



# Art Adkins

## Newsletter - January 2010

[www.artadkins.com](http://www.artadkins.com)

### Upcoming Events

January 3  
Borders  
Sarasota, FL  
1:00

January 5  
Delray Beach Library  
Writing Workshop  
Delray Beach, FL  
6:30

January 8  
Circle Books  
Sarasota, FL  
1:00

January 9  
Books-A-Million  
Ocala, FL  
12:00

January 16  
Borders  
Tampa, FL  
12:00

January 17  
Books-A-Million  
Venice, FL  
11:00

January 20  
Bellevue Library  
Bellevue, FL  
2:00

Happy New Year! I hope last year was an exciting time for you, like it was for me. As 2009 drew to a close, I had the opportunity to reflect back upon the dizzying ride *The Oasis Project* has taken me on. Eight months on my publisher's best seller list, four printings heading for a fifth, countless book signings every weekend and over 200 hundred new people visiting my website every month. Another neat occurrence for me was a spot on the Bee Gees fan website ([www.BrothersGibb.org](http://www.BrothersGibb.org)) – since Slade, like me, is a fan – and my fan mail personally forwarded to Robin and Barry Gibb by the site's web master. Overall, 2009 has seen a great deal of success for *The Oasis Project* and has definitely kept me busy.

As I enter 2010, I cannot help but be enthusiastic and excited about the prospects. *Power Grid* should be out by the Summer 2010. I am currently working on *Mind Walkers*, the third in the Slade Lockwood series. Support for my work is continuing to grow and I am receiving weekly emails of people asking about my next book and expressing their pleasure with *The Oasis Project*.

The most pleasing thing for me is all of the wonderful people I have met along the way. Book store managers and owners have opened their doors to help me market my work and have been incredibly energetic and supportive. Without them I would not be where I am today. The fans have also been a great delight and I enjoy talking with them at book signings and sharing information and stories with them. I take a lot of pride in the Creative Writing Workshops I do and helping out other aspiring writers. The workshops are gaining in popularity and I am getting more and more requests for them.

In addition to Slade, I am developing another series involving the heroine Maxine Muse. The novel, titled *When the Stork Calls* is a book of good and evil. It has been a concept that has intrigued me for some time and I am working on it as I continue to develop Slade's adventures in *Mind Walkers*. Maxine's character is unique and she explores the fundamental ideals of what makes a person turn from a law abiding citizen to explore the darker sides of their character. The potential for the novel has me excited and I cannot wait to finish the book.

For those of you working on your manuscripts, keep writing. Share your work with the world!

Art

You have completed your manuscript and now have your book in your hand. Now you have to sell it to realize your dream of seeing it on the local bookstore shelves. Who can help you the most to accomplish this dream? They are called by different names by different publishers, but they are the marketing director or sales manager. For me, this person at my publisher, it is Kathleen Haack. Kathleen has saved me more times than I can count when bookstores have not been able to get my books or I need a rush order or I just wanted to bounce an idea off of her. She has been responsive, creative and a pillar of support for me as a new writer. Without her, I would not be experiencing the success I am having today.

Find the Kathleen on your publisher's staff. Without him or her, you will not be successful. Remember to thank them for all they do. They are the people behind the scenes who help make a writer successful.

## Upcoming Events

January 21  
Beverly Hills Library  
Beverly Hills, FL  
2:00

January 23  
Books-A-Million  
Ft. Myers, FL  
12:00

January 31  
Books & Books  
Capl Coral, FL  
4:00

February 12  
Circle Books  
Sarasota, FL  
1:00

February 13  
Amelia Island Festival  
Amelia Island, FL  
9:00

February 21  
Private Home  
Vero Beach, FL

February 27  
Sanibel Bookshop  
Sanibel, FL  
11:00

February 28  
Borders  
Winter Park, FL  
12:00

**Come visit me at  
one  
of these locations!**

I get asked all the time how I am being so successful with sales and marketing. Eight months on my publisher's bestseller list, fourth printing, increased hits on my website each month and on and on. There is no secret, except for one. It is the ugly four letter word that a lot of people do not want to engage in: work. I grew up on a farm and my father used to tell me that farm work would be the hardest thing I ever had to do. No matter how much you got accomplished on any given day, there was always something else to do on the farm. Not truer words were ever spoken. However, work on the farm gave me an outstanding work ethic which I have been able to capitalize on in any endeavor I have undertaken. Now, I have turned that work ethic to writing and marketing my books.

The first thing I tell writers when they ask about marketing and selling their books is that they are going to have to work. When I teach at Creative Writing Workshops, I remind them that marketing is not a one day a week strategy or a one week per month concept. It is a seven day a week, fifty-two weeks per year job. You have to WORK. This is no undertaking for the lazy or the faint of heart. I intend to become a top ten bestselling author and make it to the prestigious New York Times list. Of course you have to have a great product, but you also have to work at it. Whether it is book signings, radio or newspaper interviews or any of a dozen of ideas you may have, you have to constantly work at selling your work. If you do it once, you will be quickly forgotten and you will be passed by.

To be successful, develop a strategy, stick with it and continue. Do not give up. You have to be repetitive, aggressive and relentless. You have to believe in yourself, before others will believe in you. If you are not marketing your work for ten minutes each day, the other 'author' is. What does that tell you? They will be a success and you will not be. Now if you do not have the dream of being successful as a writer, then minimal efforts will lead to minimal results. But do not expect to have publishers knock down your door to sign your next work. Take a look around a book store. There are dozens of titles released every month. What is going to make you stand out from them? How are you going to catapult pas them? It is simple: work. Stick your strategy and marketing platform, roll up your sleeves and go for it. There is no substitute for a good work ethic. Trust me – I living proof!

**STOP!**

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