

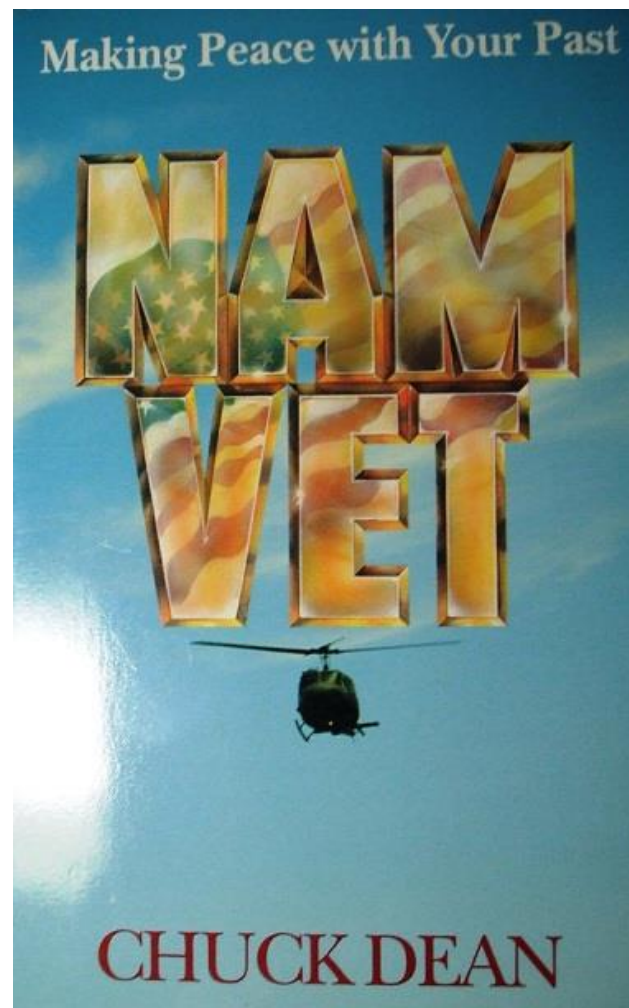
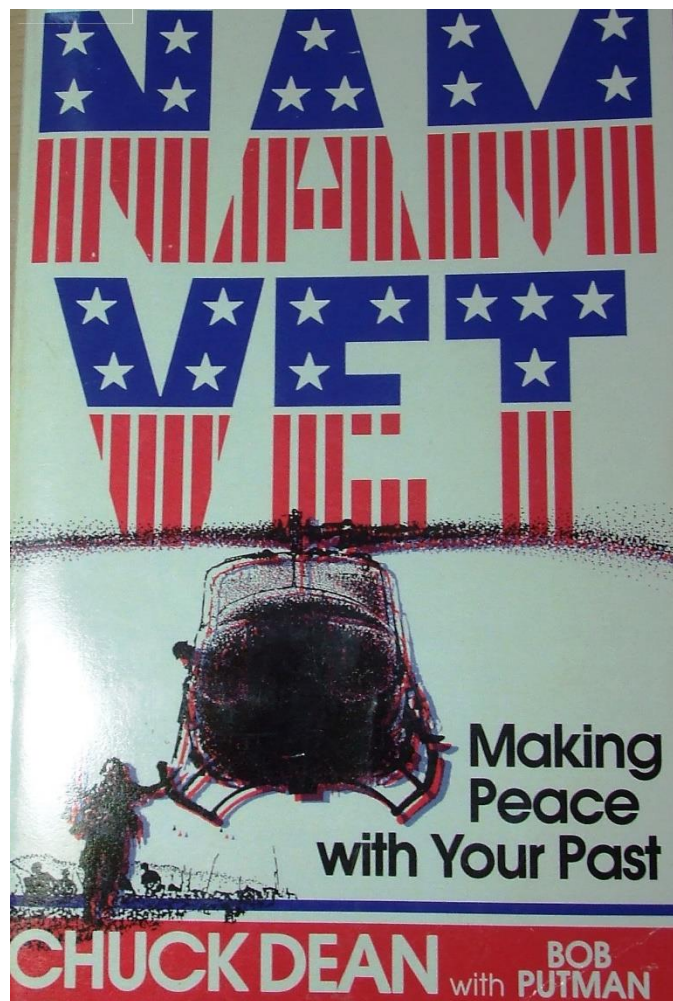
Where's The Easy Button?



Where's The Easy Button?

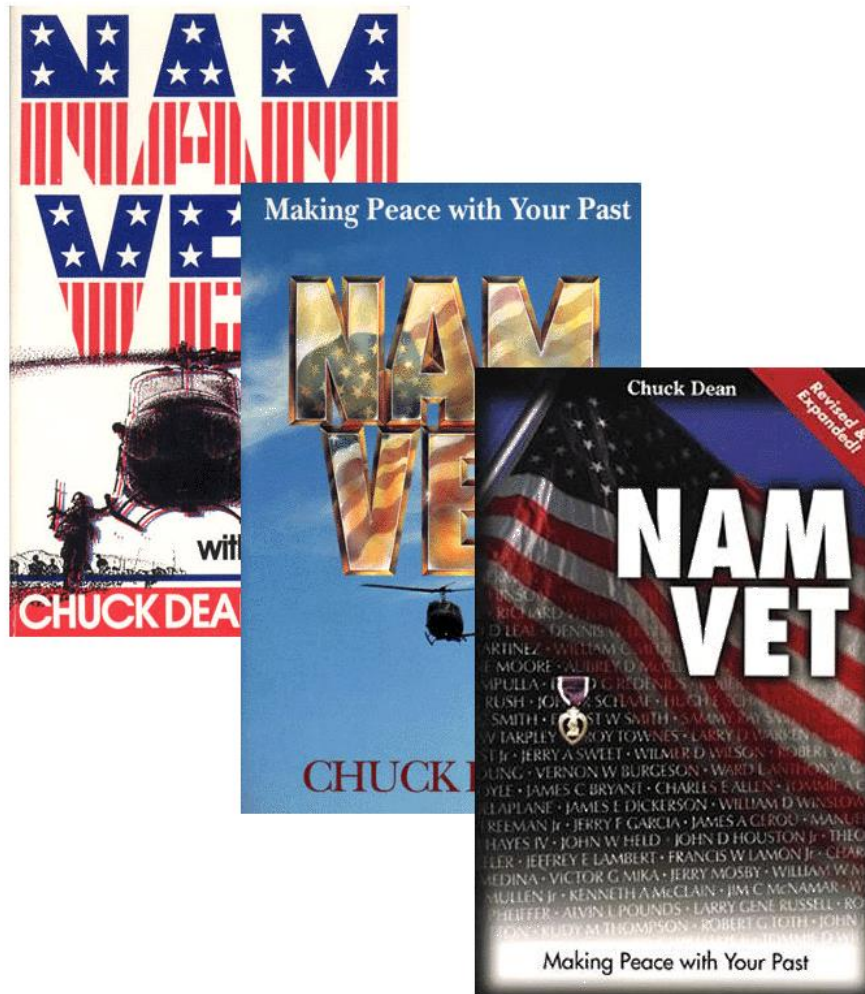


My Story



My Story

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150,000
Copies
Since
1986



My Story



Trends in Christian Publishing

Following the World

- Topics
- Celebrities

Selling Out

- Secular Conglomerates
- Bottom Line
- Bestseller Mentality

Continued Minimization of Risk

- Emphasis on Author Platform
- Minimal Investment on B & C List Authors

Be Honest



Follow your beliefs.
Protect your ministry.

Learn more about
Religious Expression
Coverage >>

Explore Our Latest Must-Reads The Magazine

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Home > The Magazine > 2015 > January/February

Is Buying Your Way Onto the Bestseller List Wrong?

A year after Mark Driscoll's church got caught manipulating the New York Times list, authors and publishers question a practice that extends far beyond Mars Hill.

Ken Walker / JANUARY 20, 2015



384

tweet

link

email

print



What's Our Mentality?

- **Bestseller mentality**
 - Worldly?
 - Lust of the eyes?
 - Pride of life?
 - Selfish ambition?
 - Vain conceit?
 - Covetousness?
- **Ministry mentality**
 - Spirit-led
 - Obedient
 - Humility
 - Serve others
 - Consider others better
 - Contented

Where's The Easy Button?



CHANGE

OUR

PERSPECTIVE

Where's The Easy Button?

- E
- A
- S
- Y

Where's The Easy Button?

- **ENDURE Enemy Opposition**
 - Anything that builds the Kingdom will be opposed
 - We are in a war
 - We must learn to battle
 - Having done all, stand
 - Endure hardship as discipline

Where's The Easy Button?

For everything that was written in the past was written to teach us, so that through the endurance taught in the Scriptures and the encouragement they provide we might have hope.

May the God who gives endurance and encouragement give you the same attitude of mind toward each other that Christ Jesus had, so that with one mind and one voice you may glorify the God and Father of our Lord Jesus Christ.

Romans 15:4-6

Where's The Easy Button?

- **APPRECIATE the Journey**
 - We don't grow when things are easy
 - Attitude of gratitude for the small victories
 - What's important — Numbers or a changed life?
 - Slow down and enjoy the journey
 - Don't miss the divine appointments

Where's The Easy Button?

...Give thanks in all
circumstances; for this is God's will
for you in Christ Jesus.

1 Thess. 5:18

Where's The Easy Button?

- **SORROW – The Emotional Result of Pain**
 - Rewriting
 - Discipline
 - Self-Promotion
 - Rejection / Criticism
 - Taking Risks / Fear of Failure
 - Godly Sorrow / Repentance

Where's The Easy Button?

