

Literary Today

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BEST BOOKS

NOVEMBER 2023

[GEORGE MILLS]



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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?

The Footprints of an American Soldier contains some fiction and nonfiction stories. The stories are that of Clay Mills, who finds himself to be on this journey looking for his soul mate. He started his journey looking for a new soul mate about three years ago after going through a divorce, and while he tries to makes his way through this desert in which he has found himself, he tells short stories about the time he spent with his hometown unit. He hopes that you find his stories to be entertaining. May God bless one and all who read this book.



- 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.

- 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’s your favorite and least favorite part of publishing?

My favorite part is having my hard work looked at as an achievement. My least favorite, hmm I guess it would be the long sleepless hours spent trying to get the story perfectly edited.

- 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 would say having a good understanding of what you yourself would like to read.

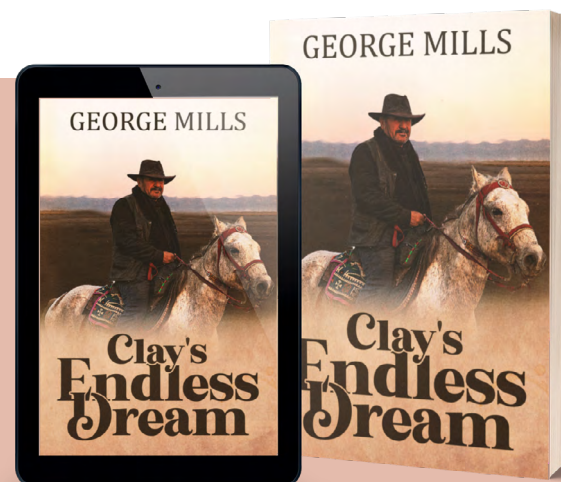
- What comes first for you — the plot or the characters — and why?

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.

- 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.

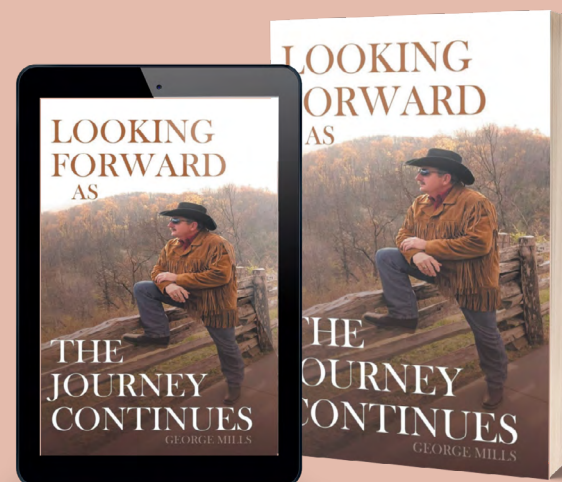
In this story of Clay, he is from a small town Nestle between two large national parks in the southeastern region of the country, who lost the love of his life and now he finds himself on a quest to find another beautiful wildflower. Clay begins having recurring dreams after the love of his life walked away from him and consequently divorced him. These dreams were shockingly similar in their patterns. He would always find himself in different locations and he had many amazing adventures that would at some point lead him to a very interesting middle-aged couple who he has found himself staying with for a while, while searching for his new love. Come along with Clay on his quest to find the prize that God had promised him and see how his journey unfolds.



I find myself as a single free man once again on a journey in search of a beautiful wildflower to have a my beloved soul mate for life. I do know that God has created her for me to hold in the good time as well as the bad times. I begin to go down this old rugged dirt road we call life in search of this most beautiful wildflower. I find going on a journey, looking all over this world for her, and to this day have not found such a love to become my soul mate for life.



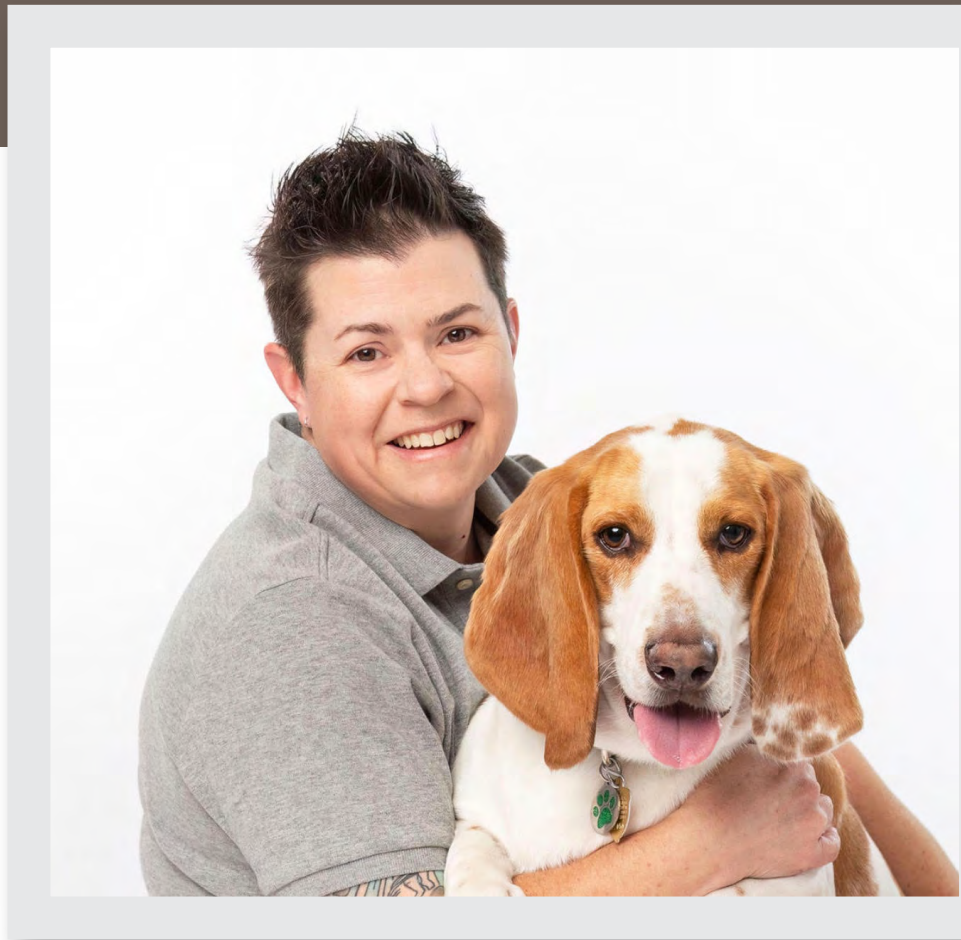
As I stand here, waiting for the ship to sail to begin a second journey in my life, I find myself looking out over this beautiful city. I stand, remembering a time when there was once a beautiful wildflower who was with me on this journey of life. We both believed that we were each other’s one true love who held the other half of our souls. Since we parted ways, I can only pray that my beautiful wildflower has found someone who she believes holds the key to her heart. I find myself, once again, standing all alone, only remembering the good times in which we travel down this ol’ rugged road that our Heavenly Father placed before us. You are no longer with me to continue our journey in life. I can only wonder what our lives would be like today if you had opened the door of your heart and let your love find its way unto me.



