

Nadine Laman Books

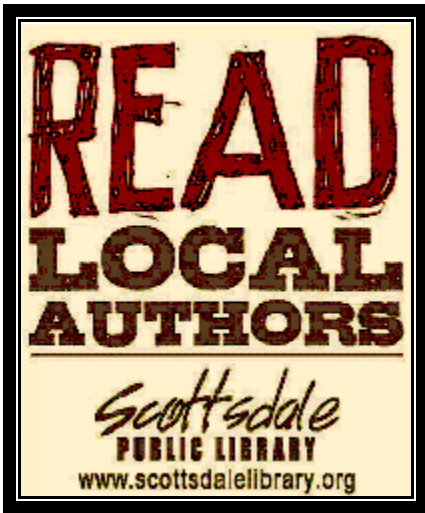
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I ~~don't~~ blog: I brag, celebrate, and shamelessly advertise!!!

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

Writing News Briefs:



The exciting news for Kathryn's trilogy is that it has been included in the Scottsdale Library's **Arizona Author Collection!**

The books are in the library's

online catalog (yes, I looked), on display at the Civic Center Library, and available for checkout. Although the books are shelved at the Civic Center Library, customers from all Scottsdale (AZ) libraries may request them and have them delivered to their branch Library. How cool is that?

Cactus Rain Publishing News Briefs:

There has been a lot of activity quietly going on with Cactus Rain. I've begun a series on my blog about it, for those interested.

Creating a publishing company like what I would want for my books is quite a rewarding and exciting project.

Even if you don't usually follow my blog, this new source of books might interest you. Cactus Rain is sure to be the cure for "reading rut" – a term I made up, which means reading the same story over and over and over (even by different authors) only to realize it is boring reading. For a change of pace, watch for the books from Cactus Rain.

Certainly, I'd love to have everyone stop by my blog and leave comments.

I ♥ my blog: First Draft
<http://nadelaman.blogspot.com>

from our **shameless advertising dept.**

June Birthday Sale!
Big Sale NOW!

All books discounted – all month. It's my birthday month. Complete your set of the trilogy during the month of June.
www.NadineLamanBooks.com

I get...the **LAST WORD!** (Naturally!)

The internet is an amazing collection of highly informative and educational information.

It is also a form of recreation that requires little effort. We can stay in our pajamas and participate in forums on any topic, play games for hours (and wonder where the day went) or chat with friends worldwide.

For several years "social media" has been the buzz word to drive us to one site or another with the promise, however real or not, that we can sell indie books there with unbelievable success.

It is almost unheard of not to belong to these sites. Those who do are zealots about getting stragglers on board, as if to not be involved is worse than death.

However, very quietly people are admitting in whispers that it doesn't work well for marketing fiction by unknown authors. The thing I think is funny is that several well-known authors aren't on any of the social media sites - they are probably busy writing their next best seller rather than writing status updates.

Besides, it isn't really social - we play a game or chat with a select few while throwing crumbs of "personal" information to the masses. I question how social it is.

It is more public, but I'd say less personal in a human-connecting-with-others relationship. Emails and phone calls (and face-to-face visits) are actually what makes us feel connected to people.

Being active in forums or following a specific blog is more likely to result in a personal connection, something we crave more and more as technology becomes a buffer between people.

Humans yearn for a connection with other humans, seeking a common ground to share who they are. I certainly feel more connected with people when I can hear their voice or better yet, see their face and hear their voice.

How does an author connect with their readers? That is the million dollar question. Does traditional media work as well or better than social media? Most say it doesn't work either.

The cost can be prohibitive to run massive advertisement campaigns. Readers can be difficult to target with affordable ads.

When there is a crossover to magazine or radio the exposure works. But the venue has to match the targeted audience.

I still believe that word of mouth works best. I had surgery a few years ago where I was kept awake as they cut on me. The surgeon and scrub nurse discussed Bridges Of Madison County and the TV show "House." I actually checked out both of those because of what they said about them. I liked Bridges, but not House.

All of the television ads for House hadn't done the trick - I can't be persuaded to watch an hour of someone pop pills and be obnoxious. But the discussion in the operating room had been about character relationships, and that was interesting (unfortunately the other characteristics of the main character were unappealing to me in the end).

When developing characters for stories it is important to create interesting people that readers can: relate to; admire; or laugh at.

The antagonist has to be nearly equally as strong as the protagonist, but rarely can a story be built on someone the reader hates. Notice that we've even made heroes out of vampires and have given them positive characteristics that mirror the general population's lives - only better looks, better loves, better cars.

I look at Kathryn differently from when I was creating her. As a social worker, some days I think I wouldn't like working with her. Other times I do like her. The point is, we crave connections with people and fiction characters should connect with us in some way.

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