Now if we are children, then we are heirs—heirs of God and co-heirs with Christ, if indeed we share in his sufferings in order that we may also share in his glory.

Romans 8:17

Where's The Easy Button?

- **YES, I can do whatever He has called me to do**
 - He is calling us to redefine success
 - He has given us a talent
 - He has given us a message (a mandate)
 - He has given us encouragement

What must we give Him?

- Willingness to Embrace the Struggle
- Surrendered & Teachable Heart

Where's The Easy Button?

Show me your ways, LORD, teach
me your paths.

Psalm 25:4

Where's The Easy Button?

Endure Opposition

Appreciate the Journey

Sorrow and Struggle is Inevitable

Yes! He Equips the Called.

Where's The Easy Button?

- **Who's In The Room?**
 - Published
 - Royalty
 - Self / Indie
 - Not Yet

Where's The Easy Button?

- **Who's In The Room?**
 - Fiction
 - Non-Fiction
 - Children's

Where's The Easy Button?

- Issues Being Addressed?

Where's The Easy Button?

Start with a solid foundation

Good content...

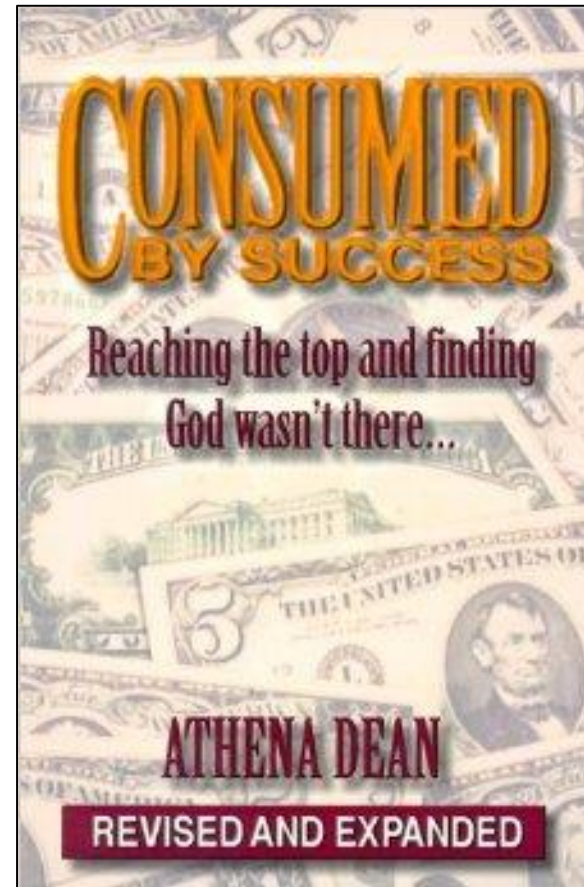
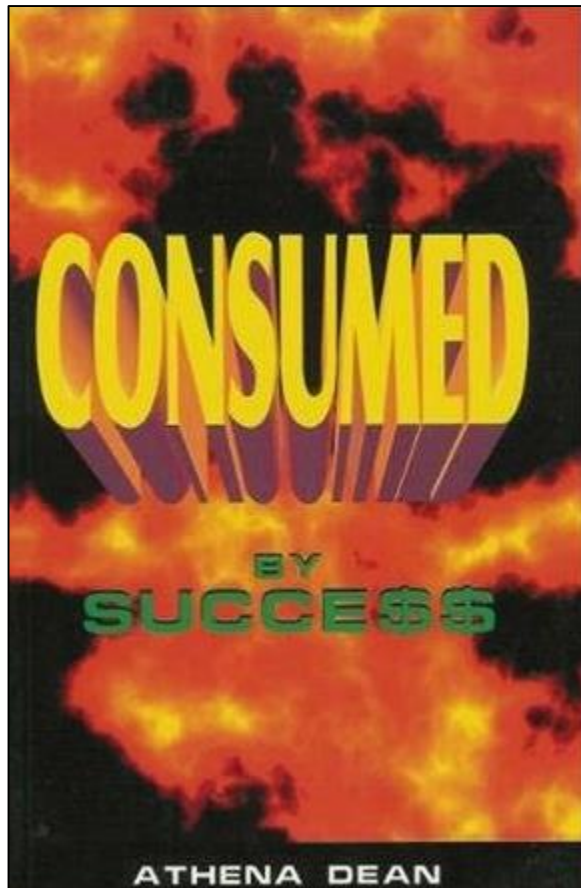
Deliver Great Content

Wise Counsel?

Good coaching

- Understands your heart
- Understands your mission
- Understands your message

The Case for Critiquing



The Case for Coaching

COACHING & REWRITING EXAMPLE

Before and After

Consumed by Success

Boy Scouts Expose

The Orphan Syndrome

Where's The Easy Button?

Start with a solid foundation

Good content...

Professional presentation...

Where's The Easy Button?



Lasting Impression

Package Yourself With Class

Athena Dean Holtz



What Impression Do You Leave?

Dictionary.com

1. a strong effect produced on the intellect, feelings, conscience, etc.
2. the first and immediate effect of an experience or perception upon the mind; sensation.

What Impression Do You Leave?

Online

In Print

In Person

What Impression Do You Leave?

You never have a
second chance
to make a good
first impression.

What Impression Do You Leave?

7 Components:

1. Bio

- a. Know your audience
- b. Resist the urge to tell your background in chronological order – don't need your whole journey

What Impression Do You Leave?

7 Components:

1. Bio

c. Write your bio in first person – your voice needs to be present – create the connection

d. End your bio with a call to action

- Tweet you
- Post comment
- Listen to podcast
- Watch video
- Connect with me further

What Impression Do You Leave?

7 Components:

1. Bio

- Short
25 words (max)
 - Facebook
 - Twitter

What Impression Do You Leave?

Facebook:

Affirming God's Faithfulness in a mix of interviews with favorite authors and insights into God's goodness.

Learn more at

www.alwaysfaithfulradio.com

What Impression Do You Leave?


Twitter:

I host Always Faithful Radio on AM 630 KCIS. I love to share stories of God's faithfulness with women from all walks of life!

<http://www.alwaysfaithfulradio.com>

10:48 AM

← Always Faithful Radio 🔍



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About >

Affirming God's Faithfulness in a mix of interviews with favorite authors and insights into God's goodness. Learn more at www.alwaysfaithfulradio.com

Photos by Page >

10:43 AM

< Profile 🔍 ⋮

I host Always Faithful Radio on AM 630 KSLR. I love to share stories of God's faithfulness with women from all walks of life!
alwaysfaithfulradio.com
Seattle Area
alwaysfaithfulradio.com to Noon PST | 8
www.kgnw.com www.alwaysfaithfulradio.com

687 TWEETS	166 FOLLOWING	190 FOLLOWERS
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Edit profile

 **Athena Dean** @Athena_OnThe... 28 Oct 14
@empowered And I yours sweet one! Consider yourself hugged!!

 **Athena Dean** @Athena_On... 28 Oct 14
Excited to share the video from my dream-come-true wedding!
vimeo.com/110213965

What's happening? 📷 📸

What Impression Do You Leave?

7 Components:

1. Bio

- Short
- Long

65 words (max)

- LinkedIn
- Google+

What Impression Do You Leave?

I am a radio talk show host for Always Faithful Radio. My current focus is on helping authors through Redemption Press, and my new role as a pastor's wife. I am available for speaking engagements to encourage women in their faith by sharing my own colorful journey and personal experience of God's faithfulness. Learn more at www.redemption-press.com and www.alwaysfaithfulradio.com

What Impression Do You Leave?



Athena Dean Holtz

500+
connections

Founder / Publisher at Redemption Press
Greater Seattle Area | Publishing

Previous	Always Faithful Radio, BookJolt LLC, Your Publishing Coach
Education	Kendall College
Recommendations	37 people have recommended Athena
Websites	Always Faithful Radio Always Faithful Facebook

Join LinkedIn & access Athena's full profile. It's free!

As a LinkedIn member, you'll join 300 million other professionals who are sharing connections, ideas, and opportunities.

- See who you know in common
- Get introduced
- Contact Athena directly

[View Athena's Full Profile](#)

Summary

I am a former radio talk show host for Always Faithful Radio. My current focus is on helping authors through Redemption Press, and my new role as a pastor's wife. I am available for speaking engagements to encourage women in their faith by sharing my own colorful journey and personal experience of God's faithfulness. Learn more at www.redemption-press.com and www.alwaysfaithfulradio.com

Search by name

Over 300 million professionals are already on LinkedIn. Find who you know.



Example: [Jeff Weiner](#)

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Award-winning journalist, best-selling author



Kevin Cochran

Software Developer at Capital One



Allison Bottke

Author of the Setting Boundaries book series, Founder of SANITY Support, and Editor of the God Allows U-Turns Anthology



Patricia Edwards

Philanthropist/Entrepreneur



Linore Burkard

Author, Speaker, Co-Leader, Workshop Instructor at Greater Harvest Workshops for Writers



Ruby Heaton

Writer

What Impression Do You Leave?

7 Components:

1. Bio

- **Headshot**

1. Warm smile, open, approachable, warm, engaging
2. Not a selfie, DIY, glamour shot, or professional business look
3. Be sure to be a WYSIWYG – current photo, not from high school

What Impression Do You Leave?

Headshot

- 1. Hire a professional.** Don't simply ask a family member or friend to snap a few quick pictures. And don't settle for Olan Mills or some portrait factory. Instead, search the web for "photography headshot [your city]." Review online portfolios and ask for recommendations from your local camera shop. Expect to pay a few hundred dollars.

