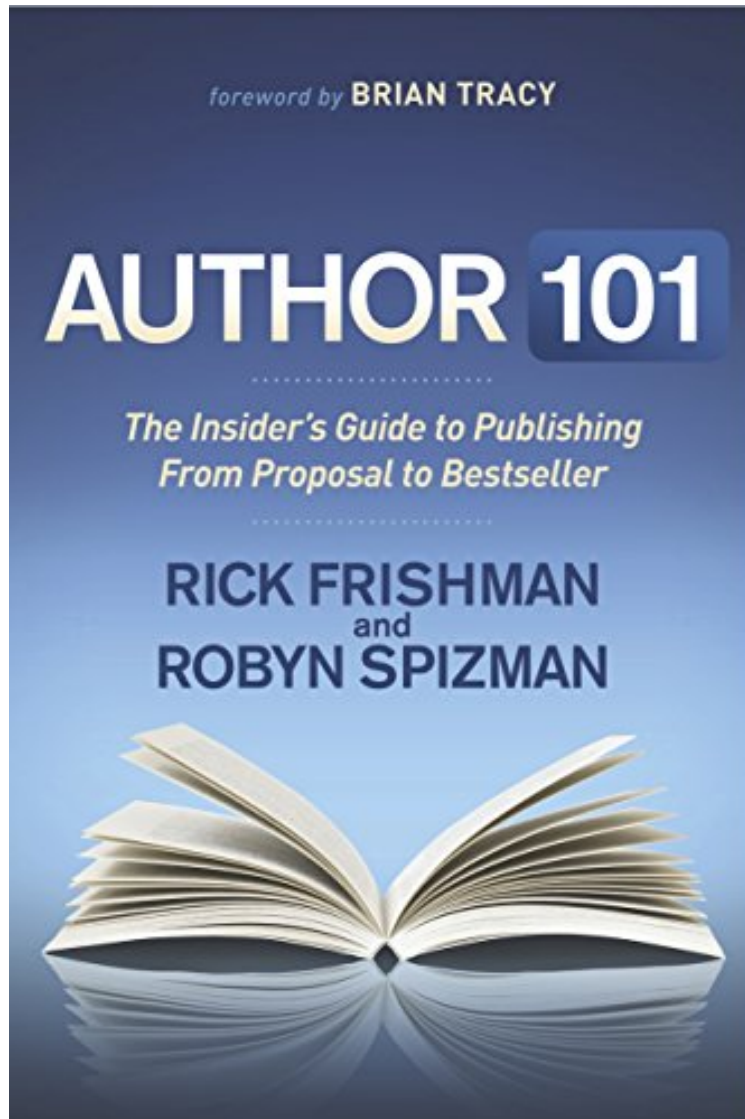


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This book should be on the desk of every aspiring writer." -- Marion Gropen, Gropen Associates, Inc.About the AuthorRick Frishman, Publisher at Morgan James Publishing in New York and founder of Planned Television Arts (now called Media Connect), has been one of the leading book publicists in America for over 37 years. Rick works with many of the top book editors, literary agents, and publishers in America, including Simon and Schuster, Harper Collins and Random House. He has worked with bestselling authors such as Mitch Albom, Bill Moyers, Stephen King, Caroline Kennedy, Howard Stern, President Jimmy Carter, Sophia Loren, Smokey Robinson, Nelson DeMille, Salmon Rushdie, John Grisham, Yogi Berra, Henry Kissinger, Jack Canfield, Alan Dershowitz, Arnold Palmer, Jackie Collins, Whoopi Goldberg, Gov. Mario Cuomo, and Senator John Glenn. Rick has also appeared on hundreds of radio shows and more than a dozen TV shows nationwide, including Oprah, Fox News and Bloomberg TV. He has also been featured in the New York Times, Wall Street Journal, Associated Press, Selling Power Magazine, New York Post, and scores of other publications. He has appeared on stage with notables such as Sir Richard Branson, The Dalai Lama, T. Harv Eker, Jack Canfield, Mark

