



SPECIAL POINTS OF INTEREST:

- Book launches
- Book expos
- Writing prompts
- Marketing with Bookmarks
- Milestones
- Reviews
- New Releases
- Links

INSIDE THIS ISSUE:

- Martin Knox book launch.... 1
- Martin Knox book launch cont. ... 2
- Book Creators Circle Expo..... 2
- Reviews and milestones..... 3
- Fun writing prompts..... 3
- Bookmark tricks..... 3
- Zeus contacts..... 4
- New releases 4

Martin Knox book launch

A successful launch of Martin Knox's *The Grass is Always Browner*. It was held at Avid Reader bookstore, West End, Brisbane, on Friday evening, 5th August.



Author Uncle Albert Holt and Martin Knox.

With over 50 people in attendance the proceedings began with an Aboriginal Elder, author Uncle Albert Holt, complimenting Martin for choosing a futuristic setting that

connected with the Aboriginal people and their culture. Well-known Science Fiction writer Trent Jamieson spoke next, launching the novel. He placed it squarely in the speculative fiction genre, similar to the writing of Ursula Le Guin and John Brunner. The author explained that he had written a series of six novels and this was the first to be published, as a stand-alone political thriller. *The story is about Abajoe, who has a rare gene for sharing, becomes Prime Minister of Australia 250 years in the future. With public policy devolved to local governments, he wants science*

to coordinate prevention of further famine by control of population, immigration and water supply. But Yamism is a religion sweeping through the region. His party's dematerialism is in conflict with those who want Australia to become a Yamist state controlled from Seutosa, the regional centre. There is a romance with Siti, an activist for immigration from populous neighbour Bhakaria, that leads to a spectacular climax. Nicole Johnstone, a Councillor for Brisbane City, spoke next and congratulated the author on creating a political thriller and romance, with an engineering flavour. She related the issues addressed in the novel as of contemporary relevance. In particular, the author had resolved the relationships between

Book Creators Circle Expo

Prolific Zeus author Joyce Berendes has been busy promoting her books *The Fourteenth Day, And then Came the Rain, Matters of Choice and Nulla and the Purple Poison Plant.*



Joyce Berendes with her display at the Book Creators Circle Expo 2011.

"Be kind whenever possible. It's always possible."

Dalai Lama

We love books and writers



Joyce attended the Book Creators Circle Expo on 24th September. This was a very successful event for the authors who attended. 150 visitors plus exhibitors, helpers and their families walked the exhibits. Over 300 books were sold and others were swapped be-

tween authors. Joyce sold 14 and was pleased with how the event went. The Book Creators Circle is an online community. It can help if you believe in the values of collective support, networking and building profile through a circle of people who appreciate the need to market and share an understanding of this industry. This writers' circle supports one another and builds contacts all over the world. A love of books and writing is essential. Their website is:

www.bookcreators-circle.com.au/
Joyce had a lovely few weeks with her Wedding Anniversary and the Yungaburra Book Fair as well where she sold more books. This fair was held at Yungaburra Village Hall on 10th September with the theme Books and Cooks.

Continued from page one—

Martin Knox book launch

private and public interest, and between politics and science, in a story that was a good read.

All in all a successful launch for *The Grass is Always Browner*.



Reviews and milestones

Ashley Byrnes was interviewed in the *Tweed Daily News* Wed 17th August with a colour photo and nice review of his latest poetry collection *Raw Emotion*. Ashley was also interviewed on ABC North Coast NSW on *Mornings with Pam Macintosh*. He appeared on *NBN News* also and if you missed this exclusive story go to: <http://www.nbntv.com.au/index.php/2011/09/14/coast-boxer-trades-gloves-for-poems/>

Ray Barragrough had a review in *St Mark's Review* No. 217 August 2011 which is an Anglican journal with a circulation throughout Australia for his book *'Why?'*

Anna Waters Massey, Cool Stuff for Kids to Perform has posted a short advert on youtube, here's the link: <http://www.youtube.com/watch?v=vtlfNeYfl&feature=share>

Lee Oliver of *The Westener* did an interview with Peter Wise titled *More words from the Wise* on Thursday, 22 September 2011 about his launch on 8th October at Mt Mee Community Hall for *The Kimberley Killers* and *Palomino Gold*.

Hazel Phillips appeared in the Entertainment Scene section of the Gold Coast Sun on Thursday September 22nd. The article was about Hazel's recent stint on Australia's Got Talent and the fact that she has landed the title role in a short film. Hazel's book *Black River Bright Star* is published by Zeus.

Trevar Langlands interviewed Jack Rellim *Above and Beyond* on Wednesday 7th.

It went for 25 minutes without break and was the author was very impressed with Trevar's line of questioning for radio.