Therese Hoofnagle

Therese Hoofnagle has been an animal lover for her whole life. She has worked extensively with animals for most of her adult life, beginning in the veterinary field as a technician. After working for a veterinary clinic for several years, she became an animal control officer, advocating for animals. It would be during this career that Therese would meet the real-life Miles and Millie who inspired the beginning of her writing career and her first children's book.

The Adventures of Miles and Millie tell the story of two basset hounds that were born into different circumstances, and both found their way to an animal shelter where they were adopted to the same family. The book describes the basic care of a dog to ensure a happy, healthy life.



- *If you're planning a sequel, can you share a tiny bit about your plans for it?*

I would like to write a sequel and maybe turn the books into a series of books. I would like to take Miles and Millie on different adventures and teach kids some valuable lessons about owning and caring for animals along the way.

- *What inspired the idea for your book?*

My "day" job is in the animal control/services field. I have done this work for 18 years and am very passionate about animals. I adopted Miles and Millie for the shelter where I worked at the time. The situations that they came from were vastly different but they were both neglected in some way. I wanted to write a children's book to engage younger kids on what it means to have a pet and take care of them.

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

My "day" job was the source of my research. Every day animals are brought to shelters to give away for

various reasons. All too often animals are surrendered to shelters just because they don't want them anymore. My hope is that The Adventure of Miles and Millie will help teach kids that animals are part of the family.

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

For this book, I started drawing pictures first and developed the story as pictures were completed.

- *If you were to write a spin-off about a side character, which would you pick?*

There is a picture with a cat in the veterinary scene and I am hoping to develop a book focused on him.

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

Ultimately, I would be over the moon to see my book turned into a cartoon series for TV.

Miles and Millie are two basset hounds who love to tell the story of how they were saved by an animal shelter. They believe sharing how they got a new home will help other shelter animals find their forever home too. They enjoy teaching kids about adopting a pet from a shelter and how to care for them once they are in their new home.



Bookstore Returnability Program

Bookstores like to carry books whose publishers offer full returnability. In lay-men's terms, returnability means a retail bookstore can return books that they do not sell to the publisher. The books are shipped back to the publisher, the publisher absorbs the cost, and the store owner is not left with a stockroom full of unsold books. Bookstores tend to over-order, so they return a substantial percentage of books. Why not? Over-ordering entails no liability for them.

The ability to return unsold print books is a standard publishing business practice that has remained since the Great Depression. Since that time, brick-and-mortar booksellers have been able to mitigate their own financial risk by relying on publishers to credit returned books.

Often, booksellers will hesitate to order and stock books when they aren't "Returnable." This means if

getting your title stocked on bookstore shelves is part of your marketing plan, Bookstore Returnability is an essential element to earning shelf space and/or in-store book signings.

When you purchase Bookstore Returnability:

- Your book will be designated as "Returnable" in Ingram's ipage ordering system for retailers and libraries. (Ingram is the world's largest wholesaler and distributor of books.)
- Your book will be designated as "Returnable" in Baker & Taylor's ordering system for libraries. (Baker & Taylor is a leading distributor of books, with 180 years in the business.)*
- You will not be charged back for royalties earned on the sales to the store if your books are returned.



Bob Perrill is a life-long biologist. He started following ants on the sidewalk at the age of two and began collecting insects in the first grade and continued through college. He started birding in the fifth grade and continues today. He received his BS in biology at Westmar College. He spent four years in the Air force in the veterinary surgery support section working with NASA and in medical research. He rode the human centrifuge monthly and became a member of the 15G club (15 times normal gravity). Most three-day weekends were spent at Big Bend National Park or birding along the gulf coast. After an honorable discharge, he spent two summers at Rocky Mountain National Park. The story “Ebony Islands on a Foam Covered Sea” in his blog happened during that time.



Bob Perrill

<https://bobperrillbooks.com/>



When an elf learns his father is a drow, his life is changed forever. Anger and confusion are slowly replaced by curiosity and final acceptance. To find out who he really is, he is driven to travel with his father into the deep caverns. As a healer, the values of his surface life are challenged in every twist and turn of the Underdark. Can he possibly learn enough, and change his perspective on life enough, to survive in the drow's world? Follow Connate on his epic journey to discover his true heritage.

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

The main character, Connate, was created for a D&D game. He stayed in my mind and I needed to know how Connate, a sylvan elf healer, developed to meet the challenges in the drow's dark world.

