



Crystal Clear

DISCOVER THE WORLD OF PUBLISHING

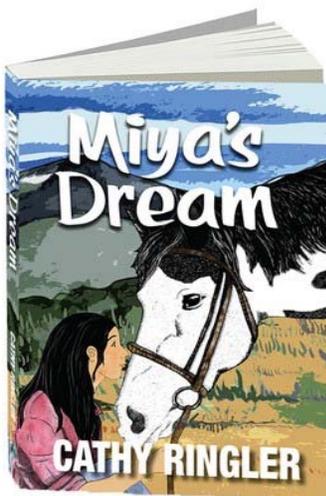
Bestseller Status

Bestseller status has different meanings for different people. Before aiming to be a “bestselling author,” know the rules of the game. What does “a bestselling author” mean? That is the goal for many writers, yet defining the term and achieving that goal are difficult. Why? The answer is simple: the rules of the game are often vague, misunderstood, or constantly in flux.

Bestseller—continued on page 2

To be a bestselling author, first you need to write a bestselling novel.

Publisher’s Choice



Fourteen-year-old Miya Skippingbird, aka Mega Miya, knows all about middle school struggles. She wants the perfect horse that will win every time so the rodeo kids will notice her in a good way and maybe even like her. However, Miya’s hope is shattered when her “Dream” turns out to be a stubborn paint mare who has no interest in running, much less winning a barrel race.

Launch: May 29, 2019

Cody Public Library

Cody, Wyoming

#flyingmiya



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Upcoming events:

June 2 JCC Festival, Boulder, CO

June 7-9 Wyoming Writers Inc.,
Laramie, WY

August 17, Wyoming Author Day,
Torrington, WY

Sept 6-8 Rocky Mountain Fiction
Writers, Denver, CO

September 20-21, Kingman Writers
Conference, Kingman, AZ

Steps to Publishing

You send query letter.
Publisher asks for complete doc.
You send doc.
Pub reviews doc.
Contract discussion.
Doc goes to Editor 1.
Doc goes back to you.
Doc goes to Editor 2.
Doc goes back to you.
Doc goes to Editor 3.
Discuss final edits.

Bestseller Status, continued

The *New York Times* Bestseller List

When you say “bestseller,” many readers will pour through the listings in The *NYTimes* Sunday edition. That rank is the gold star in the writing world. But is this really the path to fame and fortune for YOU?

It is extremely difficult to reach this rank unless you are a celebrity. To qualify you must have already sold somewhere between 5,000 and 10,000 books. (The number depends on the genre.) If you’re not a celebrity or have access to a celebrity or national media, it can seem impossible—but not improbable.

The next step is to send your book to The *NYT* or Kirkus for a review. Don’t have an influencer? Then you will have to wait. It takes a while and in an era of instant gratification, many find the process daunting. In the process of the striving for the gold, you have increased your profits, your credibility and your rank in the writing world.

Amazon Bestseller List

One platform that builds bestselling authors is Amazon. A step-by-step set of directions is at <https://kindlepreneur.com/how-to-choose-the-best-kindle-ebook-category/> . It even includes a tool to help you calculate sales. In a nutshell, keywords and categories are everything. One conference representative suggested you write out 1,000 keywords, experiment with different combinations, and then write 1,000 more! That’s hard.

Step 1: Category

Type in all the keywords you think apply to your book. Take note of what is already in that category and look at their product details. The Amazon Best Seller Rank (ABSR) is at the bottom, followed by category strings. Copy them if applicable to your book.

Step 2: Niche Down

Find the box at the left side of the Amazon screen, Under the category, you will find a list of sub-categories that start getting more specific. The more niche in a category the lower the ABSR will have to be.

Step 3: Check #1 Best Seller in that category. You can check their categories and keywords against yours. Particularly check the ABSR. You need to beat that ABSR to be a bestseller. NB: The ABSR changes every 2 hours!

Steps to Publishing

(continued)

- Layout.
- Cover design.
- Add dedication, acknowledgment.
- Pic and bio.
- Write back copy.
- ISBN and Library of Congress registration.
- Put all the pieces together.
- Send for galley.
- Beta readers.
- Proofreader.
- Author signs off.
- Submit for reviews.
- Market.
- Submit for contests.



Author Diane Nighswonger signing books at her launch in Torrington, Wyoming



Featured Author

Cathy
Ringler

Cathy Ringler is a storyteller, cowgirl, and retired teacher. She lives at the foot of the beautiful Beartooth Mountains and rides in them as often as her busy schedule allows. Winner of the 2016 YA Wyoming Writer's Award, co-winner of the 2017 Elizabeth's World Kindness Writing Award, and two-time winner of the Gib Masters Journalistic Writing Award, Cathy enjoys working with youth. She has taught the Writing Workshop at Clark School, tutored students in literacy, volunteers at a horse camp for teens, and tells stories of horseback adventures at the annual Big Horn Arts Festival.

cathyringler.com

Crystal Publishing author Gene Gagliano receives award from Wyoming's Governor.



Carol Gagliano, Wyoming Governor Mark Gordon and his wife Jennie, and Gene Gagliano at the Governor's Arts Awards in Cheyenne.

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Patricia K. Landy

Publisher

International Association of Women Woman of the Year

AAUW Outstanding Woman of the Year

Phi Beta Kappa



CALL FOR SUBMISSIONS

Crystal Publishing is now calling for **2020** publications. The schedule is already filling. If you are interested in publishing, send us your idea, sample chapters, or pitch soon. Authors retain 100% of copyright.

We are looking for submissions of young adult and adult fiction. At this time, we are no longer accepting children and middle grade manuscripts.

We are always looking for unusual and creative material. Submit to plandy@me.com

Contact us and make your dream a reality.

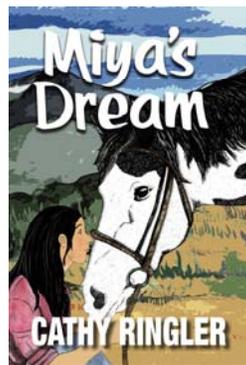
If a nation loses its storytellers, it loses its childhood.

—Peter Handke



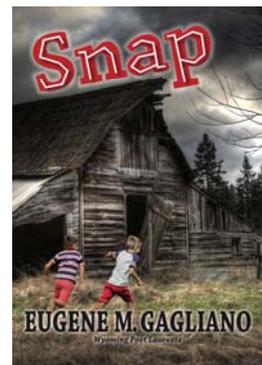
The Lucien Saga

Diane Nighswonger



Miya's Dream

Cathy Ringler



Snap

Eugene M. Gagliano

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