What Impression Do You Leave?

Headshot

- 2. Negotiate for all rights.** Make sure you do this on the front-end. You don't want to pay a licensing fee every time you use the photo in a different context. Some high-end photographers will not agree to this. If so, keep looking. Photographers are plentiful, and you will readily find one who will work with you.

What Impression Do You Leave?

Headshot

- 3. Don't shoot in a studio.** I know some will disagree with this, but few things look more sterile than a studio. Instead, shoot the photos on your turf, in familiar surroundings. This is so much more interesting and adds more of your personality to the final result.

What Impression Do You Leave?

Headshot

- 4. Wear something appropriate.** The focus should be on your face, not your clothes. By “appropriate,” I mean something not dated and not too trendy. I always ask myself, “what can I wear that I won’t be embarrassed by ten years from now?” You might even want to make a few wardrobe changes during the shoot

What Impression Do You Leave?

Headshot

5. Take lots of photos. You are not looking for a posed photo. You want something more natural, where your personality is fully expressed. The more photos you take, the more likely you will find ones that work. A good photographer can take a couple of hundred photos (sometimes more) in an hour.

What Impression Do You Leave?

Headshot

- 6. Look into the lens.** You want to make a personal connection. This is really no different than meeting someone for the first time—*look directly into their eyes*. The eyes truly are “the window to the soul.” One exception is photos of you speaking or performing. However, these aren’t technically headshots.

What Impression Do You Leave?

Headshot

7. **Smile—with your whole face.** I'm not talking about one of those big, cheesy, smiles where you force yourself to hold the smile about two seconds longer than you are comfortable. I'm talking about a natural smile with your mouth *and* your eyes. You want to look *likable*. This is more important than looking professional—whatever that is.

What Impression Do You Leave?

Headshot

8. **Crop the photo tightly.** We don't need to see your whole body or even your upper torso. We want to focus on *your face*. While you're at it, ask the photographer to blur the background slightly (photographers call this "bokeh"). This will emphasize your face even more.

What Impression Do You Leave?

Headshot

9. **Pick one main photo.** Use this on your products, your website, and as an avatar on all your social media profiles. You want a consistent brand impression. You can also pick a few alternatives, so that your strategic partners have a few options. I do this on a special Promotional Materials page. One someone needs a photo, I direct them there.

What Impression Do You Leave?



What Impression Do You Leave?

7 Components:

1. Bio

- Headshot
- Business Card

What Impression Do You Leave?



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Founder / Publisher

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athena@redemption-press.com
redemption-press.com

www.athenadeanholtz.com

ATHENA DEAN HOLTZ

Author, Speaker, Radio Personality, Publisher



What Impression Do You Leave?


7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet

What Impression Do You Leave?

What Do You Leave Behind? All you leave is your DREAM... and nothing is more important.



Bruce 'Zen' Benefiel
Author & Speaker

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Zen@BeTheDream.com

Are We ONE?

Be the Dream

Be the Dream

What Impression Do You Leave?



Athena Dean Holtz

AFFIRMING THE FAITHFULNESS
OF GOD

Author, Speaker, Radio Personality and Publisher, Athena Dean, has been speaking to groups, large and small, for over 30 years.

She is passionate to see women recognize the faithfulness of God, no matter how difficult life may be.

A cult survivor and advocate, she uses her twelve years of deception, along with her background in ministry to women who've suffered with Post Traumatic Stress Disorder, to provide a unique Biblical perspective.

Her own struggles and quest to heal in an authentic way has equipped her with an enormous capacity for compassion and empathy, along with the scriptural answers we need when we've been hurt by others.

Her topics include:

- Be Still and Know Your God is Faithful
- Vulnerable to Deception
- Willing to Wait—Single, Surrendered, Now Married

www.athenadeanholtz.com

athena@athenadeanholtz.com

www.alwaysfaithfulradio.com

cell: 210.620.4900

What Impression Do You Leave?

Dr. Lisa
RICHARDSON

Lisa T. Richardson, PhD
Dr. Lisa is a small business digital strategist and tech coach with over 20 years of experience in software applications, online community development, web design, and user behavior. As the founder of ChicGeek Holdings, she is also passionate about technology education at all levels and advocates tech learning as a way to conquer poverty in urban areas.

relax. it's just technology.

With an empowering, down-to-earth style and a knack for breaking down complex concepts, Dr. Lisa puts audiences at ease whether they're learning about building an online marketing campaign or how to develop and market an app with no prior tech knowledge.

Dr. Lisa's extensive background spans adult education, software training, entrepreneurship, and coaching. She is a sought-after speaker on user experience, small business technology tools, and 21st Century Skills for urban students.

the how, not just the why.

Dr. Lisa's hands-on how-to lessons are also excellent practical skills workshops or breakout sessions for your small business event.



Get Your
(Chic)
Geek On.

popular topics

Small But Mighty: Digital Marketing for Main Street - Main Street businesses continue to lag far behind their larger competitors in digital strategy. Digital marketing, particularly social and content marketing, provide an opportunity for Mom & Pop shops to compete and even steal market share from their well-funded competition. But don't let the free price tag fool you, the cost of your social marketing plan is in time and human resources.

Be a Google Gooroo: REAL How To's for DIY Divas - Everyone wants to be on the front page of Google, but figuring out how can be confusing and expensive if you're not careful. Learn how to extend your reach, drive traffic, make business decisions, and keep it all together with Google Search, Plus, Analytics, Adwords, and Apps - in plain English.

One Site to Rule Them All - Small business managers often have a lot to do with a very strict budget. In the quest for back office operations software like employee and inventory management, it's easy to overlook a powerful, enterprise-class tool you're probably already using. In a word? WordPress.

TechTogether - Grab your girlfriends for a fun evening to have a few drinks, gnosh on delicious bites, dish on style, and learn about the tech tools that make your business shine. Tech forum, ChicGeek style!



book Dr. Lisa today!
chicgeek@drlisa.co
678-278-8421
www.drlisa.co

What Impression Do You Leave?

7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet
- Internet Presence


What Impression Do You Leave?


7 Components:

1. Bio


- Headshot
- Business Card
- One Sheet
- Internet Presence
 - Website


What Impression Do You Leave?

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About Shannon

Shannon Ethridge is a million-copy best-selling author, international speaker, certified life coach, and advocate for healthy sexuality.




What Impression Do You Leave?



7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet
- Internet Presence
 - Website
 - Blog


What Impression Do You Leave?

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BLOG


19
JAN



Searching for a "Fountain of Youth"

Posted by ShannonAdmin at 10:12 | [The Fantasy Fallacy](#) |

Perhaps you've heard the joke about the man who trades in his cold fifty-year-old wife for two hot twenty-five-year-olds. Or you've seen the movie *The Graduate* about "Mrs. Robinson," a middle-age mom who seduces a twenty-one-year-old virgin. Searching for a younger sexual partner to hide the fact that we're growing older isn't just the focus of jokes and movies. It's frequently the stuff that headline news is made of as well, such as



searching for a "FOUNTAIN OF YOUTH"

SHANNON'S NEWSLETTER

First Name:

Last Name:






Email:

Contact Lists:

- ☐ B.L.A.S.T. Mentoring Newsletter
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What Impression Do You Leave?



Always Faithful

ATHENA DEAN

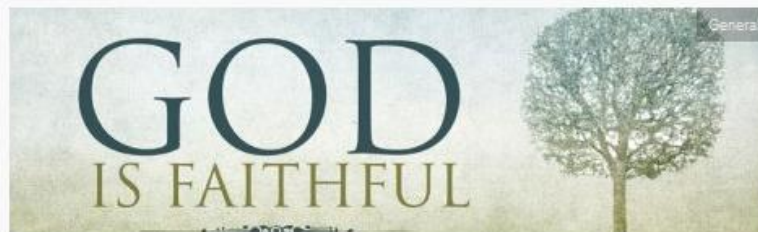
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RECENT POSTS

- Always Faithful Radio Highlights of God's Faithfulness
- Recap / Podcast 5/3 My Pioneering Journey through Christian Publishing
- This Saturday 5/3 – Last Always Faithful Show – Pioneering in the Christian Publishing



ALWAYS FAITHFUL RADIO HIGHLIGHTS OF GOD'S FAITHFULNESS

June 6, 2014

1 Comment

[Edit](#)

Below are various radio shows and/or blog posts chronicling God's amazing work in my life over the last few years. Since I'm taking a sabbatical from the radio ministry, I thought putting [...]

KGNW LOGO



UPCOMING EVENTS

No upcoming events

JOIN IN THE CONVERSATION AT FACEBOOK!

[Log In](#) To use Facebook's social plugins, you must switch from using Facebook as Redemption Press to using Facebook as Athena Dean Holtz.