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

Dreaming about a world between sylvan elves and drow. How could a half elf-half drow deal with his heritage, to change from a peaceful healer to one who kills to survive. Is it possible to revert back?

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

Interpersonal relationships. The interaction and personal growth between Connate and his father,

Connate and the Tarkin cat, and Connate and a drow who became a close friend, teacher, and defender.

- *Which of the characters do you relate to the most and why?*

A drow named Stazzi, an exceptional fighter. He is self confident, aware of his abilities, but never flaunts his superior skills. He becomes Connate's best friend in the underground city of Ribbonstone.

- *If you're planning a sequel, can you share a tiny bit about your plans for it?*

The sequel continues the story. He learns his village will be attacked by the drow who want to destroy him. To prevent this he must return to the drow's world and face the wrath of his accusers.

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.



Dorrine Simmering

Dorrine Simmering has written five books, *Heatherbound*, *Hidden Planet*, *Highland Hotel*, and *Hide and Seek*. She is writing her fifth book. Married to a Naval Officer, they travel the world with their three children and settled in San Diego.

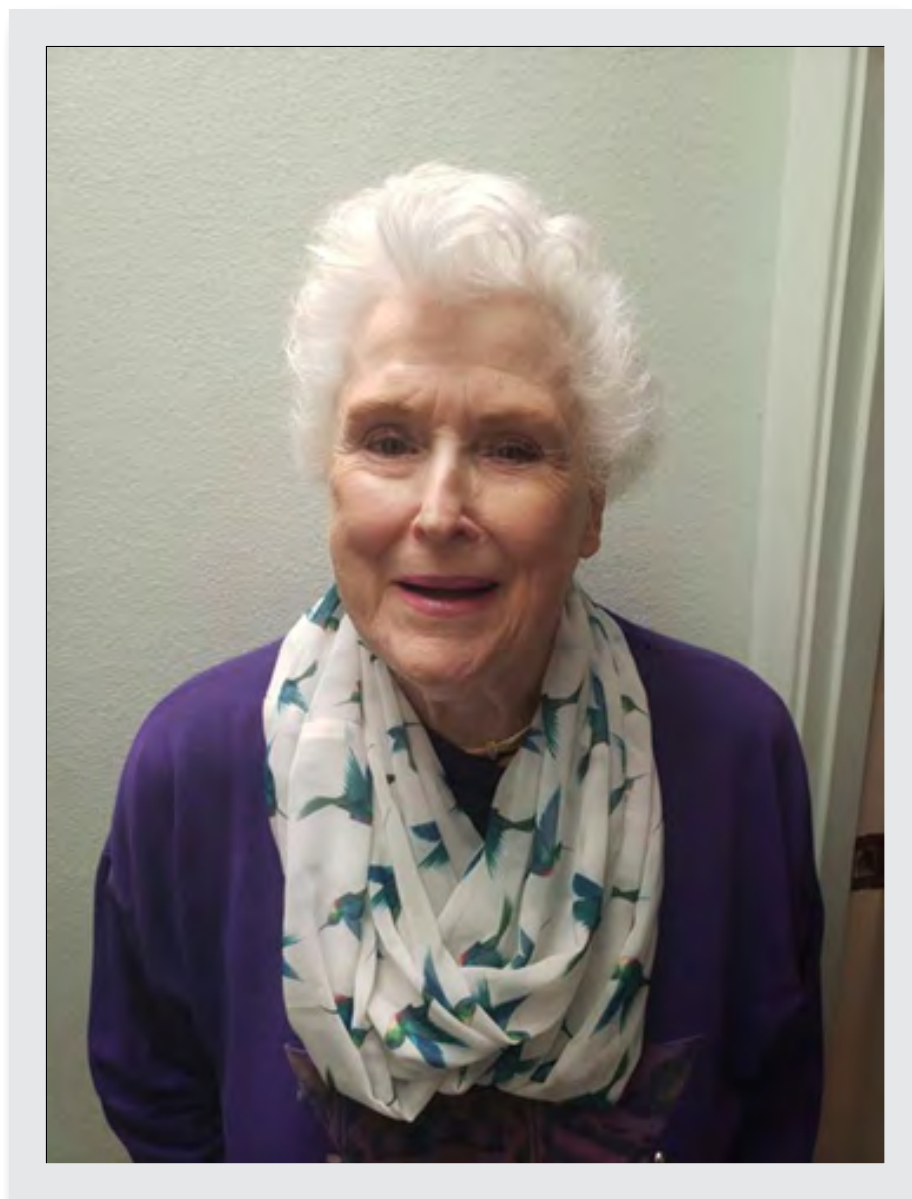


- *What is the most difficult part of your writing process? How long have you been writing or when did you start?*

I started a million years ago or 50 years ago. I haven't tried to do anything since about 20 years ago. I've written 4 books, and 3 more started.

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

Persevere, it will come. You will be able to write if you persevere. If you make yourself sit down at the computer, just write anything, eventually you'll be able to write an entire book.



When she was just ten years of, Princess Allise saved her sister from a dreadful marriage. By doing she enraged her father, who betrothed her to a much older man, the marriage to take place when Allise reached the age of sixteen. This gave her six years to find a way to avoid this fate and escape. Allise and her half brother, Bertram discovered hidden passageways, the palace treasury, and a secret exit. Once free, they had to hide from their vengeful father.



Snips from Publishers Weekly

November 13, 2023 issue

News

New Filing Reveals Amazon Secrets

Unsealed portions of the FTC's antitrust lawsuit against the e-tailer provide insights about the company's size and ambitions

In a November 2 filing, government lawyers unsealed previously redacted portions of an antitrust lawsuit filed against Amazon in September, providing additional insight into some of the company's biggest initiatives, and its ambitions.

