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LITERARY

Literary Today

BEST BOOKS

FEBRUARY 2024

[HELGA MCKEE]



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Helga McKee



Helga McKee, a native of Nuremberg, Germany, and a resident of Tennessee since her immigration to the United States in 1956, is a multifaceted literary talent. Beyond her notable co-authorship of *“My Journey of Captivity: The Story of a German POW”* with Hans Gussmann, Helga has independently penned and self-published the compelling book *“The Extended War Diary of a German POW.”* Her literary works received an award from *Writer’s Digest: 12th Annual International Self-Published Book Awards* in the life stories category. This is a testament to her prowess not only as a translator of her father’s biography but also as a skilled and dedicated writer in her own regard. Helga is passionately working on her third book, showcasing her dedication to storytelling.

Currently residing on a small rural farm near Music City Nashville with her husband Willie, Helga brings a unique perspective to her storytelling, shaped by her diverse cultural experiences, including four years spent in France. A devoted mother and proud grandmother of six grandchildren and four great-grandchildren, Helga’s life is characterized by a rich tapestry of family and literary pursuits.

Helga McKee’s literary journey extends beyond a singular project, emphasizing her commitment to storytelling. She is actively working on her third book, showcasing her ongoing dedication to the craft. Her interests span a wide range, from music, singing, and dancing to traveling and tending to her summertime garden. Helga stands as a dynamic and inspiring literary figure, contributing significantly to the world of literature through her own creative endeavors, independent of her association with her father’s book.



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

Keep on writing, never give up trying to get published.

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

It has to be written with feelings, compassion, endurance and love of writing.

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

I think that the use of social media is of the utmost importance for an Author to make use of.

- *How many books have you written*

I have written 2 books, working on a third one. my favorite thus far is #1

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

I plan on having my second book out as a sequel to my first book as it relates 100% to the first and both are true stories.

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

To have a #1 Seller, movie deal and international recognition.

Hans Gussmann, a German soldier, endured nearly three years of internment by the Allies after World War II—a forgotten chapter overshadowed by the more well-known tales of prisoners held by the Russians. “Prisoner of Peace” unveils this untold story, offering a true and sometimes humorous account based on Gussmann’s prison notebooks and memoirs. This narrative diverges from the battles of combat, focusing instead on the daily struggles for survival as a German POW laborer. Gussmann, drafted into the German Army without political affiliations, emphasizes his non-Nazi background. However, he, along with thousands of other German soldiers, bore the consequences for the crimes ordered by Adolf Hitler. Now an American citizen residing in the United States, Gussmann’s story sheds light on the post-war experiences of those interned by the Allies.



Bookstore Endorsement

5 GUARANTEED LOCAL BOOKSTORE

During

- ✓ 5 Guaranteed Physical Bookstore Placement - We will pitch your book to elite physical bookstore owners.
- ✓ Copies of Books
- ✓ Marketing Materials
- ✓ Book Representatives
- ✓ Photo Documentation
- ✓ Post Fulfillment Report



St. John Fisher College Bookstore, in Rochester NY



Mix Bookstore, Newark OH



The Boerne Bookshop, in Boerne TX



Give your book what they deserve! Getting your book to be physically displaced on bookstores!



GUARANTEED BOOKSTORE PLACEMENT LOCATION



St. John Fisher College is a private, non-profit, Catholic university in the United States, offering programs in traditional academic disciplines as well as innovative, career-oriented fields. The College is composed of five schools: the School of Arts and Sciences, the School of Business, the College of Education, the School of Health and Human Services, and the School of Nursing. Each school is accredited by regional, national, and/or international accrediting bodies. Learn more about accreditation.

St. John Fisher College offers a variety of programs in the humanities, social sciences, natural sciences, business, education, and health, as well as several pre-professional programs. The College also offers a variety of research and business programs, a fully online program and several online classes are part of the continuous care of all.