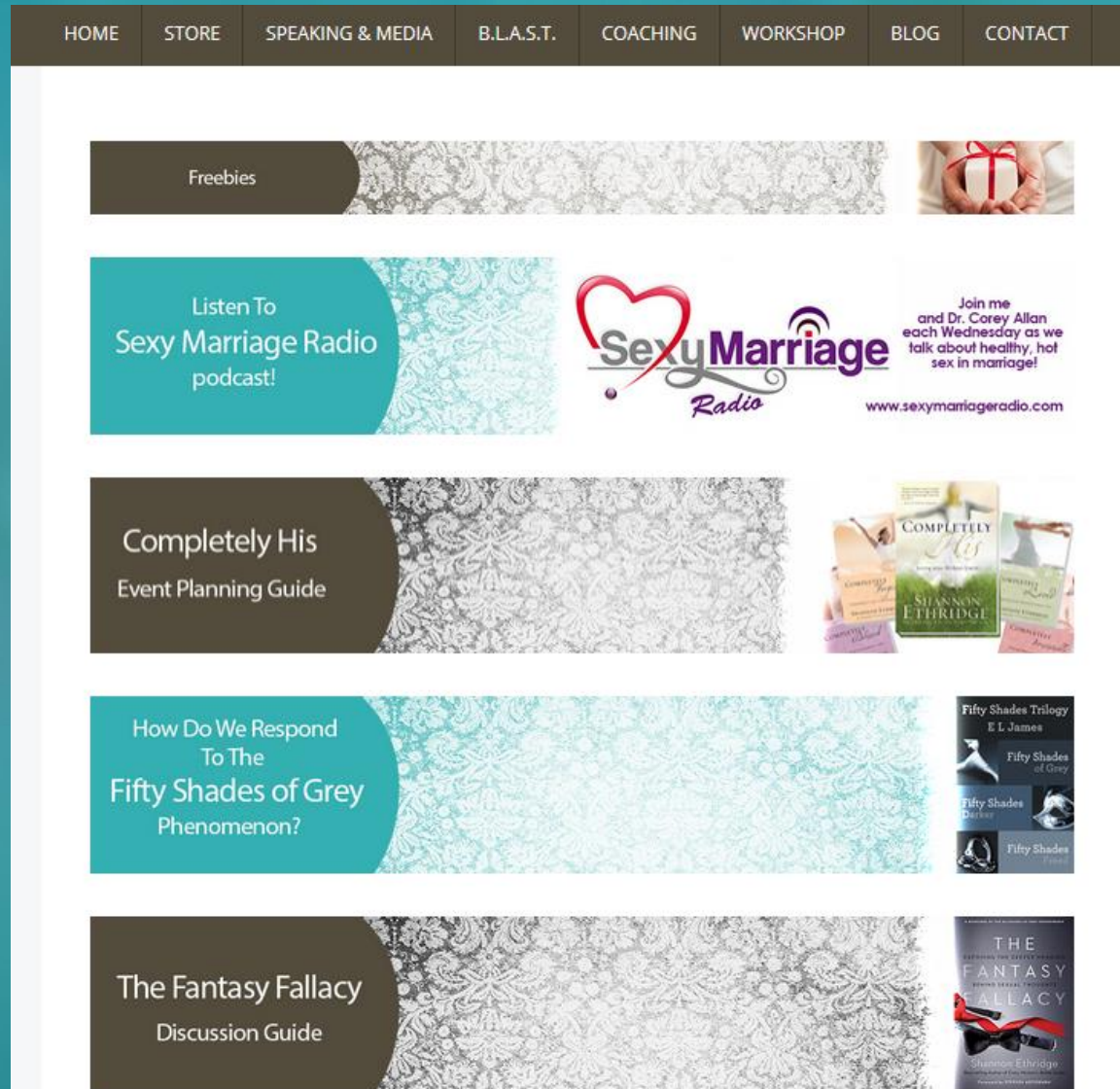
What Impression Do You Leave?

7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet
- Internet Presence
 - Website
 - Blog
 - Resources

What Impression Do You Leave?



What Impression Do You Leave?

7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet
- Internet Presence
 - Website
 - Blog
 - Resources
 - Email Signature










What Impression Do You Leave?

From ▼ athena@redemption-press.com

To

Cc

Add a subject

  | **B** **I** **U** **AA** **A**       

Blessings!

Athena

Athena Dean Holtz

Publisher, [Blogger](#), [Radio Host](#), Pastor's Wife

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[Click here](#) to view The Publishing Jungle Webinars! "Every Christian author should have this information!" C. Brown, Webinar Attendee

What Impression Do You Leave?

7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet
- Internet Presence
- Social Media

What Impression Do You Leave?



What Impression Do You Leave?

Social Media Musts

1. Custom Banners

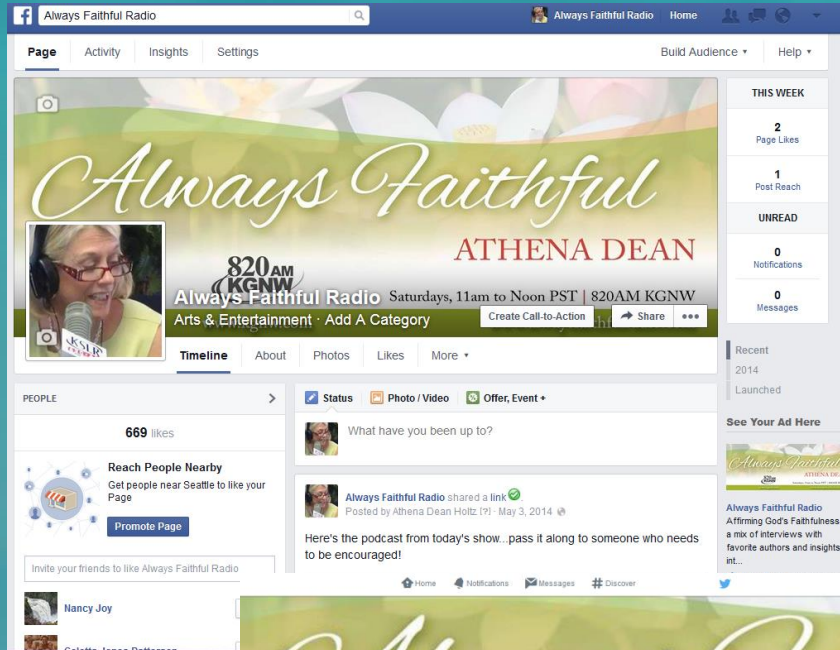


What Impression Do You Leave?

Social Media Musts

1. Custom Banners
2. Consistent:
 - Font
 - Colors
 - Feel
 - Design

What Impression Do You Leave?



Facebook page for Always Faithful Radio. The page features a cover photo with the text "Always Faithful" and "ATHENA DEAN". Below the cover photo is a profile picture of Athena Dean and a bio that reads "Always Faithful Radio Saturdays, 11am to Noon PST | 820AM KGNW". The page has 669 likes and a post from Athena Dean Holtz dated May 3, 2014, which includes a link to a podcast and a call to action to "pass it along to someone who needs to be encouraged!".



Twitter profile for Athena Dean (@Athena_OnTheAir). The profile features a cover photo with the text "Always Faithful" and "ATHENA DEAN". Below the cover photo is a profile picture of Athena Dean and a bio that reads "I host Always Faithful Radio on AM 630 KSLR. I love to share stories of God's faithfulness with women from all walks of life. alwaysfaithfulradio.com". The profile has 687 tweets, 166 followers, and 190 following. A recent tweet from October 28, 2014, reads "Excited to share the video from my dream-come-true wedding! vimeo.com/110213965".



Twitter profile for Athena Dean (@Athena_OnTheAir). The profile features a cover photo with the text "Always Faithful" and "ATHENA DEAN". Below the cover photo is a profile picture of Athena Dean and a bio that reads "Athena Dean ATHENA Athena_OnTheAir Saturdays, 11am to Noon PST | 820AM KGNW". The profile has 687 tweets, 166 following, and 190 followers. A recent tweet from October 28, 2014, reads "Excited to share the video from my dream-come-true wedding! vimeo.com/110213965".

What Impression Do You Leave?

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LINDA GRABEMAN

Encouraging women to trust God in all of their circumstances
is Linda's greatest joy.

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LOWCOUNTRY LIFESTYLES




MORE WITH THE AUTHOR

Watch Linda's interview with Zenobia Washington on Lowcountry Lifestyles.

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LINDA ON FREEDOM TODAY



Watch the video now.

WATCH ►

LINDA GRABEMAN

Encouraging women to trust God in all of their circumstances
is Linda's greatest joy.

Linda Grabeman

Timeline About Friends 10 Mutual Photos More

Became friends with Emily Clay and 5 other

No Prissy Shoes

LADIES... KNOW SOMEONE WALKING THROUGH CANCER?

Give her a dose of hope, comfort, and encouragement.

No Prissy Shoes Author

Timeline About Photos Likes More

281 likes

Invite your friends to like this Page

ABOUT

- Travel through this 31-day devotional for women walking through cancer, offering practical tips and Biblical comfort and encouragement.
- <http://www.lindagrabeman.com/>

Suggest Edits

PHOTOS

No Prissy Shoes shared Praise On Purpose's photo

November 13, 2014

Praise...on Purpose

What Impression Do You Leave?



DR. NICK ENO
www.nickeno.com

Whether for you or someone you are helping, this book is an inspirational tool serving as an agent of healing and wholeness.
—Rosalind Caldwell Stanley
Lead Pastoral Counselor and Trainer
Because of Grace Christian Training Center

The Orphan Syndrome
Author

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DR. NICK ENO
www.nickeno.com

Whether for you or someone you are helping, this book is an inspirational tool serving as an agent of healing and wholeness.
—Rosalind Caldwell Stanley
Lead Pastoral Counselor and Trainer
Because of Grace Christian Training Center

The Orphan Syndrome
Dr. Nick Eno

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Lead Pastoral Counselor and Trainer
Because of Grace Christian Training Center



Nick Eno

Helping Spiritual Orphans Break Free & Find Home



EDIT PROFILE

What Impression Do You Leave?

Social Media Musts

1. Custom Banners
2. Consistent:
 - Font
 - Colors
 - Feel
 - Design
3. Branded or themed graphics

What Impression Do You Leave?