While the lawsuit, filed by the Federal Trade Commission and the attorneys general from 17 states, doesn't specifically target Amazon's book business, the case takes aim at a number of practices that have impacted different parts of the publishing industry in one form or another, and a number of revelations in the unredacted 172-page filing are notable.

The filing asserts that 98% of Amazon sales are made through its "buy box," which the company only allows third-party sellers to access if they promise not to offer their products for less money on other sites. If a seller violates that rule, it can be denied access to the buy box, which Amazon said will "tank" the seller's sales.

The greatest portion of the original filing that was redacted involves Project Nessie, a secret algorithm developed to identify products whose prices on other online stores will rise when Amazon increases their prices on its site. The algorithm raises prices for those products and, when other stores follow suit, keeps the higher prices in place. Amazon has called Project Nessie "an incredible success."

In 2018, Amazon estimated that Project Nessie increased Amazon's yearly profits by \$334 million, including nearly \$57 million from books and at least \$10 million from each of 12 other product categories. According to Amazon's calculations, from 2016 through 2018, Nessie generated over \$1 billion in additional profit.

Aware of the PR fallout it risks, Amazon has turned Project Nessie off during periods of heightened outside scrutiny and then back on when it thinks no one is watching.

While Project Nessie helps Amazon get away with raising prices, most of Amazon's energies are focused on an algorithm to deter other online stores from offering lower prices. The algorithm was conceived by Jeff Wilke, the former CEO of Amazon's Worldwide Consumer business. According to Wilke, Amazon deploys the algorithm to avoid a "perfectly



competitive market."

The algorithm uses a "game theory approach," never making the first move and instead disciplining rivals by rapidly copying their price changes to the penny, both up and down. The goal is to ensure that rivals' price cuts do not translate to greater sales, only lower margins. Ultimately, this conduct is meant to deter rivals from attempting to compete on price—competition that could bring savings to tens of millions of American households. As a result of this conduct, Amazon predicted, "prices will go up."

Other newly disclosed facts

- In 2020, Amazon sold almost 92 million unique products across virtually every conceivable category to U.S. consumers.
- There are more than a billion different products available for sale on Amazon.
- 70% of Amazon shoppers do not click past the first search results page.

The role of fulfillment by Amazon (FBA)

- In 2020, an undisclosed number of sellers used FBA to fulfill more than 5.5 billion orders in the U.S.
- In 2021, Amazon fulfilled nearly 92% of all orders made on Amazon across both its Marketplace and Retail business units.

Controlling Amazon Marketplace

As of the first quarter of 2021, there were more than 560,000 active sellers on Amazon's U.S. Marketplace, and in 2020, third-party sellers offered more than 80% of the unique items available for sale on the site.

By effectively requiring sellers to pay for search placements through advertising and for Prime's shipping costs through FBA, Amazon has dramatically increased the cut it takes out of seller revenues, known as its "take rate." Amazon's average take rate for sellers who use FBA increased from 27.6% in 2014 to an estimated 39.5% in 2018.

The Weekly Scorecard

Print Sales Fell 8% in Early November

Unit sales of print books fell 8% in the week ended Nov. 4, 2023, from the comparable week in 2022, at outlets that report to Circana BookScan. Britney Spears's *The Woman in Me* remained at the top of the sales charts, selling more than 132,000 copies, but overall sales in adult nonfiction still dropped 3.3%. A year ago, the just-released *Friends, Lovers, and the Big Terrible Thing* by Matthew Perry was #1, selling almost 98,000 copies. In a terrible coincidence, Perry's autobiography was in second place on this week's category list following his death on October 28, selling more than 35,000 copies. Another autobiography from a well-known television personality, Henry Winkler's *Being Henry*, sold nearly 17,000 copies in its first week. Adult fiction sales dropped 9.8%. Janet Evanovich's *Dirty Thirty* sold nearly 46,000 copies in its first week, about 10,000 more than the prior book in her Plum series, *Going Rogue*, sold in its debut week in 2022. While that was good enough to land the thriller at the top of the category chart, it was far from the roughly 127,000 copies *It Starts with Us* by Colleen Hoover sold a year ago. The only category to see a sales increase was young adult fiction, where sales rose 2.8%. *The Ballad of Songbirds and Snakes* by Suzanne Collins was in first place, selling nearly 14,000 copies. The juvenile fiction category had the worst week, with sales falling 14%. Jeff Kinney's newest Wimpy Kid book, *No Brainer*, was #1, selling almost 79,000 copies, but that was about 22,000 fewer copies than his *Diper Overlode* sold a year ago.

TOTAL SALES OF PRINT BOOKS (IN THOUSANDS)

	NOV. 5, 2022	NOV. 4, 2023	CHGE WEEK	CHGE YTD
Total	13,619	12,527	-8.0%	-3.7%

UNIT SALES OF PRINT BOOKS BY CATEGORY (IN THOUSANDS)

	NOV. 5, 2022	NOV. 4, 2023	CHGE WEEK	CHGE YTD
Adult Nonfiction	4,952	4,789	-3.3%	-3.8%
Adult Fiction	3,158	2,848	-9.8%	-0.7%
Juvenile Nonfiction	1,068	949	-11.1%	-9.1%
Juvenile Fiction	3,681	3,164	-14.0%	-5.7%
Young Adult Fiction	430	442	2.8%	-2.8%
Young Adult Nonfiction	69	62	-10.8%	-5.1%

UNIT SALES OF PRINT BOOKS BY FORMAT (IN THOUSANDS)

	NOV. 5, 2022	NOV. 4, 2023	CHGE WEEK	CHGE YTD
Hardcover	4,269	3,963	-7.2%	-2.9%
Trade Paperback	7,325	6,767	-7.6%	-3.7%
Mass Market Paperback	505	412	-18.4%	-16.5%
Board Books	1,000	871	-12.8%	-1.2%



SOURCE: CIRCANA BOOKSCAN AND PUBLISHERS WEEKLY. BOOKSCAN'S U.S. CONSUMER MARKET SHARE COVERS APPROXIMATELY 89% OF THE PRINT BOOK MARKET AND CONTINUES TO GROW.