The Boerne Bookshop is an exciting new addition to the heart of historic Boerne. We focus on a high-quality assortment with books that appeal to all readers. Having a wide range of books and e-books allows us to cater to a variety of genres. We want to help promote the books our customers are reading and inspire them to learn. Our staff is passionate. To the end, we need to engage with our customers so that they read and the books that interest them. And if we don't have something you want, we'll get it.



Cross Max is a leading provider of point-of-purchase displays for over 20 years. We offer a wide range of displays for all types of products. Our displays are designed to be eye-catching and easy to use. We have 1,200 square feet of space to help you create a great display. Please visit our website at www.crossmax.com or call us at 800-850-8500.



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 AdvanceCatalog 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.

IngramSpark

Plan Your Book How It Works Pricing Resources



Video Book Review

The best way to promote your book is to get people talking about it, discussing it, sharing it. The easiest way to combine all of these is to have a video book review. It's a great way to reach potential readers, new audience and an exciting way to get feedback about your book.

- The Video will be available to billions of active YouTube users
- Easy to watch and much more engaging than other formats
- A quick and easy way to for book bloggers to share content about your book
- Easily share the video on Facebook and Twitter

10 Minutes Video Book Review

- Full 10-minute video dedicated to discussing your book
- Discussing ideas, themes, writing style and more
- Posted on YouTube website
- Guaranteed 4, 000 video views

15 Minutes Video Book Review

- Full 15-minute video dedicated to discussing your book
- Discussing ideas, themes, writing style and more
- Posted on YouTube website
- Guaranteed 6, 000 video views





Sumila Bahadur

AlcyoneSumilaStarr.com

Alcyoné Sumila Starr, a science graduate, loves Astronomy, Quantum physics, spiritual studies and all things esoteric. After decades of research and meditation, she writes to demystify basic universal laws to bring hope, harmony and happiness to all humanity in the most natural and effortless way. Her mission is to inspire, awaken and acquaint millions to their own inherent power to create and to live the life of their dreams.

She has participated in an international conference held in Brasilia, Brazil. She had presented a paper titled “Civilian Capacity Building: The spiritual Dimension”, which was published as an annexure in the book titled “Civilian Capacity Building for Peace Operations in a Changing World Order” in 2013.

She has written articles mainly on spirituality. Her article “Building Bridges: A spiritual Approach” was published by Fair Observer — <http://www.fairobserver.com/culture/building-bridges-spiritual-approach/>.

She welcomes questions from her readers. She can be reached by email at shikamesh@gmail.com and on her Facebook page.

The man sitting in the front row retorted “We do not understand what is this love you talk about young man! And why only love? Explain! And of course then, how to generate, harness and use this magical love you talk about, to win the Game of Gods, again and again, and be totally free from all suffering?”

The young man in question, Maxim de Winter jr. with twinkling indigo eyes, full of laughter, proceeds to do exactly that step by step in detail.

This book is a sequel to the trilogy published under the name of YOU ARE THE ULTIMATE MAGICIAN where Gladiator encourages us to raise our vibration to the frequency of love, the frequency of our True Self and fearlessly create the world of our dreams.



- *How many books have you written?*

I have written 4 books and my favorite is “i” to “I”: Game of Gods.

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

Yes, as a matter of fact, I am working on 2 books. First book titled “Who is the magician among you?” Is for middle grade and young adult school children to introduce them to the unknown power of their True Self, which is always available to them, if only someone could show them HOW. The second one titled “Adventure begins NOW!” Is for senior citizen/people to introduce them to the power of unimaginable pleasure available to them, if only someone could show them HOW.

- *3. What perspective or beliefs have you challenged with this work?*

The first perspective/ belief I have challenged is that we are the creators of our so called physical reality, no one else is.

The second, contrary to most common belief, is it is easy, normal and natural for us to be aware of our Non-physical boundless Awareness which is our True Self, our true Power.

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

No research was needed, only meditation.

- *How did you come up with the titles of your books?*

It was easy. The titles of my books, in truth, are one line synopsis of the books.