Losing Control

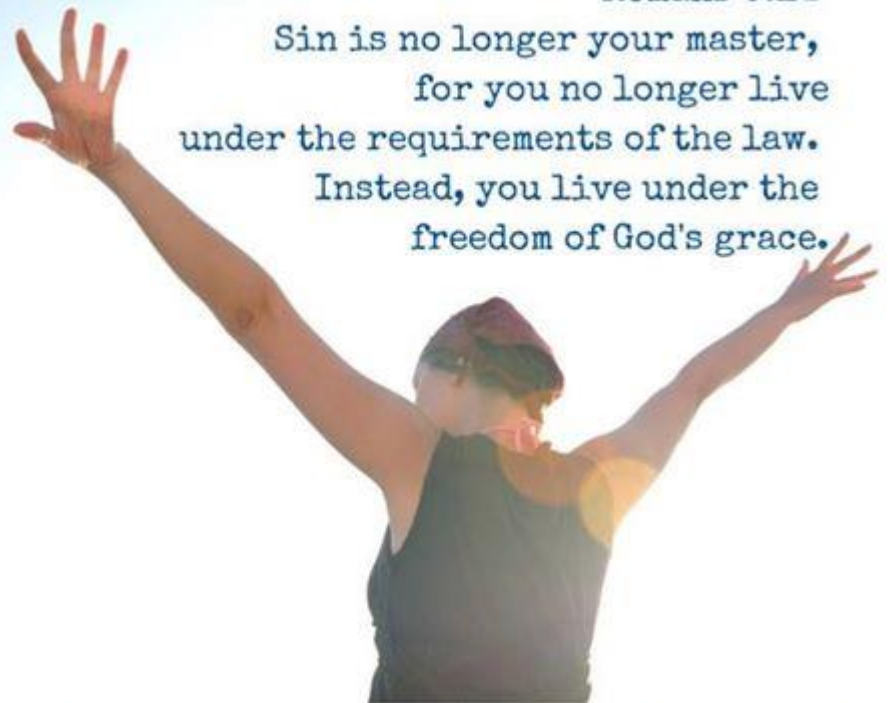
OF THE REIGNS

www.shannonethridge.com

Romans 6:14

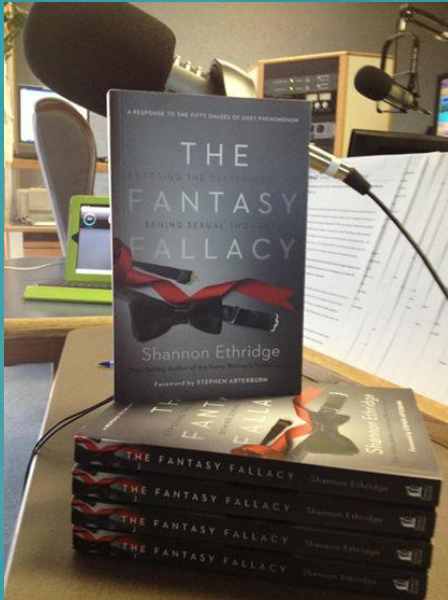
Sin is no longer your master,
for you no longer live
under the requirements of the law.

Instead, you live under the
freedom of God's grace.



<http://www.shannonethridge.com/wowintensive/>

What Impression Do You Leave?



What Impression Do You Leave?

7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet
- Internet Presence
- Social Media
- Expertise / Credibility Builder

What Impression Do You Leave?



Shannon Ethridge is a million-copy best-selling author, international speaker, certified life coach, and advocate for healthy sexuality

with a master's degree in counseling / human relations from Liberty University. Since her mortuary days of embalming many HIV+ and AIDS patients, she has boldly spoken to high school and college students, single adults, and married couples about:

- **Embracing** a lifestyle of sexual integrity
- **Overcoming** past sexual & emotional baggage
- **Cultivating** genuine intimacy in marriage
- **Instilling** sexual values in young children.

Shannon and her husband (Greg) have been married 25 years, have two amazing college-age children, and happily reside in an empty nest in Tyler, Texas.



Featured on

Women of Faith

The Today Show
Life Today * *The 700 Club*
Focus on the Family
Today's Christian Woman
Family Life Today & dozens
of other media outlets!

Sexy Marriage Radio Co-Host
& Frequent Radio/TV
Co-Host of *New Life Live!*



Author of

22 books including
the million-copy best-selling
Every Woman's Battle series
the **Completely His** series
The Sexually Confident Wife
The Fantasy Fallacy
The Passion Principles



Also offers

Individual / Marriage
Coaching

Women at the Well
4-Day Intensive Workshops

B.L.A.S.T.
Mentorship Program
(Building Leaders, Authors,
Speakers & Teachers)

What Impression Do You Leave?



Co-Founder / Owner WinePress Publishing Group



Marlene McCurley
Write. Edit. Proof.

“Athena is a joy to work with. She is truly invested and tirelessly encouraging in her support of the authors she works with. Her mentorship and complete, professional knowledge of the publishing business has been a great benefit to me as a freelance copy editor and writer.”

June 17, 2012, Marlene worked with Athena at WinePress Publishing Group



Lana McAra
Digital Marketing and Sales at Clearwater Spas, Inc.

“Athena Dean knows her stuff! A veteran in the publishing industry, she is disciplined and hardworking with so much creativity to help authors get their books to market. Huge on integrity and delivering what she promises. Highly recommended.”

April 23, 2012, Lana worked directly with Athena at WinePress Publishing Group



Jim Rubart
Author & Owner of Barefoot Marketing

“Recommend Athena? Without question. I've known Athena since 2006. She's bright, listens well, has a good sense of humor and is an excellent leader.

She gets things done on time every time and cares deeply for others.

James L. Rubart 206.948.7771”

March 6, 2012, Jim was with another company when working with Athena at WinePress Publishing Group



Don Bly
Unfranchise owner at MarketAmerica/Shop.com

“My relationship with Athena dates back about to about 2000 thru about 2006 when she was the owner of (and later consultant to) WinePress Publishing Group and I had just started in my position as a buyer with Christian Book Distributors. During that time I always found Athena to be a passionate champion for the authors and company she represented and a person of high integrity.”

February 6, 2012, Don was with another company when working with Athena at WinePress Publishing Group



Don Otis
Publicity Specialist

“Athena is tireless, intelligent, well-connected, and eager to make things happen. I have known her for nearly twenty years and recommend her as a doer, instigator, visionary.”

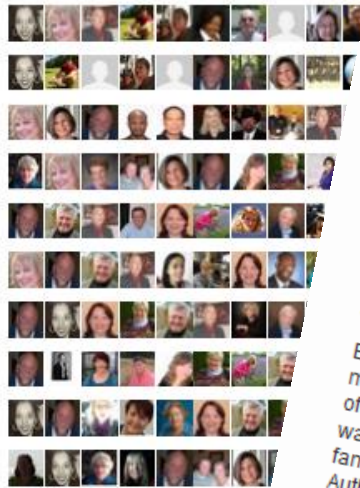
January 31, 2012, Don worked with Athena at WinePress Publishing Group

What Impression Do You Leave?

Skills & Endorsements

Top Skills

99+	Blogging
99+	Publishing
99+	Published Author
99+	Editing
99+	Books
99+	Publicity
85	Public Relations
77	Publications
65	Public Speaking
59	Creative Writing



Athena also knows about...

50	Writing	42	Editorial	34	Interviews	33	Advertising
33	Entrepreneurship	27	Magazine Articles	25	Newsletters		
24	Copy Editing	23	Social Networking	23	Storytelling		

Publications

Consumed by Success: Reaching the Top and Finding God's Not There
WinePress Publishing
May 1, 1996

One woman's searingly honest personal story of misusing relationships for gain. A compelling account of a climb to the top before discovering all that is not God. This former industry and top producer's public repentance for being involved in multi-level marketing evokes tremendous emotional response through this highly transparent account.

All That Glitters is Not God: Breaking Free from the Sweet Deceit of Multi-Level Marketing
WinePress Publishing
June 1, 1998

Every year thousands of hard-working Christians fall headlong into the sweet deceit of multi-level marketing (MLM). Most are not aware of the seductive and addictive dangers ahead of them that result in financial, spiritual, and emotional disaster. *All That Glitters Is Not God* warns of the false hopes of MLM that may bankrupt relationships and alienate friends and family.
Author Athena Dean...

You Can Do It! A Guide to Christian Self Publishing
WinePress Publishing
March 10, 2003

Join author, speaker, and publisher Athena Dean as she uncovers a wealth of exciting new possibilities for today's Christian author. This easy-to-read handbook is filled with valuable facts, insights, and helpful hints. Using this easy-to-read, step-by-step guide, you can learn how to write, publish, and promote your own Christian book. This is a must-have for every Christian author.

What Impression Do You Leave?



Organizations

Northwest Christian Writers' Association

President, Vice President, Treasurer, Program Coordinator, Special Events Coordinator

March 2001 – Present

Worked with a small team of other board members to transform a struggling non-profit association to 250+ active members and still growing.

Branded the organization and developed numerous educational opportunities and revenue streams including:

- Upgrading all marketing materials (brochures, business cards, posters, website, logo, etc.)
- Expanding Beginning Writer...

Enumclaw Downtown Partnership

Member, Chair - Economic Restructuring Committee, President

September 2000 – August 2005

Worked with great zeal to achieve Main Street goals and see revitalization in our downtown. Lead various committees, then the board as President. Pro-actively assisted our downtown business community through an extensive streetscape in which multiple merchants needed support and tools to survive the construction outside their front door.