News

As a third-party seller put it in a complaint to Amazon: "Amazon is the most expensive place I do business." The seller continued, stating that Amazon's prices have resulted in "slim-to-nonexistent margins" and "higher consumer prices for our items."

Amazon uses a surveillance apparatus to detect whether sellers or vendors "are stepping out on us" by offering lower prices on other websites.

The role of Prime

Over time, Amazon has expanded Prime from a shipping program to a subscription that is, in Amazon's internal assessment, "prohibitively expensive, if not impossible, for competitors to replicate."

As the company puts it, "Prime isn't free; we believe the membership fee drives engagement."

Amazon projects that by 2024, Prime enrollment will be more common than paid television and almost as widespread as home internet access.

Advantages over physical stores

An Amazon presentation emphasized that searching for a "thermal water bottle" on Amazon generated 40 responsive items across a variety of brands, features, and sizes on the first page of search results. A "typical department store aisle," however, may display "at most" only "10 of these products."

Amazon recognizes in internal documents that "personalization is a competitive advantage." This advantage is driven both by Amazon's access to extensive customer data and its "breadth of content that can be scoped for a particular interest, personalized, and targeted to the right customer." It attributed more than a billion dollars in sales to its personalization systems and technology in the first nine months of 2021.

Filed on September 26, the sweeping FTC suit accuses Amazon of using "a set of interlocking anticompetitive and unfair strategies to illegally maintain its monopoly power," which allows the company to "stop rivals and sellers from lowering prices, degrade quality for shoppers, overcharge sellers, stifle innovation, and prevent rivals from fairly competing against Amazon."

Amazon has denied all charges and contends that if the government prevails, consumers will suffer. Publishers, booksellers, and authors—groups that have long complained about Amazon's practices—applauded the suit.

—Jim Milliot

Norman Currey



Norman Currey was born on the North Sea Coast in Scarborough, Yorkshire, in 1926. His first experience with aircraft was in the Air Training Corps from 1941 to 1943, and after high school he attended the de Havilland Aeronautical Technical School for four years at Harfield, a few miles north of London. After graduating, he worked as a stress engineer at de Havilland on the Comet, and then sailed to Canada where he was a design engineer at Avro Aircraft for 10 years, working mostly in its Initial Projects Office. He then worked Lockheed for 30 years on the C-130, C-5, JetStar and conducting research and development in their Preliminary Design department. Since retirement he did some consulting and presented lectures to the South Korean Agency Defense Development. He is a Chartered Engineer (UK) and a Fellow of the Royal Aeronautical Society, and has published many articles, presented papers at two SAE Systems Conferences, and has published a book on landing gear design (AIAA).



Airplane Stories and Histories chronicles two hundred years of aviation highlights including the exploits of pioneers such as Sir George Cayley, the Wright brothers, Charles Lindbergh, Wiley Post, Amelia Earheart, R. J. Mitchell, Sir Geoffrey de Havilland, Allan Loughead, Frank Whittle, and Kelly Johnson. Notable events and developments are discussed, such as the first flight, first transatlantic flight, first around-the-world flight, the jet engine, Spitfire, Mustang, Mosquito, Comet, Concorde, Boeing 747, C-5 Galaxy, Avro Arrow, C-130 Hercules, and the advent of unmanned vehicles (drones). An extensive bibliography is provided for those who wish to explore subjects at greater depth.

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.

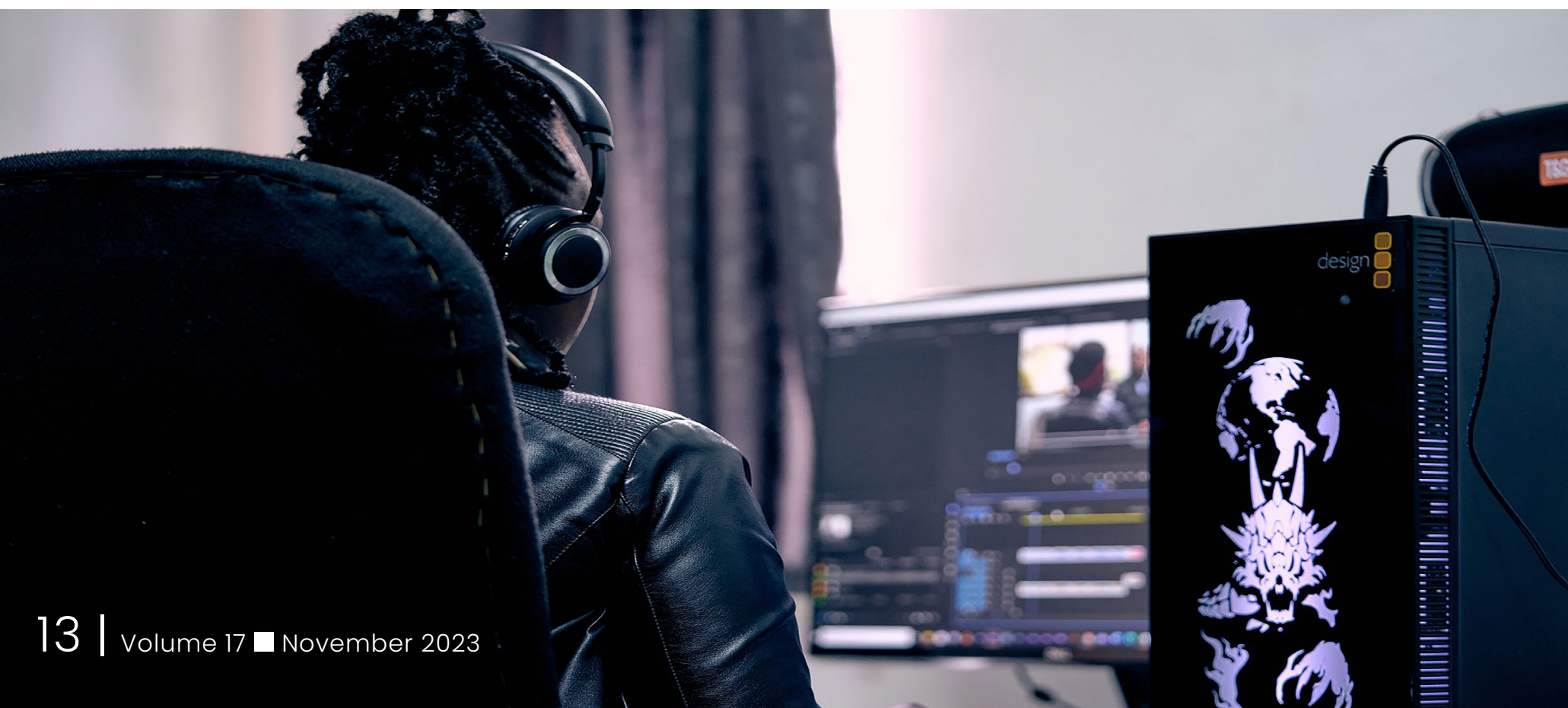
By nature, video is easy to consume and share. Therefore, when you create a book trailer, you give potential readers a fun and simple way to learn what your book is about.

