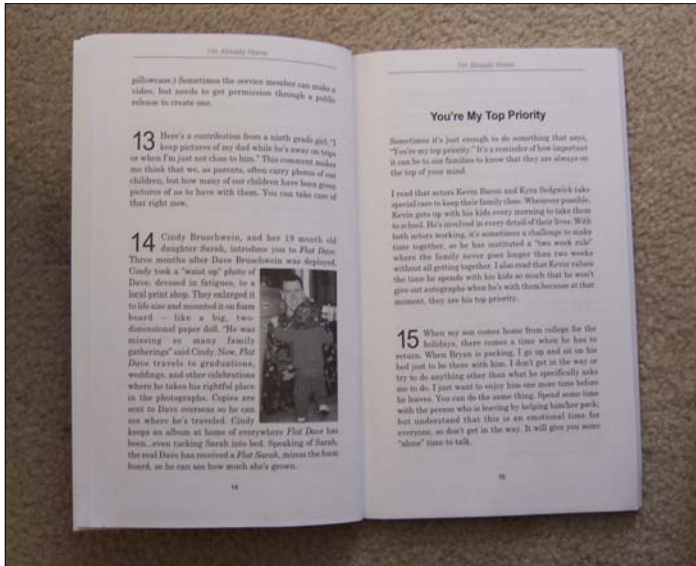


Thanks so much for being a part of the teleseminar. I had a blast doing it. In these two pages I put pictures/examples of the ideas that I spoke about. It might help to understand a particular idea better as you adjust it to make it work for you. I'd love to hear about anything you do that is a success. I'm always trying to continue to learn about new things I can do to market. Have a great week!

Elaine Dumler—www.ImAlreadyHome.com Elaine@ImAlreadyHome.com 303-430-0592



This shows how my books are set up—in the numbered idea fashion. It's such an easy way to get a product out quickly and professionally.

Name _____

Address _____

City, State, Zip _____

To: Elaine Dumler
6460 W. 98th Court
Westminster, CO 80021

Thank you...
for your service and
commitment, whether
on assignment or here at
home as a family member.

Put Stamp Here

Here is the postcard I created that generated 1100 responses and what I use to glean ideas in breakout sessions. It's the best idea ever!

Tell us...

How does **YOUR** family stay connected? Would you share your special idea with us? We'd like to know for future editions of the book, or to tell others in a monthly "tips and ideas" email newsletter.

▼ Write your idea, then stamp and mail the postcard.

Check here: yes, please share my idea! Yes, you can use my name
 Yes, please email me the free monthly "tips and ideas" newsletter.
My email is: _____



Examples of the front and back of both of the bookmarks. The one on the left is for book #1 and the one on the right is for book #2—which of course I now switch!



Illustration of the bundle of my books with the children's books that I spoke about.

Below is the donation form I use for those who wish to buy books for me to donate, or to make it easy for them to buy and take books while I'm talking.



Thank you for being a part of the solution!

Name _____ phone _____

Email _____

Special event price: **\$12 per book** (tax and shipping included) How many books? _____

I took # _____ book(s) with me Please gift # _____ book(s) to families from the request list

  Card Number _____ Exp date _____

Other payment options: I put a check in the box I put cash in the box \$ _____

This list contains most of the resources I used in the creation of the books along with some I referred to in today's talk and others I think will save you some time. Remember, I have no financial arrangements with any source listed, nor do I receive anything for placing them on this list. It's just to shorten your creation curve.

Editors:

The editor I used:

Denise Hmieleski – denisehmi@msn.com. She is currently limiting her book editing jobs.

Barbara McNichol – www.barbaramcnichol.com. She is an NSA/CO member located in Tucson, Arizona. She edited John Jenson's books.

Barbara Munson – www.munsoncommunications.com. Award-winning service for independent publishers, providing high-quality book editing, ghostwriting and copywriting support since 1991.