Jack Groverland

Facebook Page: <https://www.facebook.com/jack.groverland>

Facebook Public Page: <https://www.facebook.com/ministerjackgroverland>

Website: alchemistv.com

After living an early life of petty crime and gambling, Jack Groverland was possessed by some uninvited benevolent guide that changed his thinking, his actions and his entire life. Through countless unpredictable and often painful personal trials, Jack was transformed into an honest, law abiding person, who slowly emerged as a husband, father of 4, writer and public speaker. Today he is the author of two books, “Alchemist V” a novel and “Escape To Another Reality” his autobiography, which reveals the Source that conspired to lead him from a life of crime to the hugely successful life he lives today. He and his wife Norma are the spiritual leaders of the Unity Spiritual Center in Boulder, Colorado. Jack is most known today as the father and mentor of Del Bigtree, the world renowned host of “The High Wire”.



“I once believed like you, that I was an objective observer of the world around me. Then at age 22, I was arrested and bound for prison. Suddenly, I had a mental shift which felt like an invasion of my mind by an unknown entity and it had me running for my life under a hail of bullets.”

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

I have no knowledge of any psychological research done in regards to “writer’s block”, as I have never experienced the phenom in 40 plus years of writing. It just may be that a writer’s muse takes a break to clear out the old ideas in the brain tank and make way for new comers.

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

To a writer working on his first book, my advice would be to trust your own instincts, insights and research until you finish the work. Otherwise, you are inviting people with different personal perceptions to sample and comment on your cake while it’s still but a liquid cake mix in a bowl, a cake mix you may be inspired to change yourself before you bake it.

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

The most important element in good writing is trusting and enjoying the process all along the way. Never force yourself to put words together on a page for the sake of expedience, or to push through a difficult part of what you’re writing.

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

I have written 4 books and 7 screenplays, none of which having been successfully promoted or made available to the public has made me any income. Seven of the greatest screenplays ever written have never even been read by anyone. I lack the social media skills to promote my own works.

Of the four books I have written, two are decades old and would require a year of rewriting to bring them up to date. My two recent books are a novel and an autobiography, both available on Amazon, Again, neither of them has been adequately promoted.

My favorite of the two recent books is my novel, “Alchemist V” which received about 20 great reviews on Amazon. I had those reviews printed on the opening pages of “Alchemist V” when it was republished by Brilliant Books...

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

The part of “Alchemist V” that was the most fun to write was Chapter 15, Identity Theft. The beliefs challenged by this novel is everyone’s belief in the difference between right and wrong. The back book cover says it this way:

You will be shocked overt and over again as you try to anticipate what will happen next in this wonderfully twisted thriller about people trying to hold on to their views of reality. Your own views will be seriously challenged by V.

Alchemist V is a novel that reveals the true identity of V and his amazing powers. It is a story of intrigue, suspense and paranormal mystery, with a touch of wry humor. It involves a priest who has lost his faith, a Hollywood actor on the verge of stardom, a millennial girl in search of life’s meaning, an old detective who is both cunning and senile, and the Alchemist V who has been alive since the ninth century, living in stolen bodies down through the ages.



The 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.

