



From Book Talks to Dinner Theatre

by John P. Cardone

Recently, I had an interesting experience presenting my lecture, *Waterviews: The Healing Power of Nature*, to a group of fans, friends, and other interested folks. The setting was the Starving Artists Café & Gallery in Franklin Square, NY, and while I have done book talks, presented inspiring lectures on nature, conducted writing workshops, and taught photography classes, I had yet to do what in effect was dinner theater.

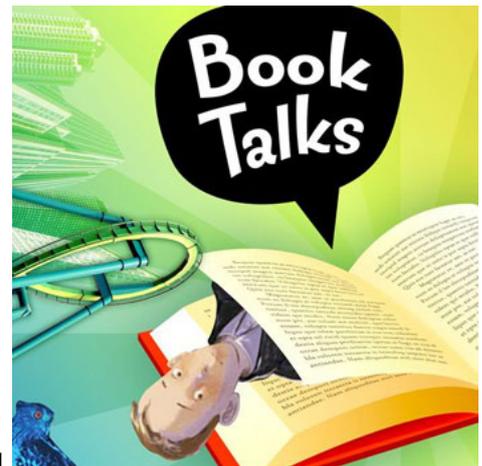
My lecture was part of a series of monthly LIAG Author Nights—actually I was the third scheduled author in a successful five-month line-up. Patrons had called and reserved seats at the Café, which in addition to my talk, included a buffet dinner. The Café served dinner from two hot trays, a garden salad, an assortment of tasty wraps, as well as dessert, and coffee or tea. During the early part of the evening, I circulated amongst the customers saying my hellos to friends and greeting those whom I didn't know. There was a great deal of energy in the room—never mind my nervous energy. Yet, I was looking forward to giving my lecture even though the reality was it would be my first time presenting this particular *Waterviews* topic.

An interesting concept for a writer—present lectures on the topic before the book is published. Actually, my presentation was based in a large part on the research work I had done over the past year along with my background and experience in healthcare.

As the time approached, I waited in the wings wondering if the Café owner would introduce me—then the moment came,

“John, you're on,” he said. So much for flattering introductions. I took the floor, and began clicking the remote to move my PowerPoint slides through my presentation. I covered topics such as defining what nature we would be referring to, the importance of calming your mind. Then, I discussed ways that nature can impact our health and well-being all while I reviewed the healthcare literature, sited medical studies, and quoted experts on the topics. All in all, it was an exhilarating experience—and the audience appreciated the inspiration.

If you have never used PowerPoint to present a book talk or a lecture based on your book, it is truly worthwhile to develop these creative skills. In my case, the time I put into creating the PowerPoint presentation was time well spent, because it became the content outline for the book I am working on. Each time I do a talk on this topic, I add names and emails to my pre-press announcement list for use once the book is released. Remember that for any successful book release campaign it is all about marketing—and in the case of my new book project, *Waterviews: The Healing Power of Nature*, marketing is off to a good start. For more information about my first *Waterviews* book visit: www.WaterviewsBook.com or like and share my Facebook page.



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LIAG Mission Statement

Please share your articles and photo submissions - send to newsletter editor, Karen Bonnet at kbonnet7@gmail.com.

Conquering That Marketing Monster

Writing our books is the fun part, as it challenges our creativity, satisfying a need for self-expression. But marketing our books . . . that's a whole different story. I call it the marketing monster! Many internet sites are out there to help us slay that dragon. Here's some things to consider:

Hold on for a second. Before we begin, I want you to build yourself a promotional template. It will take a little time, and you won't need all of these items for each venue, but trust me, in the long run, it will be a real time saver.

Template Items:

- Book title
- Author
- Genre
- Book formats (paperback, hardcover, Kindle, other e-reader formats)
- ISBN #
- Author bio



- Book teaser or elevator pitch
- URL links to any places where your book has a presence
- Your website or blog
- Amazon.com, Barnesandnoble.com
- Your social media pages (Facebook, Pinterest, LinkedIn, Twitter)
- Goodreads
- Amazon Central page
- Images: your headshot and book cover(s)
- Several compelling reviews of your book

Lois W. Stern

"I try to create sympathy for my characters, then turn the monsters loose."

