the crowd of witnesses who journey on together, toward God's Endless Light.

- *How many books have you written?*

I've written two books in the last five years and another is being readied to publish in a few months. The first is titled, **She Walks in Beauty and Endless Light**. It celebrates virtuous women from my past and others who live in my world today. A second, complementary book is titled **Toward Endless Light**, A Christian Writer's Spiritual Journey through Memoir. All of my writing is drawn from personal experiences and family life. Welcome along! I'm glad you've found me.

- *What is a significant way your books change from the first draft?*

From the first draft to final copy, I work to add character interest and to freshen up a sentence or theme in order to challenge and hold the reader's attention. Usually, I've spent considerable time with my thesaurus to find "the best word," or with my Bible to uncover the very best Scripture reference, and I'm always happy to locate a memorable quote from a notable author when it spices up a piece. I'm looking for personal application when I give my readers "Something to Ponder" at the end of each essay.

- *What is the ultimate goal for your books?*

I prayerfully hope my grands and great-grandchildren will want to read what their Grandma wrote--always with them in my heart and on my mind. I pray that the faith of their grandparents will be projected to and through them as they share the Light of God's Love with their own children. God is at the center of my life and I want that same passion and security for them, living in this troubled world.

A second goal I have for my books is for them to be sold and found across the globe, passed along from seeker to soul-mate, through every possible venue.

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

Until now, I've pushed social media aside for personal reasons, but I understand the success of books being read

across the world is determined by activating all channels possible. I'm thankful for the staff at Brilliant Books who have created a beautiful website for me and promise to represent my books to the world, from my own doorstep.

I'm thankful for the friendship and diligence of my literary agent, Clint Saunders. He has worked consistently and tirelessly with Jay Williams, my Book Development Manager, to make things happen and get things done, efficiently and without pressure. Together, they've made a big dream possible and I'm grateful.



At **Brilliant Books Literary**,  
we listen to your stories and we make it possible  
the world knows about them too.