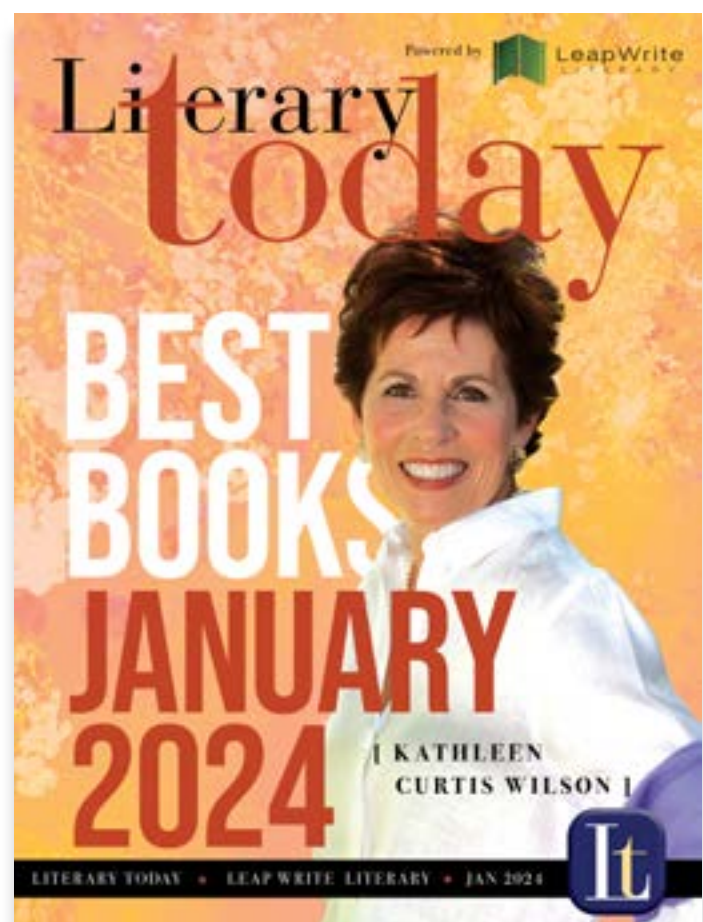
Digital Magazines Have a Very Large Amount of Interactivity

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.



Snips from Publishers Weekly

February 26, 2024 issue

News

Reading the 2024 Tea Leaves

After being down most of the year, print sales finished 2023 on the rise—but a number of factors could spoil the party

In a recent webinar, Circana BookScan books analyst Kristen McLean said she sees reasons for optimism about book sales in 2024, based on an unexpectedly strong fourth quarter and indications that the worst of the postpandemic adjustments may be over. But McLean noted that to make the most of these headwinds, publishers must swiftly recognize and take advantage



of trends (romantasy, anyone?) and consumer attitudes, and connect them to their catalogs.

Despite the fact that unit sales of print books were off by 3% in 2023 compared to 2022, the U.S. publishing industry showed “resilience” last year, McLean said—especially in the fiction category, which was up 1% over the prior year, the fifth straight year of gains for adult fiction. And overall, unit sales ended 2023 with

momentum, up 1% over 2022 in the fourth quarter, with dollar sales up 4% based on manufacturers’ suggested prices. Book sales, McLean added, outpaced gains of other general merchandise categories in the quarter.

Still, 2024 holds a number of unknowns. Chief among them, McLean said, is the outcome of what will likely be a bruising presidential election, which comes at a time when consumers are already exhausted by the news. As a result, she expects readers to be looking for more escapist fiction and predicted that 2024 will be another “year of romantasy”—the subgenre had a tremendous 2023, led by Rebecca Yarros’s *The Iron Flame* and *Fourth Wing*. In addition to Yarros, McLean said authors including Cassandra Clare are demonstrating how powerful the author-fan relationship can be, prompting publishers and content producers to invest in romantasy. She also expects more self-published authors to break through in the category this year.

McLean believes self-care books will sell well in 2024. Books in the mental and emotional health category had solid sales increases between 2019 and 2023, with 2023 sales of exercise books in particular posting a huge increase over 2022, up 75%,

followed by a 20% gain in women’s health book sales, an 11% increase in personal growth, and a 9% increase in the mental health category.

McLean also expects the presidential election will impact the adult nonfiction category. Since both candidates have already been the subject of numerous books and copious media coverage, it could be a quiet year for political books. However, history books that can provide context for current events, plus narrative nonfiction books and true crime titles, could do well. Religion books and books that can provide adults with an “uplift” should also sell well, McLean added. Overall, she thinks sales of adult nonfiction, the industry’s largest category, will increase slightly in 2024 over what was a down 2023.