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.



Edward L. Helmrich

The author graduated from Yale in 1983 with a B.A. in Mathematics and courses in Philosophy and English Literature. He finished one year of graduate Mathematics at Fordham University. During a few decades of limited action because of illness, and working in the library at Iona College for the (Irish) Christian Brothers, he collected thoughts on faith and literature. Putting together these thoughts and assisted by those presented on EWTN, the result was a set of essays and a set of collections of thoughts on different subjects. He lives in Larchmont, N.Y. and is a member of the Legion of Mary and the Knights of Columbus, and serves as lector, Eucharistic Minister, altar server and sacristan at the local Catholic Church.



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

It was the apparitions of Mary since most people don't know about them, and the sayings of Fr. Benedict and Jim Lonergan. But it was all fun.
- *What perspectives of beliefs have you challenged with this work?*

I promote the idea that religion and faith, far from being irrelevant, provide a valid context of interpretation or hermeneutic or the interpretation of literary works and historical events. (And, as Jordan Peterson suggests, how we interpret our literature defines our values, and that guides our action.)

I also sketch through three essays what the world might have been like without sin, the place of death in particular, and how far or near we are from that. Then, since Christ is the purpose and center of creation, what the Life of Christ would have looked like in a world without sin.
- *What inspired the idea for your book?*

I had a collection of short essays written right after reading different classics. I also had a collection of essays on theological topics. During the virus, with more time at home, I had the idea, opportunity, and assistance to pull all of these together.
- *How much research did you do for your book?*

I've read literature and pondered theological questions for years, this was a result of that study.
- *What is the ultimate goal for the book?*

The ultimate goal is that the reader, who might have been taught that religion and faith are not relevant to seeking the truth as not "scientific," will take another look at religion and faith.

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

I'm not concerned with negative reviews in that I hope to present things that are true. Perhaps others will suggest better organization.
- *How many books have you written?*

I've only written these three books.
- *What perspectives of beliefs have you challenged with this work?*

The three collections of thoughts on the major aspects of the Catholic faith are included, suggesting that these things, designed by God, are not simple, but are of great beauty and complexity.

I also suggest a law that, since God the Father sent the Son and the Holy Spirit into the world, two Persons, that most things happen twice - there is a collection of examples. And a reflection on 9/11.
- *How important was professional editing to your book's development?*

Very important, not so much in terms of content, but in terms on internal organization. The organization changed from one book with three parts, to three volumes, and the division seems natural and makes it clearer for the reader.

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

That those interested in the Catholic faith might use this book as an intriguing introduction, and that Catholics, many of whom have not had the opportunity to learn more about the Church, might use this book as a starting point to learn more.

- *What advice would you give to a writer working on his or her first book?*

Write about what is important to you, what you are passionate about, what is most about reality.

- *If you're planning a sequel, can you share a tiny bit about your plans for it?*

I don't plan to write a sequel of any kind, but I hope that readers will move from this book to some of the many other writers writing in different aspects of this area.

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

I'm from the border of New Rochelle, N.Y., founded by the French Huguenots, I'm a Catholic, and this book is a collection of brief thoughts. Blaise Pascal, the famous philosopher, was French, wrote "Pensées," a collection of brief thoughts, and was Catholic (though part of a heretical group).

