

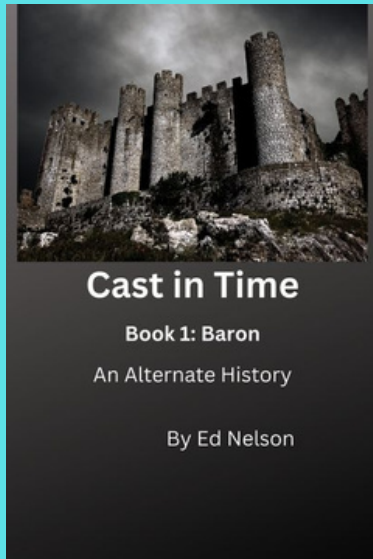
Ed Nelson's Newsletter

Home of the Richard Jackson Saga, Ever and Always, and the upcoming Cast in Time series.

Volume 1 Edition 7

July 8, 2023

NEWS FLASH!!!



Cast in Time: Book 1: Baron Kindle Edition

by [Ed Nelson](#) (Author) | Format: Kindle Edition

4.5 4.5 out of 5 stars [172 ratings](#)

#1 Best Seller in [Alternate History Science Fiction](#)

Best Sellers Rank: #735 in Kindle Store ([See Top 100 in Kindle Store](#))

#1 in [War & Military Action Fiction \(Books\)](#)

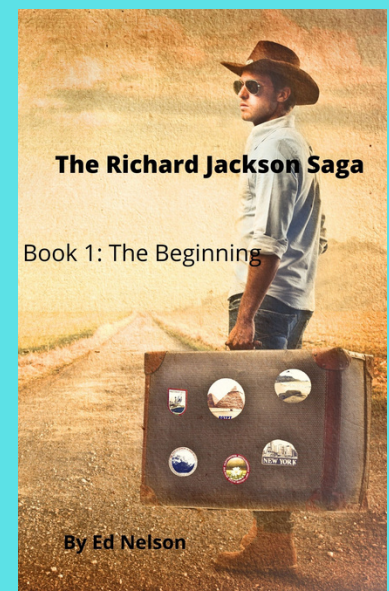
#1 in [Alternate History Science Fiction \(Books\)](#)

#1 in [War & Military Action Fiction \(Kindle Store\)](#)

Read More

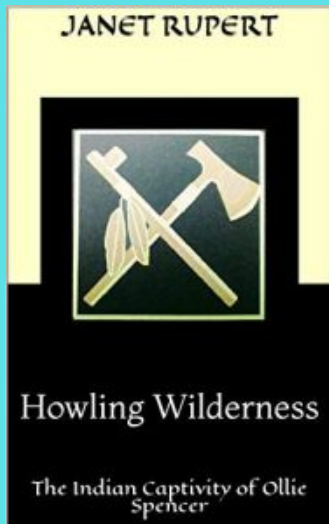
Book 1: The Beginning

Bank robbery, bull riding in the rodeo, a western movie, rustlers, among other events, occur as young Rick is on a cross-country trip, hitchhiking from a small Ohio town to California. This alternate history is of what should have been rather than what has been.



[Add to favorite](#)
See on Amazon

Recommended Reading



A true story of the early days in Ohio by a wonderful author, My sister.

A True Story

Eleven-year-old Ollie Spencer and his family were pioneer settlers outside of Cincinnati in 1792. While on an outing to the fort at Cincinnati, Ollie missed his ride home. Making his own return plans, he fell in with strangers boating on the Ohio River. Two Shawnee warriors attacked the party, killing and wounding the strangers, and seized Ollie. They took him deep into the Black Swamp in northern Ohio and gave him as a gift to their mother. Ollie feared and respected the old priestess named Coohcoochee, who adopted him and taught him native ways. He witnessed her divination, learned dancing ceremonies and to speak Shawnee, and in a final triumph, learned to hunt. Along the way he met many famous people including Blue Jacket, Simon Girty, and Lt. Governor Simcoe of Upper Canada. Ollie gave up hope of ever returning home. In the meantime, his father had been a Revolutionary War hero, and diplomatic wheels were turning. Ollie's true story is given context with the events of the time.

[See Howling Wilderness on Amazon](#)

Number best seller on Amazon

- What a rush. I knew I had picked good categories for this story, but this is amazing. Book 1 has been the number one selling book from July 3rd to today.
- Now enough self congratulations. On to this months subject.

■

■ MARKETING THE PUBLISHED BOOK

■

- Sales and Marketing are the most hated parts of the author world. Think about it, writing is a solitary effort and you are happy to do so. Now you are expected to get out in front of the whole world and convince them to buy your book.
- First time authors think, "I'll take the easy way out, I will find a publishing house to do that for me. Guess what to have a publishing house offer a contract you have to convince them you have a product worth buying, by definition that is sales and marketing.
- Even if you get past that hurdle they will ask you how large of an email list do you have so you can market to them. If you get a book signing that is also sales and marketing. Face it you aren't going to get out of the selling game.
- Selling is done through posting your book for sale, and then advertising it. Selling is the act of getting your product in front of an audience and getting them to buy your product. I'm not going to tell you how to advertise because I'm terrible at it. Sad but true. I use the automatic feature on Amazon adds. I've tried Facebook and got no where.

Continued on the next page.

Selling and Marketing

- **Marketing is a different story. That is where you build a story that convinces a reader to buy. My best marketing ploy has been to get my books in front of readers and let them read to decide for themselves as whether or not they want to buy.**
- **I started out by posting my stories chapter by chapter on Storiesonline.org. (Trigger alert: This site carries extreme exotic literature and may offend the faint hearted. I picked it because it is free and has a large audience.) Never thought I would do a trigger alert.**
- **Even when I stopped giving the chapters away a large portion of the readers followed me to Amazon and bought my books.**
- **With Amazon that has gets. Amazon is out to make a profit and gives more advertising to products that sell. Imagine that.**
- **So the book is selling. You still have to keep your readers attention. Unless you have the next book posted and a link at the back of the first book they can forget you exist. So links are an important marketing tool. Also a website and newsletters keep you in front of your readers. The trick is to inform them but not overwhelm them with spam.**
- **I have tried different free websites to post a book by chapter. Watt pad has been a complete bust for me. Royal Road can build an audience for certain genre's. It would take several stories to build a following.**
- **My point is that you have to try different methods and find one that works for you and have a lot of patience. It helps to have a well written story.**



My web site has been updated. It is better looking and more responsive. Coming soon will be podcast interviews of me and my books.

Check out my website

End Note:

The Krewe is a nonprofit charitable. This year we presented the scholarships before the Brandon Marauders baseball game. Since the Marauders are a farm team for the Pittsburgh Pirates it all fit. Another event this month was our reading Pirate stories to children at the Palmetto Florida library. Fun times!

