

I'll Be There!

Things are opening up, and so (as one of the consciousnesses loves to say), I'm adding new Book Festivals for 2022! This is a perfect new one to add since I lived in the San Francisco Bay Area for 18 years before moving to Tucson. The Bay Area Book Festival will be at the Martin Luther King, Jr. Civic Center Park in downtown Berkeley, California. I'll be sharing the booth with the Authors Marketing International group I joined late last year. (More about AMI below)

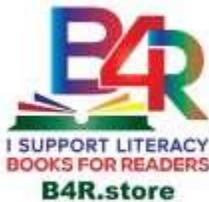
There will be indoor author programming at various Downtown Berkeley venues and an Outdoor Fair (where I'll be). The weather is usually sunny and a little warmer in May, so come join us for interesting in person conversations. Check out both of our books. Ask Questions. Buy Books. If you know anyone in the Bay

Area, spread the word.

Free Raffle for Free Books!

Support Independent Authors

AMI is a member owned non-profit organization that educates Independent (Indie) Authors about marketing and supports Indie Authors in expanding the reach of their books at Book Festivals and other events all over the country and internationally. They're located in Austin, Texas.



AMI created the www.B4R.Store, an online bookstore promoting Indie Authors, exclusively. B4R (Books for Readers) supports readers in having a wider range of book choices and is also committed to giving Indie Authors a fair return on their book sales. Both of our books (paperbacks and e-books) have been available on the B4R.Store website

since I joined.

Here's the Thing: A few weeks ago, amazon pop-ups began showing up on the B4R website, without B4R's permission. The amazon pop-up tells potential B4R purchasers that they can buy the same book for some lesser price on amazon, with a link to take people away from the B4R site and directly to amazon. Potential purchases are being intercepted and, if the purchaser chooses the lower price, redirected to amazon. Amazon doesn't need those purchases to survive but B4R and B4R's member authors do! The B4R website is up, but on pause, while they figure out how to deal with the amazon intrusion. B4R plans to have the website functioning again in May, hopefully in time for the Bay Area Book Festival.

This isn't only happening to B4R. Lawsuits have begun in Europe in an attempt to stop this amazon tactic. There are also lawsuits being considered in the US.

Amazon's business practices have affected me in more direct ways, too. When I began writing Book 1, New Awareness From Seth and Others, my Self-Publisher was Create Space. They were great! Their Customer Service for authors was so helpful, personalized and knowledgeable. By the time I finished Book 1, amazon had bought Create Space. At first, Kindle Direct Publishing (the renamed Create Space) retained the flavor of Create Space. Over time, however, it has been reduced to just another amazon automated platform with harder to access and less knowledgeable Customer "Service".

Recently, I discovered that amazon had reduced the price of both of our paperbacks on their website, without my permission. The amazon listed price on Book 1 is so low that the author royalty is almost non-existent. In addition, amazon sells Subscriptions for e-books, which means that purchasers pay amazon for the subscription to get e-books for "free". Since there's no cost for the actual e-book, there's no royalty (so no money) for the author. Amazon gets it all!

And so, (Seth, again), **if you'd like to support us (and other Indie Authors)** and, if you're thinking of buying our Books, **please consider** buying our paperbacks directly from our website, www.believe-spiritwalker.com or both our paperbacks and e-books from the [B4R.Store](#) once they're back up and running. Thank you!

Check out the other Indie Authors, too, when you visit B4R. Thank you!



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