Fun writing prompts

Stop staring at that blank page. Go on pick that pen or pencil up, or if you are at your computer start tapping on the keys.

Still can't think up anything to write about huh?

Okay, I'm here to help so maybe some of these prompts will get those creative juices flowing again and the keys tapping like the River Dance.

PROMPTS:

- A stray puppy is sitting at your door barking. What do you do?
- Someone you love has left and you don't know why. Is this a mystery?
- The colour purple.
- Your neighbour's house is on fire and you can hear her calling out for help. What happens next?
- Write the most romantic thing that ever happened to you.
- A new disease has been

discovered. What can it do to the population? Who will survive?

- An old man has a bad habit that he tries to hide from his new date. What does she do when she discovers this annoying habit?
- Turtles.
- A sunset that isn't golden and red. What has happened to the sky?
- You have to move to a foreign country for work. How do you feel? How do you cope being away from your family?
- Smiles.
- Hugs.
- A stolen shoe. A broken door. A lady is crying.
- The best day of your life.

I hope these prompts help you create a fantastic story, a saleable article or a blog that inspires. Let me know what you write about.

First blogged at Books Zeus September 28th.

Bookmark tricks

Most authors have bookmarks printed up soon after release of their books. Don't underestimate this small but versatile marketing tool. Bookmarks can expose your book further than you can imagine.

- Have them on hand to give to potential buyers just like a business card (they'll like it more than a business card because it's akin to a gift—something they can use again and again).
- Don't just give them out though, think of places to put them to create exposure.
- If you borrow a library book leave a bookmark inside when you return the book.
- Or, better still borrow your own book and slip a bookmark in it.
- Ask a local cafe if they would like bookmarks on their counter.
- If you sell anything (on ebay etc.) give away free bookmarks with the parcel you send.
- Place a pic of your bookmark on your blog or website and let readers know that they'll receive free bookmarks (you decide the amount) if they purchase your book.
- Ask a friend who runs a market stall to have your bookmarks on their table to give away.
- Think up new ways you can expose your bookmarks.

Do you need help with your marketing?

Zeus Publications has found a need to help authors market more successfully by offering marketing Packages.

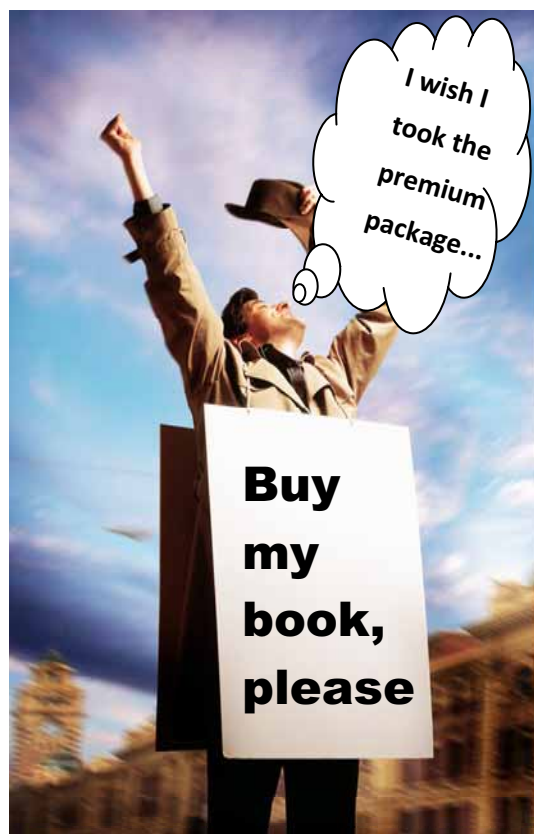
We are offering:

1. Wordpress (set up of three page blog)	\$160
2. Facebook (author page set up)	\$30
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4. Launch Poster (from template design)	\$20
5. Launch Invite template (from template design)	\$20
6. Bookmark (from template design)	\$20
7. Business Card (from template design)	\$20
8. Leaflets (DL)	\$25
9. Leaflets (A4 2/sided which fold to DL)	\$80

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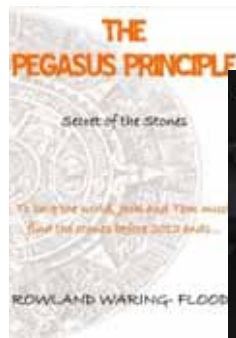
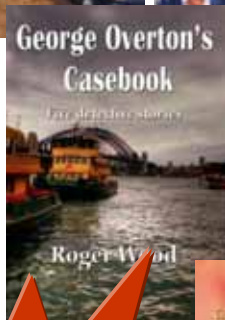
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