



## The Industry's Most Unique Supplier

### Our Wide Selection of Books Can Help You Make More Money

February 2011

### Hot Lead

For the book, *Francesca of Lost Nation* by Lucinda Sue Crosby: Contact Michelle Bacigalupi, Director of Marketing, Terrible's Hotel & Casino [mbacigalupi@terriblescasinos.com](mailto:mbacigalupi@terriblescasinos.com)

### New Contest Starts Feb 7



Win a trip to Costa Rica for Four people. Vacation for 8 Days and 7 Nights when you sell \$200-300K in book purchase orders for "Overcome Adversity ... Your Dreams Matter"

Second Prize is a trip for two to Cabo San Lucas for 5 Days and 4 Nights. This trip also includes \$1,000 spending cash per winner.

Contact [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

### Selling tips

**The Secrets To Stepfamily Success:** Step and blended families in the US outnumber biological families, their divorce rate is proportionately higher and happens within a shorter period of time than first divorce. There are 20+ million step and blended families in the U.S. and 2,100 new ones form every day. We need to create a stable, nurturing environment for the children of these families who will one day care for children of their own.

**Wine & Cheese Pairing Guide: Your Exciting Search for Wow! Combinations** A corporate customer recently purchased 2500 copies that they used as a premium for their customers and a gift to employees.

**Unique Sales Stories: How To Get More Referrals & Differentiate Yourself From The Competition Through The Power Of Stories.** A great tool for sales teams -- especially those that have a hard time differentiating themselves from the competition. For example, Allstate Insurance has just placed a large order to use as a training tool for their sales organization. The author will conduct a free live teleseminar with a purchase of 25 or more books

Seth David Chernoff, author of the *Manual For Living: Reality, A User's Guide to the Meaning of Life*, just wrapped up a 50+ station radio tour on primarily drive-time talk-radio across the nation. Your customers and prospects probably heard him.

### Did you hear what they said about...

Shirley Johnson, senior reviewer at *Midwest Book Review* said this about **Strange But True America**: "... this is the most informative, interesting book I have read so far this year..." and it was a National Best Books Award finalist.

**Wyndano's Cloak** has now won nine awards spanning Adventure, Fantasy, Young Adult Fiction, and Preteen Fiction, a testament to the book's wide appeal across age groups and genres.

**When Mom and Dad Need Help:** "Anyone and everyone close to an older family member should read this book." *ForeWord Reviews*

### Upcoming Promotional Periods

Call (717) 846-3865 for ideas on how to use books to increase your sales each month.

#### February

Black History Month

Heart Health Month

#### March

Read Across America

#### April

Earth Day

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