Linda Rubright – The Red Pencil – the_red_pencil@msn.com. Provides top-notch proofreading and editing.

Book Manufacturers:

I used:

United Graphics, Inc.

2916 Marshall Avenue

Mattoon, Ill. 61938

Local Denver Rep: Ann Marie Gordon – 303-973-9653

AnnMarieGordon@comcast.net

Most manufacturers specialize in their services so they are all worth checking out to see if they are a fit with your project. Others I thought highly of and put bids out to:

Sheridan Books

100N. Staebler Road

Ann Arbor, MI 48103

Southwest Sales Rep: Mike Daniels

PO Box 5037

Buffalo Creek, CO 80425-0101

303-838-8990 303-838-0690

BookMasters, Inc.

P.O. Box 2139

Mansfield, Ohio 44905

Account Executive: Brenda Culler - bculler@bookmasters.com

Friesens Corporation – www.Friesens.com

Canada

Local Rep: Cameron Fey 720-872-3058 work

720-596-9357 cell

camerof@friesens.com

Cover Designers:

Karen Saunders Karen@macGraphics.net - This is who I used for both books.

Kerrie Lian – with MacGraphics is who designed the cover of The Road Home and the Flat Daddy® logo

3454 S. Cimmaron Way

Aurora, CO 80014

MacGraphics, Inc. www.MacGraphics.net

I also like this person's work:

Rebecca Finkle

1709 Rolling Gate Road

Ft. Collins, Colorado 80526

970-223-1375

Independent Book Publishers Association (formerly PMA)

www.ibpa-online.org

The professional association for independent and self publishers. Provides educational and marketing information for books.

Need specialized graphics/cartoons/illustrations for your book? Here's a great resource:

Shannon Parish

P.O. Box 964

Broomfield, CO 80038

303-460-0605

www.completedpeople.com

www.shannonparish.com (check out her portfolio)

My resource for printing the bookmarks:

Separacolor International

4020 Palos Verdes Dr. N., Suite 200

Rolling Hills Est., CA 90274

www.separacolor.com

www.simplypostcards.com (access price lists at this site)

1-800-770-4102 (They'll send you samples if you call and request them)

My resource for the postcards:

Morrell Printing Solutions

990 S. Public Rd., Unit C

Lafayette, CO 80026

303-665-4210

www.Morrellprinting.com

Resource books for wonderful information: I used, and continue to use these books.

Dan Poynter's "**Self Publishing Manual – How to Write, Print and Sell Your Own Book**" 16th edition. This is a **must have** book if you are considering the self publishing route.

Brian Jud – "**Beyond the Bookstore – How to Sell More Books Profitable to Non-Bookstore Markets**"

This was my blueprint for selling to the military and government. Many other non-traditional markets are researched like academic, catalogs, museums and other special sales. Includes a template CD.

Andy Stanley – "**Visioneering**" helps put a process behind your vision with a spiritual perspective.

Distributors to help you get into the bookstores:

Midpoint Trade Books

27 W. 20th St., Suite 1102

New York, N.Y. 10011

212-727-0190 for general information

www.midpointtradebooks.com for all other nationwide contact points

Books West - distributes small and independent press titles to booksellers throughout the Rocky Mountains, including Colorado, Arizona, Utah, New Mexico, Idaho, Wyoming, and Montana.

11111 E. 53rd Ave., Ste A

Denver, CO 80239

303-449-5995 for general information

www.bookswest.net

New Leaf Distributors: www.newleaf-dist.com – sells to new age stores on consignment terms.

Nutri-Books: www.nutribooks.com – sells to natural foods and new age stores.

Integral Yoga: www.yogahealthbooks.com – sells to natural foods markets and yoga instructors.

***Disclaimer: I am providing the resources in this document to help you shorten the learning curve in your publishing journey. I have personally used a company where noted. Each provider works with each person in a different way so I make no claims as to how they will perform for you or the quality of their work. I receive NO monetary kickback from any mentioned source.*