– Stephen King

Lois's article was originally published by Author Bette A. Stevens - visit Betty's website at <http://4writersandreaders.com/contact/>



Happenings...

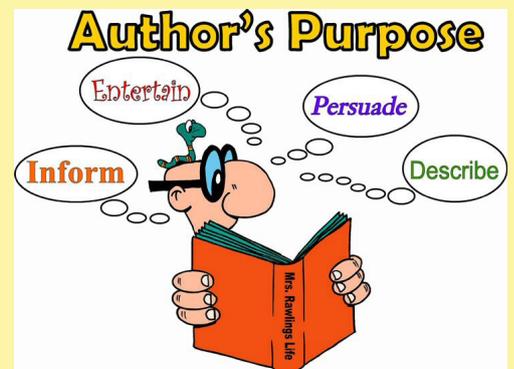
Greetings Members!

Soon your author EVENTS will appear on a CALENDAR on the WEBSITE. Stay tuned for the announcement and what you need to do to be included.

A Review of events so far this year:

- **Islip Arts Day:** Eleven authors participated.
- **The Long Beach Boardwalk Fair** was held over Father's Day weekend, June 19 and 20. The weather was not conducive to folks walking on the beautiful new boardwalk. Roland Allnach, one of our vendors, commented that during the approximately one hour of sunshine, books were being sold. We are looking to improve the number of participants in future fairs by offering half days, and we are looking into other towns.
- **Creative Corner** in West Hempstead, <https://www.facebook.com/pages/Creative-Corner/762086353885133?sk=info&tab=overview> has been hosting authors from LIAG this summer.
- **The Starving Artist Café Series:** As the presenter of one of the events, I can say that my audience enjoyed both my presentation, Those CSI Shows, Fact or Fiction, and the fare at the café. They claimed they would come again. Who could ask for more? Many of our own LIAG members have done presentations at this venue since the beginning of this year! So far, The Starving Artists Cafe & Gallery has featured **Jim Ryan, Cindy Sansone-Braff, John P. Cardone, Linda Maria Frank, Richard Scheinberg,** and others. The Café is located in Franklin Square.

**THE STARVING ARTISTS
CAFÉ & GALLERY
Presents
Long Island Authors Group
Last Monday of the month
AUTHOR NIGHTS**



Future Events:

- Bayard Cutting Harvest Festival will be held again this fall. Stay tuned for details.
- Local Author Book Fair at the Bay Shore Barnes & Noble store.
- Write On! - workshops (TBA)

PLEASE HELP US OUT. WE NEED YOU, THE MEMBERS, TO SUPPORT EVENTS BY PUTTING THEM ON YOUR FACEBOOK PAGE, BY COMING TO THE EVENTS, AND BY PARTICIPATING IN THEM. IF YOU KNOW OF FAIRS OR VENUES WHERE AUTHORS CAN DO READINGS, WORKSHOPS OR SELL THEIR BOOKS, LET US KNOW.

LMF217@HOTMAIL.COM

Linda Maria Frank

Members In the News...

IAG president emeritus, **Kerriann Flanagan Brosky** has her 7th book coming out this fall. Published by History Press, *Historic Haunts of Long Island: Ghosts and Legends from the Gold Coast to Montauk Point*, will debut at the Book Revue in Huntington on Thursday, October 1st at 7:00 PM. All are invited to attend. Joining her will be medium and paranormal investigator, Joe Giaquinto, who is also LIAG's web master. Following the Book Revue book launch event, Kerriann has fourteen lectures/book signings scheduled throughout Long Island during the month of October and November. Be sure to follow her on Facebook or go to her website www.ghostsoflongisland.com for additional event information.



Jim Ryan has given several presentations at corporate events over the last months. On May 19, 2015, he spoke to the Global Real Estate Team of Akamai Technologies at their world headquarters in Cambridge, MA. Copies of his book, *Simple Happiness*, were given to all attendees.

On June 10, 2015, Jim spoke at a networking meeting of the Power Transmission Distributor Association at the Harvard Club in Boston, MA. Copies of *Simple Happiness* were distributed to all attendees.

On June 18, 2015, he spoke at a meeting of the National Alliance for Mental Illness (NAMI) at North Shore LIJ (Central General Hospital) in Plainview, NY.