TikTok’s influence will continue to be strong, McLean said. Last summer, BookScan reported that for the first time in more than a year, sales of titles by the “BookTok authors” it tracks fell compared to the previous period. However, McLean noted that when the sales of Colleen Hoover’s titles are omitted (Hoover’s unit sales fell by three million in 2023 compared to 2022), unit sales of BookTok titles were up 40%. Meanwhile, a new hotbed for BookTok influencers has been cookbooks, where the top four bestsellers in the category have benefited from exposure on social media.

There was a bit less optimism for the children’s book market. In recapping 2023, McLean noted that children’s posted the steepest decline of all the categories, selling 13.5 million fewer units than in 2022. She said the retreat is really a return to 2019 levels, before the pandemic led to a jump in children’s sales, particularly for nonfiction.

In 2023, fantasy, magic, and humorous stories led the declines in children’s fiction. Pockets of growth included Bluey licensed books, holiday books, and activity books. Sales in the 9–12 age range showed the most significant decline, and it is the only children’s age segment where 2023 sales fell below 2019 levels. While McLean said a “big hit” could change results in the category, she also expressed concern over reports that children in this age range are reading less.

McLean said backlist sales accounted for 70% of total unit sales in 2023—a record high. She added, however, that frontlist sales improved at the end of 2023, and she believes 70% could be the high-water mark for backlist.

—Jim Milliot

Combating Counterfeiting

Fake books are a real problem, but a fix may be near



Bill Kasdorf

A publishing friend of mine recently told me about a sales report they'd received from a major retailer in which some of their books had zero sales. It turned out that there had been plenty of sales, however—they just all went to counterfeiters. In case you think this is an outlier, it's not. Counterfeiting is a serious, nontrivial problem facing the industry.

Counterfeiting occurs when a party poses as a book's real publisher to sell fake versions of books. Sometimes a bad actor may pose as a legitimate publisher as part of a scam, taking orders and payments but never delivering the goods. But more often these days, counterfeiters are delivering fake versions of books.

Sometimes these versions are obviously fake—bad scans of a book are not uncommon. Sometimes the fakes are actual EPUBs that the counterfeiter duplicated and are thus hard to differentiate from the real thing. And because they are usually cheaper, counterfeit editions often appear high up in online recommendation engines.

As a key person at one Big Five publisher explained, "Almost all the material that is counterfeited is changed in some way. Often someone acquires authentic content, such as EPUBs, and then strips metadata from the file, alters the file, and republishes the file as an e-book under a different but similar author name, title, and publisher, using close-enough cover and marketing materials to catch lots of eyeballs and often tie the fake edition to the real editions in online stores."

In recent years, the W3C Community Group's Anti-Counterfeiting Task Force has been exploring potential solutions to the problem. One promising avenue for redress is a standard I've mentioned in this column before: C2PA, a metadata

“Sometimes the fakes are actual EPUBs, which the counterfeiter has duplicated, and are thus hard to differentiate from the real thing.”

standard developed by the Coalition for Content Provenance and Authenticity. C2PA is a metadata specification that enables creators of content—not just text but also other files, including images and audio—to digitally “sign” their content to establish its authenticity. Earlier this month, C2PA was adopted by OpenAI, Meta, and Google—a clear indication that the standard is being taken very seriously.

But C2PA has one big vulnerability: it can be stripped out of a file. Fortunately, a solution appears to be in the works, which is to pair C2PA with a new standard, known as ISCC, the International Standard Content Code.

Sebastian Posth, managing director of Liccium in Leiden and a member of the W3C Anti-Counterfeiting Task Force, has been a driver of the development of the ISCC. He describes ISCC as a “content-derived hash with near-duplicate matching capabilities.”

By *hash*, Posth means a complex string derived from the data that comprises a digital asset—the actual bits and bytes. If that asset is altered in any way—by changes to its content, its metadata, even subtle changes to colors in a book's cover image—an ISCC derived from that altered asset will not exactly match the ISCC of the real thing. And because ISCCs can reveal “near duplicates,” removing the metadata of a real digital

book would no longer disguise counterfeit copies. A publisher will be able to register the real ISCC, and if a new ISCC derived from a file purporting to be authentic doesn't sufficiently match but falls within a certain range, it is likely a close counterfeit of the original and deserving of a closer investigation.