A sampling of the different projects implemented...

Enumclaw Rotary

Chair, Public Relations; Street Fair Liaison, Rotary Foundation Board Member

January 2003 – Present

Initiated and launched the most successful local Rotary event to date, the Enumclaw Street Fair. When the local Chamber decided to drop the annual downtown Sidewalk Sale at the last minute, I picked up the ball and ran with it.

- Recruited a top-notch event coordinator and together we recreated and rebranded the event, giving it a completely new name, look and feel

...

ACFW, American Christian Fiction Writers
Member
September 2012 – Present

ICCA, International Christian Coaching Association
Member
September 2012 – Present

Christian Business Chamber of Commerce
Member
May 2013 – Present

Alamo City Christian Fiction Writers Association
Member
February 2013 – Present

Christian Women's Small Business Association
Member
January 2013 – Present

Christian Women in Media Association
President's Club Member / Seattle Network Leader
January 2015 – Present

What Impression Do You Leave?

7 Components:

1. Bio

- Headshot
- Business Card
- One Sheet
- Internet Presence
- Social Media
- Expertise / Credibility Builder

What Impression Do You Leave?

7 Intangible Components:

- Passion for your message
- Transparency in your words
- Honesty in your bio
- Humility in your one sheet
- Excellence in your presentation
- A desire to authentically connect in your approach
- Love for your audience

What Impression Do You Leave?

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

What Impression Do You Leave?

You may be the only
glimpse of Jesus
they see...so leave
them wanting more.

What Impression Do You Leave?



Promotion

Myths:

- Authors Can Live Behind A Computer Spending All Their Time Writing And Everyone Else Will Sell Their Books
- Publishers Will Offer You A Contract And Send You On An All-Expense Paid Book Tour
- Books Sell Themselves
- Bookstores Will Sell Your Books For You
- Book Signings In Bookstores Are The Best Way To Sell Books

Promotion



The Bookstore Myth

Promotion

Myths:

- Authors Can Live Behind A Computer Spending All Their Time Writing And Everyone Else Will Sell Their Books
- Publishers Will Offer You A Contract And Send You On An All-Expense Paid Book Tour
- Books Sell Themselves
- Bookstores Will Sell Your Books For You
- Book Signings In Bookstores Are The Best Way To Sell Books
- Buying Or Manipulating Your Way Onto A Best Seller List Guarantees Success
- Attending Or Sending Your Book To ICRS Will Result In Increased Sales

Promotion



The ICRS Myth

Promotion

Facts

- **There's No Easy Button!**
- **Bookstores Are Going Away**
- **Middle Men Take 55-70%**
- **Creative Strategies Are Vital - Go Direct to your reader**
- **You don't have to do everything I suggest 😊**

Promotion

Timing is everything

- PRAY – Ask The Holy Spirit To Guide You To Those HE Wants You To Connect With!

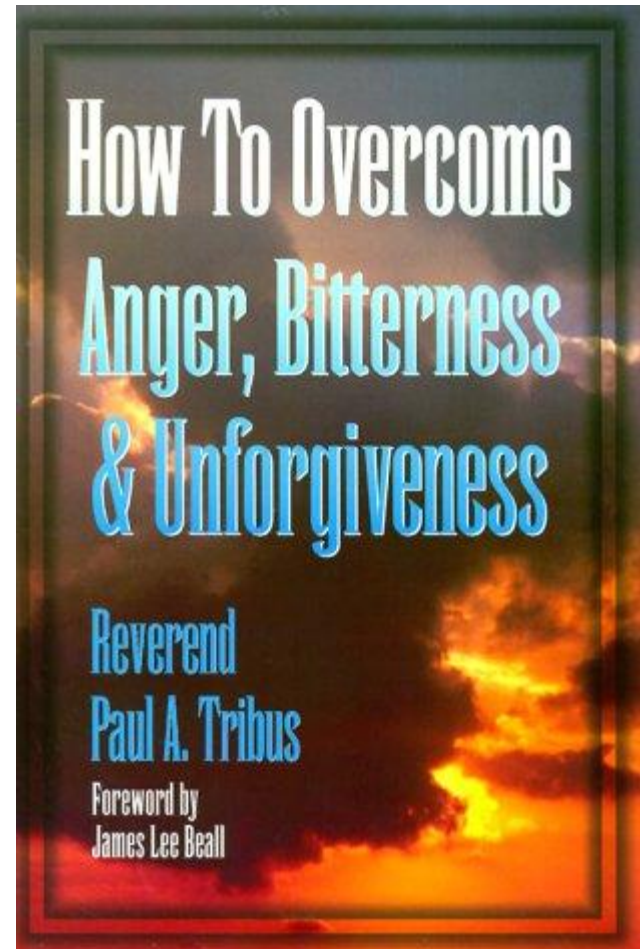
Promotion

Who Do **You** Know?

Promotion

Indirect Approach

- Giving folks the option to donate copies to prisons, shelters, libraries, etc.
Pastor Paul

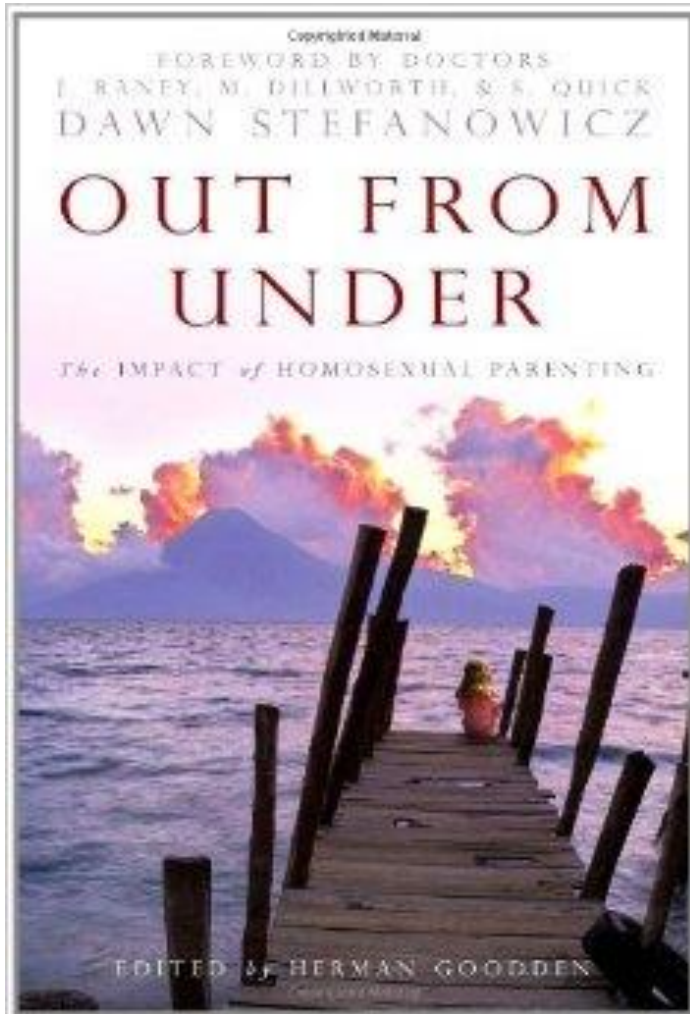


Promotion

Timing is everything

- PRAY – Ask The Holy Spirit To Guide You To Those HE Wants You To Connect With!
- Can You Tie Your Pitch To Current Event

Current Event



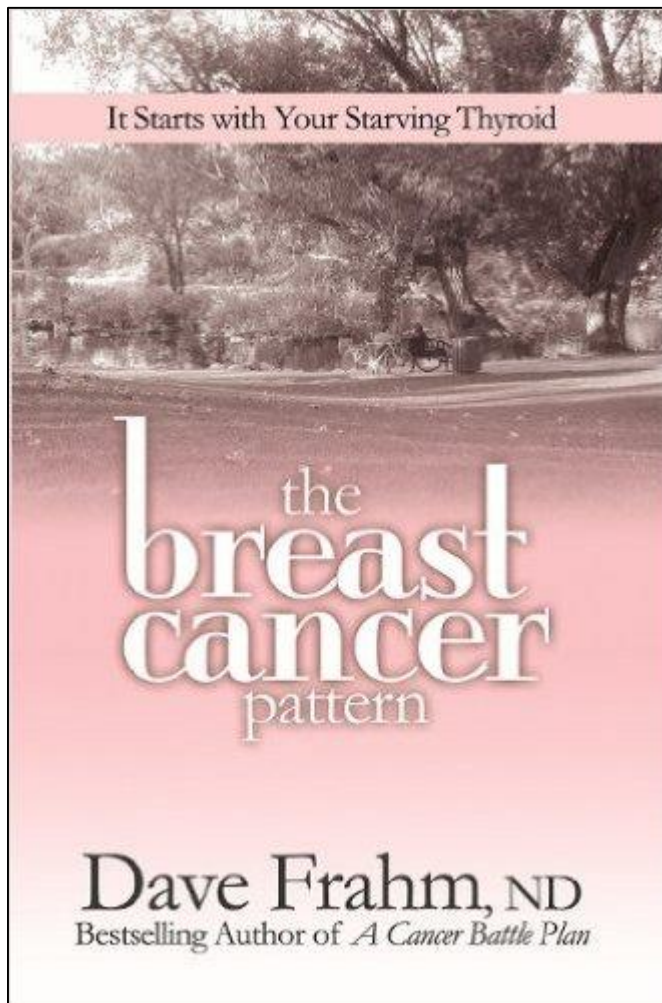
Dawn Stefanowicz
Traditional Family Advocate

Promotion

Timing is everything

- PRAY – Ask The Holy Spirit To Guide You To Those HE Wants You To Connect With!
- Can You Tie Your Pitch To Current Event
- Is There A Holiday or Annual Awareness Day, Week, or Month Tied To Your Topic?