Then on June 25, 2015, Jim spoke to the National Sales force of Schneider Electric Inc. at the Newport Harbor Hotel in Newport, RI. Once again, copies of his book, *Simple Happiness*, were distributed to all in attendance.

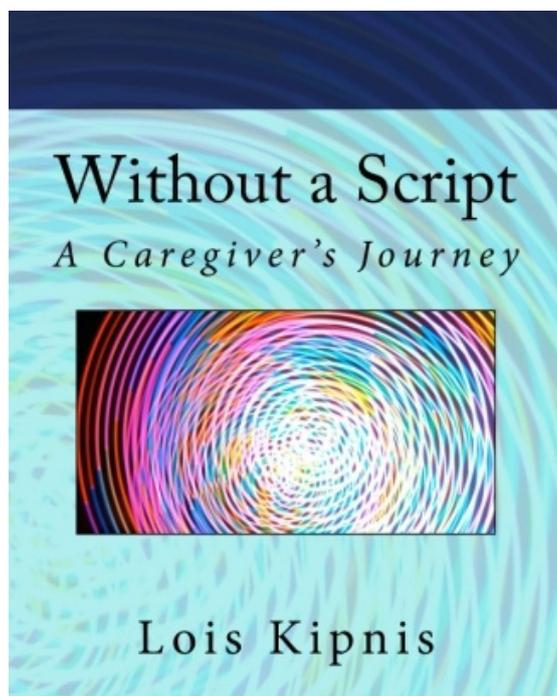
Gene Ligotti's latest release, a novel with the title of *Incredible Deception*, has been very well received.

He is quite proud of the reviews he's receiving on Amazon.com. Many readers have personally told Gene that they wanted a sequel so that's what he is busy with now! The working title is *Twisted Deception*.

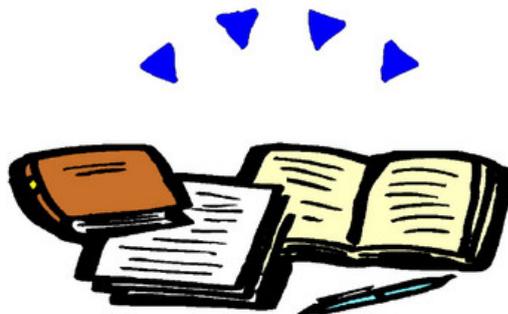
More on this topic - stay tuned!

Members In the News...

Anne Coltman has been bringing cheer to Senior Residents on Long Island by giving a series of Poetry Readings along with poetry related talks. Anne read Poetry to the residents of Sunrise Senior Assisted Living in Dix Hills before she headed off to Ireland where she took time out to read poetry for senior residents in Ennis, County Clare. Anne's second book of Poetry will be out by the end of summer.



Lois Kipnis's poem "Kaleidoscope" received one of the second prize awards in the 22nd Annual Artists Embassy International's Dancing Poetry Contest. Lois was a presenter at the Long Beach Public Library, on Wednesday August 12th, reading excerpts and discussing her book *Without a Script: A Caregiver's Journey*. On that same day, she was one of four other authors reading excerpts from their books at Creative Corner: 482 Hempstead Ave, West Hempstead.



Most of you know about my Tales2Inspire "Authors Helping Authors" project/contest. True, winners get published and there are no fees involved, but no cash prizes either. So why bother? A natural question for already published authors is: "What's In It For Me?" I made a video to answer that very question. Watch this video to learn all the perks and discovery opportunities for winners: <https://www.youtube.com/watch?v=Zf8-CbycMSc>

Lois W. Stern



LIAG's Newest Member..

MEMBER SPOTLIGHT

Stanley E. Young III

Born in 1942, this septuagenarian has been a lifetime resident of Long Island, New York; I spent less time at a Connecticut boarding school and the military. Currently, I live in the quaint village of Sea Cliff, NY, a small, one square mile community comprised of many eclectic personalities. I am the proud father of four wonderful children and Pupa (grandfather) to seven; I am blessed.

My professional life touched many disciplines: athletic coaching, Wall Street, the Food and Garment Industries, Banking, Graphics Arts and lastly, the non-profit world—forty-eight plus years of many wonderful experiences and memories.