“The beauty of the ISCC is that it can identify a cover or other aspect of the book that is close, but not the same, as the original, as being a potential issue,” Liisa McCloy-Kelley, chair of the Anti-Counterfeiting Task Force, explains. “So, where counterfeiters think a different color or tweaking the author name is going to thwart tools that find matches, the ISCC can be used as a tool to call out these potential counterfeits. And it works with any file type. You can use it for covers, for EPUBs, images, PDFs, even audio files.”

For publishers, it's an important development, and one to keep an eye on. Combining the detailed provenance information provided by C2PA with the ISCC's ability to detect modified assets (and at the same time identifying the original that's been modified) could finally deliver the tools publishers need to effectively combat the growing problem of counterfeiting. ■

Bill Kasdorf is principal at Kasdorf & Associates and a founding partner of Publishing Technology Partners.

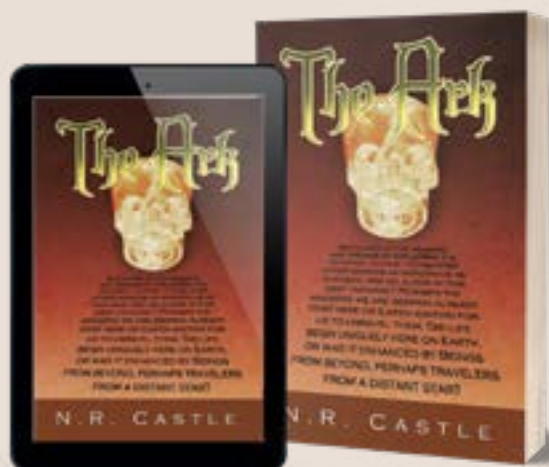
Nancy R. Castle

N. R. Castle was born in Texas, raised, educated and retired from a long and successful career in the Aerospace industry in California. Now resides in Arizona pursuing and researching UFO materials. The author became interested in UFO research in the early 70's. Extensive research led to an awareness and curiosity about the numerous current and ancient mysteries that still baffle scientists and scholars alike. The author's career, had it not been predominantly in the Black or Covert field of operations and thus classified, could be the basis of many extraordinary tales.



- *How many books have you written?*
The Ark was my first. I loved every minute of research and am proud of the results.
- *What advice would you give to a writer working on their first book?*
Be patient, remember it's your story. Take your time and write it your way.
- *How much research did you need to do your book?*
I actually spent 2-3 years researching and writing my novel before publishing.

- *What inspired the idea for your book?*
There is a radio show "Coast to Coast" at the time the host was Art Bell. My husband and I had just retired and started listening to it. The guest and topics were so interesting that I would go to the guest websites the next day. It opened up a world of fascinating information.
- *How did you come up with the title for your book?*
The title was obvious once I got the story development



*Jake removed the mysterious silver cloth from the chest. Unfolding it carefully and placing it on the table. Without thinking, he removed the crystal skull from the chest and placed it on top of the silver cloth, a simple gesture that would change his and Bill's lives forever. What amazing secret have they uncovered? Have they found the answer to unlocking the mystery of *The Ark*?*

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.



Why Do You Need a Website?

They say the world is now in our hands, and the information is at our fingertips. There are no second thoughts about that. The internet is fantastic and continues to transform the way we connect with people, share information, and live a quality life.

A lot of people spend most of their time on the internet. This could be for buying a product, using a service, reading a blog, entertaining themselves, or for various other reasons.

Considering the amount of time people spend on the internet, businesses too have moved online. Having a website with a presence on social media has become the need of the hour. If you are an author and do not own a website, you might be losing a lot of potential book sales online. Therefore, knowing the importance of a website is key to growing your credibility exponentially.

Having a website makes it very easy for people to find you, read up about your book, discover what you do, and answer a bunch of questions they have on your title. By having a website people will be able to find your book when they search for the title on a search engine like Google, Yahoo or Bing.



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.

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