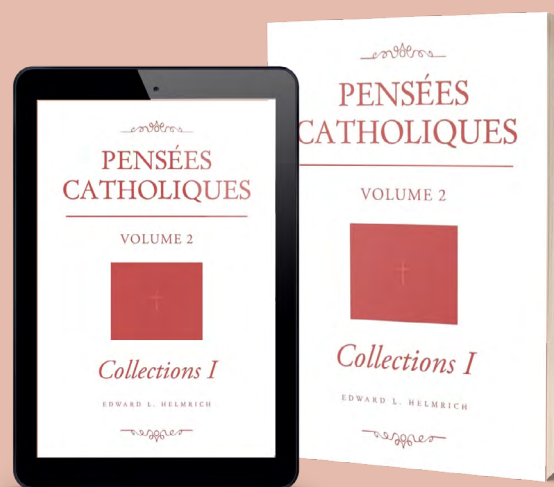
- *If you could spend a day with another popular author, whom would you choose?*

I would choose Scott Hahn, because of how much his books helped me,

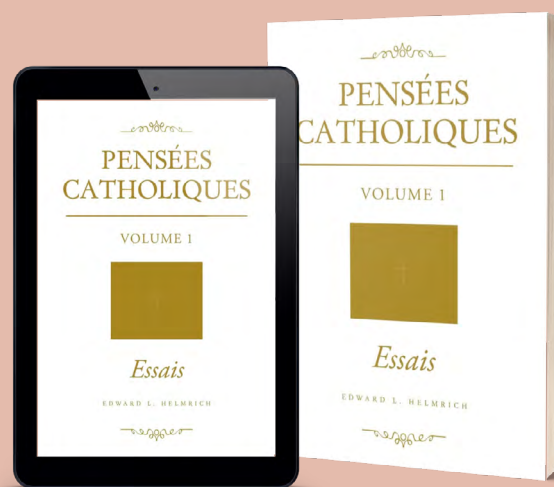
but also because he is probably the most important Biblical theologian of this time.

- *What is the ultimate goal of this book?*

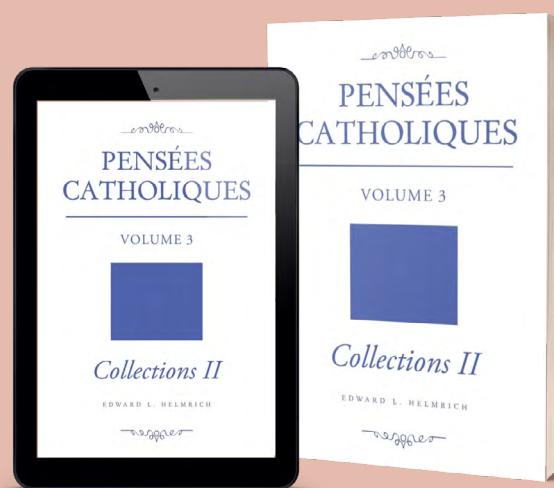
As a collection of thoughts, it is to entertain the reader (in the best sense) with thoughts on important topics, ideas that elicit the reader's thoughts on those topics. With more sayings from Fr. Benedict Groeschel, I hope to introduce the reader a little to Fr. Benedict Groeschel (1933-2014), a saint of our times, and to Jim Lonergan, a Catholic of a different yet valid stripe. In the epilogue I hope to say thank you for all I've been given.



In 1961 at Garabandal, at the height of power of the Soviet Union, Mary told Conchita and the other three girls that "When Communism comes back, these things [marking the end of time] would begin." The girls asked: "Come back? Where is it going?" Now we've seen Communism go, overcome by Pope St. John Paul II and other leaders, and now we're seeing it come back.



Perhaps the most fundamental barrier to faith is that every scheme of meaning is seen as a construction, i.e. that reality in itself is meaningless. One constructs a meaning and lives within it to make life workable and bearable. This current view though is based on the assumption that reality has no meaning.



Within the Trinity, only the second Person of the Trinity became man. But the second Person of the Trinity always acts in union with the Father and the Holy Spirit. Jesus was an only child, but he lived in the unit of the Holy Family. On the Cross, Jesus' death alone redeemed mankind, but he was crucified with two others. So, while Jesus is the sole mediator between God and man, we might look for two co-redeemers. And they would be Mary, who stood at the foot of the Cross, offering Jesus and herself to the God, and Joseph, who had died in their company. The existence of co-redeemers has implications for Our Lady of America: this apparition was recently judged as being without error, but not supernatural because Joseph was referred to as a "co-redeemer." From the above, and from the fact that this title is used by some of the Church Fathers for St. Joseph, maybe the status of this apparition can be reassessed. If it is declared supernatural, Mary's statue can be processed to and installed in the Basilica of the Immaculate Conception in Washington, D.C., as she requested. If that happens, Mary promised a spiritual renewal of our country.

In-Depth Review



In-Depth Review is one of several services designed to help you get your book turned into a film. It is a way to assess the potential of a book or script to become a film.

The Book to Film Review discusses the potential of the project to become a film and how to best present and pitch it. The review begins with a summary of the book and a short overview describing the basic story line. Then, it focuses on how well the book is suited to being adapted into a film and how this might best be done.

For example, if the book has many characters or multiple plot lines, the review might suggest how to reduce the number of characters and focus on the most important plot elements to make a more effective film with a budget that makes filming possible.

The review can also suggest what you might need to sell the project, such as pitching film rights or creating

a treatment or script to increase the potential for selling your story.

In short, the review is like a map that can guide you on the path to turning your book into a film, and it can help you decide whether to take that journey.

DELIVERY

- Your manuscript will be forwarded to our screenwriter for the In-Depth Review.
- The screenwriter will read the manuscript from cover to cover to fulfill the said details above.
- The In-Depth review will be completed 1-2 weeks from the date that we receive the manuscript.
- Once completed, author's consultant will send the document

Winifred Richardson

Facebook: <https://www.facebook.com-winifred richardson>

LinkedIn: <https://www.linkedin.com/in/winifred-richardson-411516113>

Instagram: <https://www.instagram.com/winifred.richardson.940>

Website: <https://www.Winifred Lee richardson books.com>



Winifred Lee Richardson was born in the state of California, where she presently lives with her son and family. She is the seventh-child (infernal twin to Wilbert Lee Richardson) of J.C. Richardson and Earline Richardson. Her mother is a former English teacher from the state of Mississippi. Winifred inherent the love of writing poetry, speeches, and special greeting from her mother. While attended public schools in California, her favorite subjects were English, writing, and spelling. In 1984, Richardson became a co-editor of the Southwood Baptist Church Newsletter for approximately, two-years. As time progressed in 1994, she gained confidence to entry poetry and essays contests. “Life’s A Struggle” was the first poem published by The National Library of Poetry in 1995 and The Sparrowgrass Poetry Form in 1996. She self-published her first book titled: Balance - Balance - Balance of Poetry & Prose was launched in 1996. The poem Balance, was published in “The Best Poems of the 90’s” through The National Library of Poetry and released early in 1997. “Quotes” Humbled But, Yet Eloquent book is the current work of poetry, positive quotes and uplifting and encouraging words.