Victor Hansen, Tony Hsieh, David Bach, Brian Tracy, Zig Ziglar and Brendon Burchard. Rick is the coauthor of sixteen books, including national bestsellers "Guerrilla Publicity", "Where's Your Wow", "Guerrilla Marketing for Writers", "The Expert Success Solution", and "250 Rules of Business". Also, "Networking Magic" 2nd Edition. Robyn Spizman is one of the leading how-to, book-writing and gift experts in the country and a New York Times Bestselling author. A well-known seasoned media personality, Robyn has appeared often on television including repeatedly on the Today Show making holidays and special occasions memorable. With over three decades of publishing successes and an expert publicist, she has written and co-authored dozens of books including the "Author 101" and "Where's Your Wow" with Rick Frishman. She also teamed up with Tory Johnson and wrote books including "Take This Book To Work," and "Don't Give Up, Don't Ever Give Up" based on the famous speech by Jimmy Valvano with her son, Justin Spizman, helping to raise money for the V Foundation for cancer research. Robyn also authored "Make It Memorable", "The Thank You Book", and "When Words Matter Most". Robyn's timely gift-giving tips and consumer suggestions have been heard around the country repeatedly on NBC's Today Show, CNN, MSNBC, CNNfn, Talk Back Live, Good Day New York, New York One, numerous ABC, NBC, CBS and Fox affiliate stations. Her creative advice and books have been featured extensively in print media including The New York Times, USA Today, USA Weekend, Women's Day, Ladies' Home Journal, Parade Magazine, Family Circle, Redbook, Cosmopolitan, Delta's Sky Magazine, Cosmo Girl, Parents Magazine, Better Homes and Gardens, Entrepreneur, Southern Living, Parade Magazine and many other media outlets over the years. Nominated for a Book for a Better Life Award, The USA Today Family Channel Award as well as Georgia's Author Of The Year, Business To Business Magazine named Robyn one of Atlanta's leading women and a Diva of Atlanta's business world. A popular keynote speaker, she has entertained audiences across the country with passionate and lively presentations on a variety of topics including the topic of giving and making a difference and other timely ideas. Excerpt. copy; Reprinted by permission. All rights reserved.

Why Books Matter Bill Gladstone, author of several bestselling novels and non-fiction titles as well as the literary agent for such luminaries as Eckhart Tolle, Neale Donald Walsch, Thom Hartmann, Jean Huston and Dr. Ervin Laszlo, discusses why books matter. He said, "I have always encouraged those who approach me to explore and develop their own writing talents. Sometimes this may lead to publication by a major publishing house, sometimes an opportunity to self-publish and sometimes to a realization that the book that one is writing might be just for a private audience of one. Even if no one but you reads your book, you may have changed your own life in taking on and completing a book. Writing a book can be a cathartic experience that puts you in touch with a greater self-awareness than you could achieve any other way." But the personal benefits aside, books matter a great deal and here are the reasons why: (1) Books can be shared; (2) Books can create characters and experiences for readers that transport them to other worlds; (3) Books can teach us what it means to be fully human; (4) Books allow us to participate in collective discussions; (5) Books can present new ideas; (6) Books can be beautiful works of visual art; (7) Books can be read to children; (8) Books can be our legacy to future generations; (9) Books can allow us to travel throughout the universe without ever leaving home; (10) Books can make us laugh; (11) Books can move us to tears; (12) Books can create political movements; (13) Books can change society; (14) Books can create bridges that heal conflicts; (15) Books can challenge our intellect and imaginations; (16) Books can inspire us; (17) Books can make us better people; (18) Books can provide information that can save lives; (19) Books can change our mood; (20) Books can preserve our appreciation of historical events and times; (21) Books can challenge our creative efforts in whatever field we choose; (22) Books help us learn who we really are. Books offer an amazing opportunity and medium to exchange information. They create relationships, form friendships, and promote growth. Specifically, non-fiction books offer the exciting opportunity to change and improve. Success is not only an art, but also an attainable trait. Non-fiction books are often the conduits to achieve your goals. Together, we will work to help you tap into your ideas, concepts, and dreams to help you help others make substantial differences in their lives. Start writing; start now! Take your ideas, your thoughts, and the information you want to convey and put them on paper or on your computer because no one can read a book that exists solely in your head. Do it now. We understand the intimidating nature of blank sheets of paper in front of you and how painful it can be to try to write. But do it. Force yourself. Do it now. Write anything, even if it feels empty, useless, or like total gibberish or nonsense. Start by putting something, anything, on the page. Don't criticize or judge what you write. Don't edit it, don't even read it; just write. Write to get the feel of it, to get into the rhythm, the flow of writing. Writing has a musical component, a pulse that resonates in your head. When you're cooking, your writing takes on a distinct cadence and meter; it feels like a song in your mind. It may take a while to emerge, but as you're laboring, the tempo can sneak up on you and take you by surprise. Suddenly, you'll find yourself into it; your words materialize, make sense, and gracefully glide. It's almost as if they begin writing themselves, jumping out of your head and pulling you out of your self-consciousness, reluctance, and fear. That rhythm is what writers work for, and so should you. It should be your target, your main objective. It tells you that you're on the right track, which means you've got something. It's like when you finally get the knack of skiing, dancing, or riding a bike. You get lost in it and a part of you lets go so that it becomes almost automatic, but another part---the writer part---magically takes over and

seizes control. When you don't feel the pulse, keep at it. Write until it comes, even if what you're writing feels like a total waste. Because the simple act of writing is never a waste. The mind sends ideas to your fingertips and they begin to come to life on paper or the computer screen in front of you. Force yourself to put words on the page, make it a crusade, keep your fingers moving, and write fast. Try to write two or three pages, and after you've completed them, sit back and relax. Take time to refresh, recharge, and prepare to write more. Don't worry about the quality of your writing. Instead, think about how you felt. Did you feel the rhythm? Were you close? Read what you wrote, but don't be critical or severe. Search for hidden nuggets, little jewels that may be embedded in the mess. Look for ideas that you could develop to form the basis of your book. Get it on paper! Write, write, write.