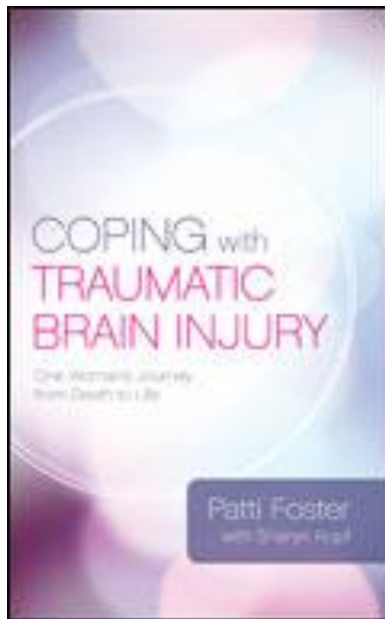
Awareness Day / Month



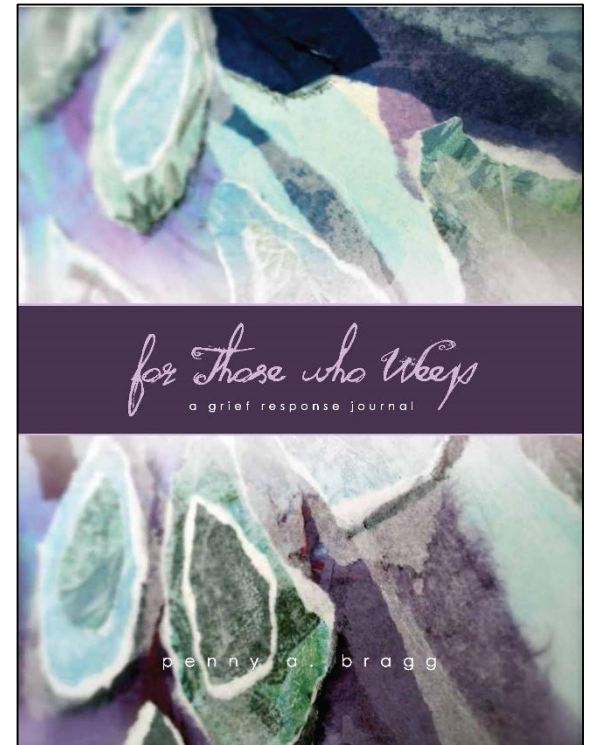
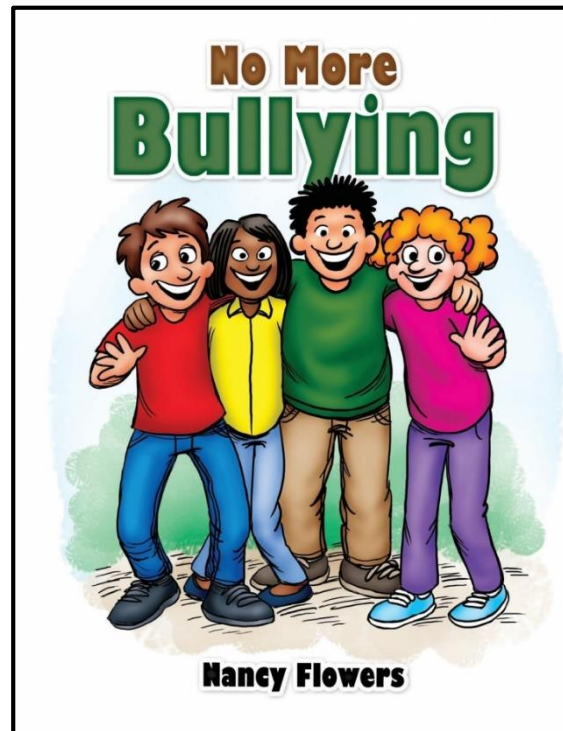
Dave Frahm
Naturopathic Doctor

Awareness Day / Month

Traumatic Brain Injury
Awareness Month (August)



Bullying Prevention Month
(October)



Sep. 7-13, National Suicide
Prevention Week
Sep. 10, World Suicide
Prevention Day

Promotion



2015-2016-Holiday-Awareness-Calendar

Promotion

Two Paths

(Out)
IN PERSON

(In)
ONLINE / IN PRINT

Promotion

In Person Speaking



The promotional graphic is divided into several sections. At the top left is a 'Variety' logo with a microphone and the text 'Talk on Today's Hot Topics' and 'Saturdays at 10 AM Pacific'. Next to it is a photo of Athena Dean Holtz. To the right is a 'PUBLISHING TODAY' logo with the text 'CLEAR DIRECTION FOR A CHANGING INDUSTRY' and 'with ATHENA DEAN HOLTZ'. Below these is a 'VOICEAMERICA' logo with the text 'LIVE INTERNET TALK RADIO'. At the bottom are two black and white photos: one of a woman speaking into a microphone and one of a man speaking into a microphone.

Saturday, May 30
1PM EST / 10 AM PST
on Voice America

**The Power of
The Spoken
Word**

Sell More Books By
Developing or Expanding
Your Speaking Platform

**Greg & Julie Gorman of
Gorman Leadership
and the widely acclaimed
Get Authorized Speaker
Training Course**

<https://publishingtodayradio.wordpress.com/2015/05/30/podcast-from-530-show-on-the-power-of-the-spoken-word/>

Promotion

In Person Speaking

- Retreats
- In Small Groups
- Local / Civic / Libraries / Focus Groups
- Workshops / Booth
 - Denominational Conferences
 - Parachurch Ministry Events
 - Women's or Men's Conferences
 - Large Christian Gatherings

Promotion

In Person

Book signings

- Bookstores: With Other Authors – Create Synergy
- Booth: Conferences / Street fairs / Craft fairs
- Unique venues: Boutiques / Specialty Food Establishments / Destinations



www.spearheadbooks.com





Promotion

In Person

Book signings

- Bookstores: With Other Authors – Create Synergy
- Booth: Conferences / Street fairs / Craft fairs
- Unique venues: Boutiques / Specialty Food Establishments / Destinations
- Launch Parties / Meet The Author Events
 - Private Parties Hosted By Your Cheerleaders
 - In Home / Hotel / Private Room in Restaurant

Promotion

In Person Book signings



Saturday, July 18
1PM EST / 10 AM PST
on Voice America

The Power of Connecting with Readers



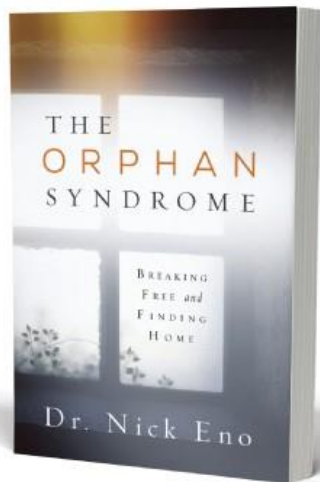
In this day and age, the art of connecting with your readers is perhaps the most important of all. In order to stand out from the crowd and have your message heard, you must engage your audience in creative ways and endear them to you. This takes intentional action steps where you, as the author, reach your readers to inspire, stimulate, and evoke authentic emotion and meaningful response.

There are so many ways to accomplish this, but how do you know which would work best for you? How do you discover the most effective strategies? This episode of Publishing Today will provide the opportunity for you to learn from experts in the industry, Suzanne and Shawn Kuhn, as they share their vast wisdom on this topic.

<https://publishingtodayradio.wordpress.com/2015/07/19/listen-to-the-podcast-from-718-the-power-of-connecting-with-readers-with-suzanne-shawn-kuhn/>



SAVE *The* DATE



PLEASE HOLD THE EVENING OF FRIDAY,
FEBRUARY 19, 2016
FOR THE BOOK LAUNCH CELEBRATION OF
DR. NICK ENO

The Orphan Syndrome
Breaking Free and Finding Home

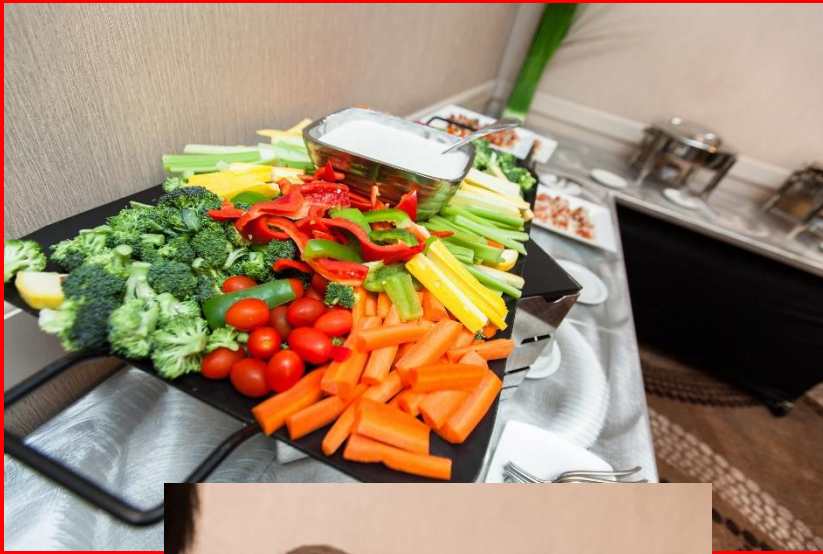
HILTON HOTEL | ARLINGTON, TX

2401 E LAMAR BLVD, ARLINGTON TX 76006















HOSTING COMMITMENT

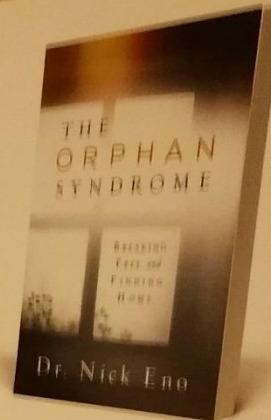
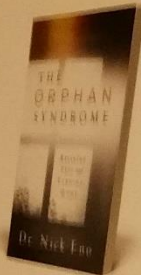
- APRIL -



