

Nadine Laman Books

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Special
edition
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I ~~don't~~ blog: I brag, celebrate, and shamelessly advertise!!!

Welcome! to the director's cut of my newsletter. You know, or should know by now, I'm *dyslexic*. Relax. Put away your red pen. Sit a bit, let's chat and spend a few minutes together.

Kathryn's Beach and High Tide and Storm Surge are available **NOW**.
www.NadineLamanBooks.com

Be Yourself:

That slogan is all over the Scottsdale Microsoft store. Part of being myself is to tell everyone about things I really like. With the new FTC rules, I have to add that I was not asked to do this newsletter, nor am I sure that 'they' even want me to do it.

I mentioned in my regular monthly newsletter that Joy Collins and I were heading to the Microsoft Store in Scottsdale's Fashion Square.

The store is hosting an event to promote skins for laptops (and other things, see the skinIt website below). They invited local authors to participate in the event. I'm the ultimate test dummy. I like to try things and evaluate them.

Basically this is an 'open letter' evaluation and a whole lot of bling.

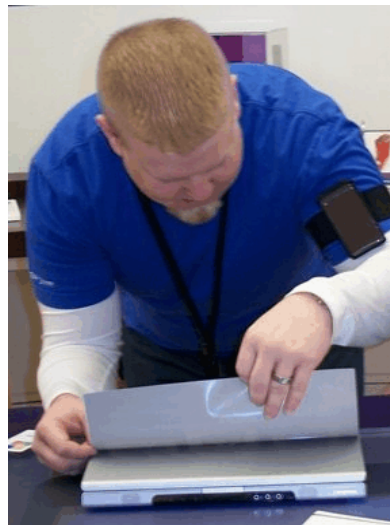
First off, the crew are very smart folks. They didn't talk techy (to show off) to us (it would have been lost on us, if they had), but it was obvious by their confidence and ease at the things they showed us.

In no time they had our confidence level up and we easily were talked through creating skins for our laptops using our book cover pics from Facebook.



This was loads of fun, but we kept forgetting it was a touch screen monitor and we didn't need the mouse. Heh heh.

We created our skins with our book covers, but you can use other pics. They gave us our skins - it would have been wasteful not to and besides, they were stuck to our laptops and neither of us were going to let them peel them off.



Place it, smooth out the bubbles with a credit card type object and it is set to go. There is a coating over the artwork.

They look durable - time will tell - and are definitely something that will advertise your bling as you sit in the coffee shop writing your latest best seller.

Nathan applying my skin (pic).



See what we did! I can see the application for small businesses' where the laptop is out of the office or at conferences and trade shows. Same for writers!

Not to mention, fans can create them for their fav book. Go snag my covers from my facebook pics or ask me for them. I bet Joy would share hers too, but you should ask her.

Here is a close up of my skinned laptop. Be sure to put it on so when open it isn't upside down!



(Good thing our sprinklers didn't come on, eh?)

The Pitch: The Microsoft Store is having an event January 22 - 24. Joy is there on the 22nd from 4 - 5 PM and I'm there from 5-6 PM. The weekend is filled with Arizona Authors. The store computers will be skinned with our book covers (I can't wait to see what they do with mine!)

I know a lot of my readers are out of town, well actually, out of country. But if you are near, here is the map. <http://store.microsoft.com/Locations>.

Park in the Green parking garage, second level. Come in the main entrance and head left. The Microsoft store is on the left. If you get to the food court, you're hopelessly lost. Kidding. **Come see us!**

Here is what the store looks like and some of the very nice MS crew with Joy and me.



Deanna, the coordinator for this event is far right, front row.

So is this an advertisement for MS? Well, I guess it can't hurt. You can come into the store and they will help you make your own skinIt for \$30. It was lots more fun than we expected...and really cool results.

We decided the skins are great conversation starters. That's nice for the shy types like me. Now when I'm out and about with my laptop, it can do the marketing for me. I think it is a good value. Check into doing a skin to promote your books or upcoming bestsellers! You don't have to use a picture, you can use text to announce your new book. Be yourself!

The Scottsdale MicroSoft Store:

http://www.outlookseries.com/N2/Infrastructure/3507_Microsoft_Opens_1st_Retail_Store_Scottsdale_Fashion_Square.htm

What is SkinIt? <http://www.skinit.com/faq.php>

JOY COLLINS: www.JoyCollins.com

ME: www.NadineLamanBooks.com

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