During my quest to get my Bachelor of Arts, I was introduced to PERSONIFICATION, which for those of you that may not know, is giving life, voice, conversation to the inanimate; in essence, “things,” talking-sharing experiences with you! Inheriting a decent wit and willingness to reach beyond the obvious, I found this a great place to be; a license, if you will, to write and express without borders or rules. My kind of English! Over time, it led to assembling a collection of unique, free verse writings for my book, *A View (as seen) by a Toilet Seat*. It is a fun collection mixed with humorous writings to those examining the more serious side of life. Each allows the reader to step away and examine their creative side. It is a delightful place to be!



After-all, who can challenge how a CLEAVAGE feels, DRAIN'S view or perception, GRAVEYARD'S conversation; FLATULENCE'S amusing story, MEDICINES pro and cons, HOSPITAL'S high and lows or GLASS'S fond memory and Yes, there is more!

To help get the reader involved, I purposely leave the TOILET SEAT “UP” to them create his/her own story. I thought it would be more fun that way. Please share your comments on my website, www.STYoung.com. I would love to hear from you.

Thank you and enjoy!

Stanley is my real/given name, however-Tom, which most know me by, is a nick-name I was given by my parents at birth, as they wanted a child named Tom BUT ALSO wanted to continue with my father's name-Stanley E. Young ...I am the 3rd.



Did You Know?

Brilliant and generous publicists and authors have provided step-by-step instructions for getting critics and bloggers to review new books. You can easily find their advice online.

Do authors need to know how to get reviews of their books? Don't publishers assume all responsibility for book publicity?

In the real world, a book publisher establishes a finite publicity budget for each new title. The budget limits the number of Advanced Reader Copies (ARCs) the publisher will send to review outlets—anywhere from a handful to hundreds of advanced review copies. When those ARCs are gone, typically that's the end of it.

In other words, entrepreneurial authors who coordinate their own publicity efforts with their publishers' campaigns are doing the smart thing.

Publishers routinely ask their authors to suggest where to send ARCs for review.

Authors are presumed to have an awareness of their readership or potential readership, and they're also expected to have some good ideas for sources of publicity. Writers shouldn't be surprised by this request. They should do the research far ahead of time, before being asked, in order to be prepared with the answers.

If a book publisher doesn't ask for the author's input, the author, or the author's publicist should contact the publisher to discuss the plan for garnering book reviews and publicity. Waiting, hoping, wondering, and procrastinating until it's too late only guarantees failure, because some important media outlets publish reviews only prior to or at the precise time of a book's launch.

After a publisher gives the go-ahead, an author can learn from the tutorials in the following list before impetuously rushing in. Resorting to a mass email blasted to list of book reviewers, aside from being diabolical, is an ineffective strategy. The most influential reviewers can read only a tiny fraction of the advance copies they receive. Why do they pick certain books to review? By answering the question before it's asked, an author will be much more likely to get good results.



After learning the professional, common-sense method of requesting a book review, an author will need contact details for appropriate publications and bloggers. A list of all types of book reviewers can be found on the Book Reviewers page of Robin Mizell's blog: <https://robinmizell.wordpress.com/2007/09/23/part-6-book-reviewers-on-the-web/>.

A discerning writer will contact only the reviewers who are most likely to be interested in the book.

Editor's Note: This article originated from the website of Robin Mizell, Ltd. who has many helpful hints for authors.



Board of Directors and LIAG Mission Statement

LIAG LOVES ACTIVE MEMBERS! YOUR THOUGHTS AND GOOD IDEAS ARE ALWAYS WELCOME!

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The LIAG Mission Statement

The mission of the Long Island Authors Group is to encourage, support and promote authorship, primarily in the Long Island, New York area.

We are a group of local book authors who have joined together to conduct activities and events that add to the availability of our published works while promoting the Long Island writing community. Our group works with retail bookstores arranging book talks and signings, and conducts events at various locations that are open to the public.

Our group fosters knowledge and experience by conducting educational seminars on assorted topics such as writing workshops, marketing techniques, promotion strategies, and the use of emerging Internet outlets & new technologies.

Join Us For LIAG's next First Wednesday Meetings

7:00 PM

The Bonwit Inn

1 Vanderbilt Parkway

Commack, NY