	WED	THUR	FRI	SAT
			1	2
5	6	7	8	9
12	13	14	15	16
	20	21	22	23
	27	28	29	30

HOSTING COMMITMENT

- MARCH -

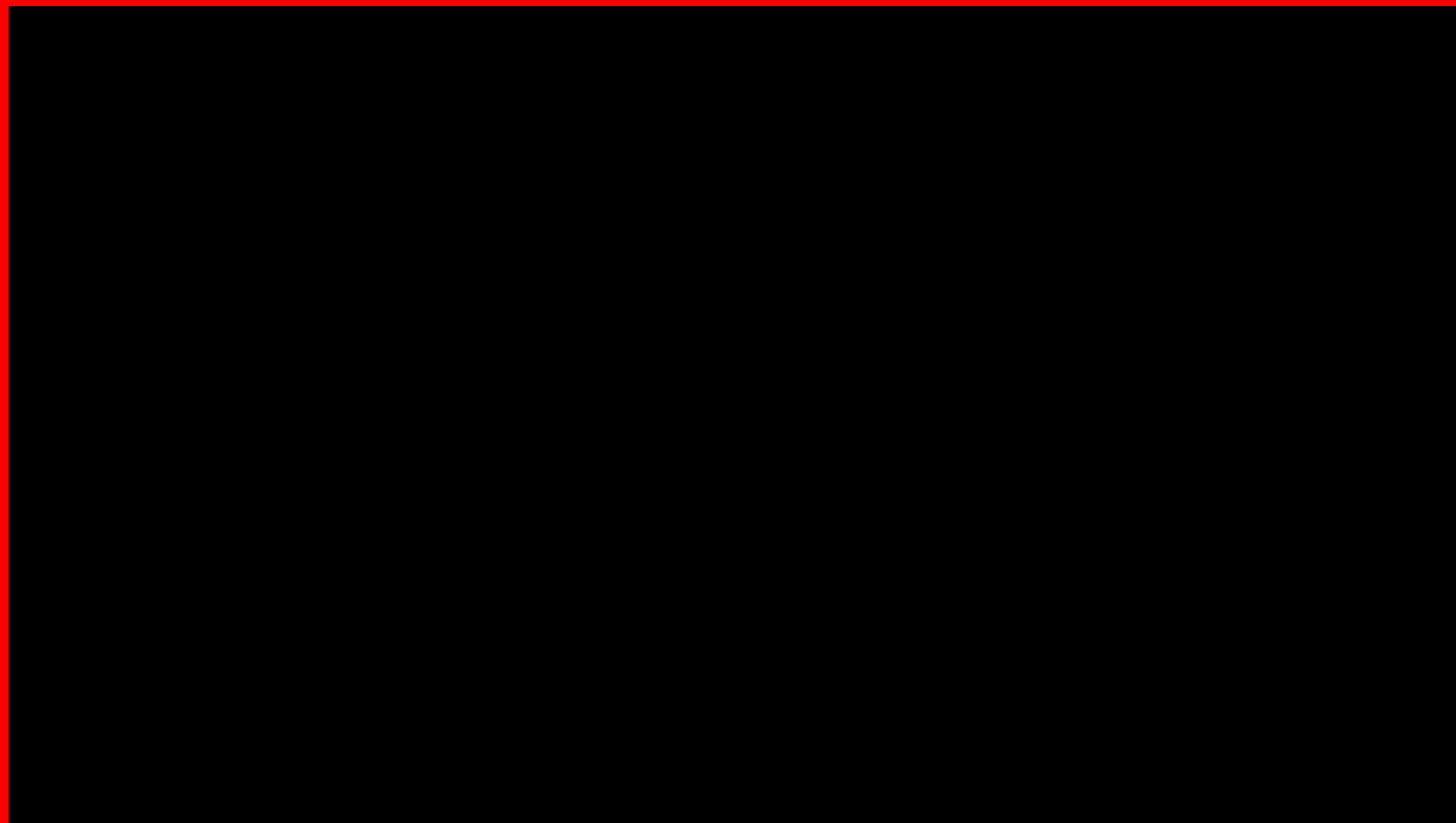


SUN	MON	TUE	WED	THUR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	
27	28	29	30			









Promotion

In Person

Appearances

- Booth At Large Local Events – Concerts / Conferences
- Contests / Giveaways
- Radio Interviews On Site / County Fair / Concert / Exhibit Hall

Promotion

In Person

Television

- You Have To Travel
- Piggy Back On Home Launch Parties In Other Areas Or Work Related Travel
- Host A Local Cable Show?

Promotion

Online

Social Media

- Determine Best Platform For Your Message
- Pick The Best 2 or 3 – Don't Spread Yourself Too Thin
 - Make sure your audience is there
 - Understand your gifting
 - Encouraging
 - Teaching
 - Praying

Promotion

Online

Social Media

- Determine Best Platform For Your Message
- Pick The Best 2 or 3 – Don't Spread Yourself Too Thin
 - Make sure your audience is there
 - Understand your gifting
 - Understand the benefits
 - Build a Following
 - Connect – Teach – Build Community

Promotion

Online

Social Media



Promotion

Online

Blogs

- Blog Tour
- Guest Blog For Others Who Share The Same Audience
- Comment On Blogs That Target Your Audience
 - Don't Be Obnoxious
 - Be Helpful and Insightful
 - Be Low Key In Offering Resources

Promotion

Online

Websites

- Have A Professional Site You Can Send Your Customers To
- Find Sites That Help The Same Folks You Do
- Become A Resource For Them
- Offer Special Discounts If They Resell Your Book / Offer It On Their Website

Promotion

Online

Websites

- Offer Content They Can Utilize
 - Write Articles / Excerpts Sharing Key Helps
 - Be Sure Your Bio Points Back To Your Site / Social Media
 - Provide Useful Takeaway, Not Just An Advertisement For Your Book

Promotion

Online

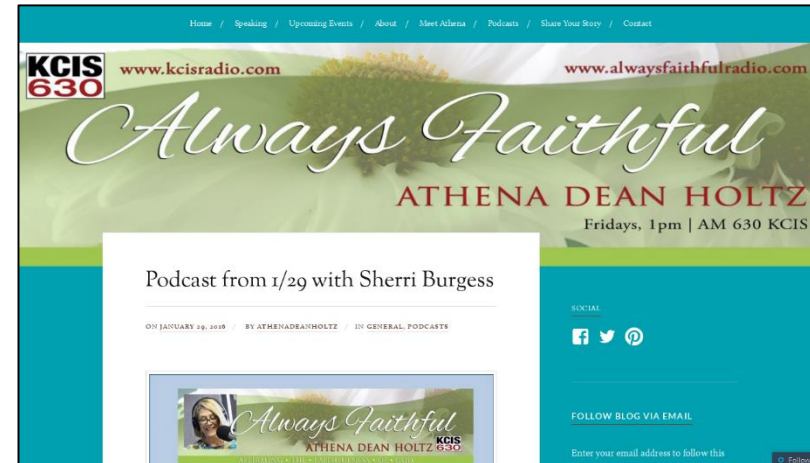
Reviews

- Legitimate reviews
 - Amazon
 - CBD
 - Goodreads
 - The Vessel Project
 - Publisher's Bookstore
 - Used in Press Release

Promotion

Online

- Be Sure To Create A Consistent Look & Feel Across All Online Venues – PROFESSIONAL



Promotion

Online

- Be Sure To Create A Consistent Look & Feel Across All Online Venues – PROFESSIONAL



Promotion

**MEDIA – TV / RADIO / NEWSPAPER /
ONLINE**

Use A Publicist – Someone
Professional To Represent You

Promotion

MEDIA – TV / RADIO / NEWSPAPER / ONLINE

- **Radio**
 - Local / Regional
 - National
 - Internet
 - Become A Radio Host?

Promotion

MEDIA – TV / RADIO / NEWSPAPER / ONLINE

- **Radio**
- **Newspaper**
 - Press Release Tied to National Day / Anniversary / Current Event
 - Human Interest Story
 - Write a Column?

Strategy

Answer the Questions:

Are you in or out?

What is your gift?

Who are your people?

Where do they hang out?

Strategy

Answer the Questions:

What's one next step you can take?

What social media is the best fit for you?

Strategy

Answer the Questions:

What foundational pieces are you missing?

Professional Content?

Online Presence?

Strategy

Answer the Questions:

What foundational pieces are you missing?

Consistency of Look?

In Person Packaging?

Strategy

Answer the Questions:

What promotional ideas resonated the most with you?

**Which one had you saying
“That would work for me?”**

Strategy

Gather in groups based on type of writing

- Pray for each other**
- Support each other**
- Be accountable to each other**

Notes Available

www.redemption-press.com/resources

Florida CWC Notes

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athena@redemption-press.com

844-2REDEEM or 360.226.3488