There are several informative quotes, photographs, and special writing features, poems, scriptures, songs, and an autograph page that are enclosed in this book. Quotes: Humbled but, yet Eloquent was written prior to my fiftieth birthday. This allowed me an opportunity to share some inserts from the book to be read at my birthday luncheon. I truly wanted this birthday to be different (humbled, yet eloquent). The mission was accomplished as smiles of joy and laughter from the guests filled the room after hearing several quotes.

My focus is geared to sharing something positive and to expressing uplifting words with everyone worldwide. I hope that every reader will enjoy, be uplifted, or be encouraged by this book in some way.

- *What do the words “Writer’s Block” mean to you?*
I define the word, Writer’s block as a condition of not being able to think of what exactly to write or how to proceed or complete a writing task.
- *How did you come up with the title for your book?*
The title for my book was originated from an eloquent red stem rose, that I personally took a photograph of.
- *What part of the book was the most fun to write?*
The foremost funniest part of the book to write was the entire “Quotes”, section. There is a total of one-hundredth and thirty-eight (138) quotes that will touch hearts, take your breath away, uplifts and will instantly place a smile on your face.
- *If you could spend a day with another popular author, whom would you choose?*
I would be honored and overly joyed to spend a day with the most famous author, poet, dancer, singer, activist and scholar Maya Angelou.
- *What is the ultimate goal for the book?*
The ultimate goal is for every reader will enjoy, be uplifted and be encouraged globally by “Quotes” Humbled But, Yet Eloquent in some form or fashion (way).

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.

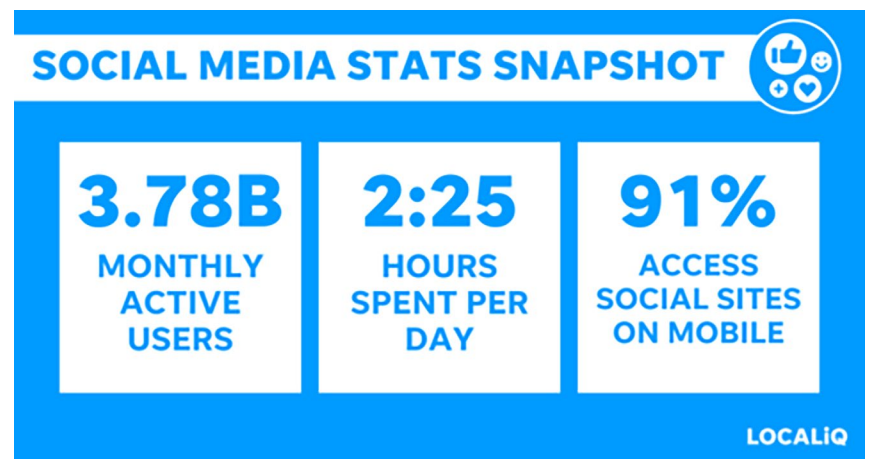
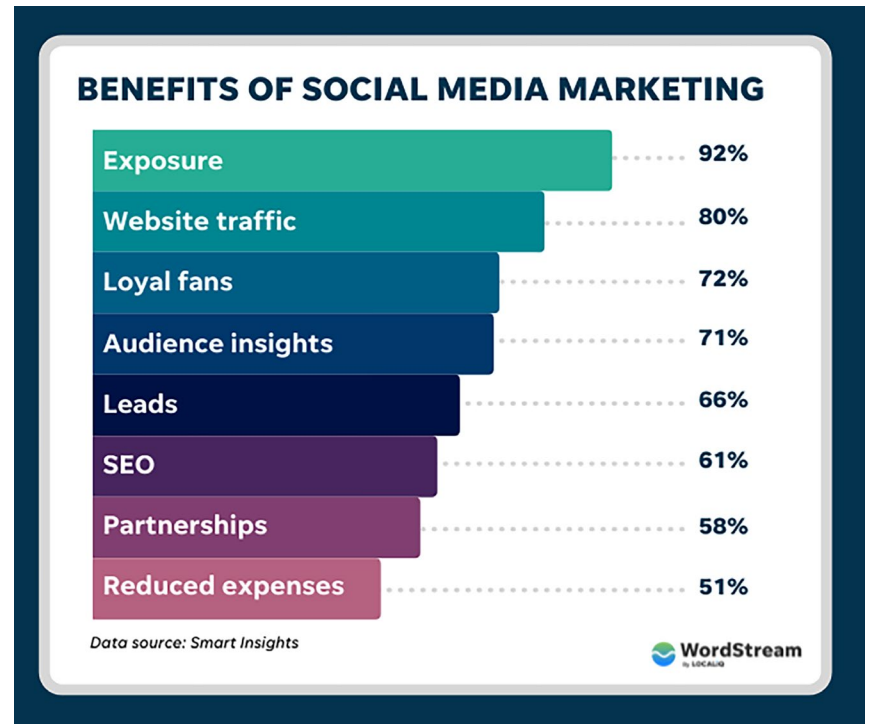
While the ad is running, we can send you a report on a weekly(or monthly) basis on how the ad is currently performing for us. After each month, we review the report and then decide if we need to add or change coverage such as location (state), age, etc. Once the ad has completed its full run, we will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



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

