



Welcome to the *Launch Pad*

Now, let's get your book marketed!

**Launching on June 20, 2023**

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# For Immediate Release

## THE COUNTDOWN TO MARKETING YOUR BOOK!

**June, 2023**

**New York**

*Hooray! Your book is written, and published, and headed for the NY Times Best Seller List! Ah, if only that were true. Regardless of the path that got you here, even award-winning bestsellers have to embrace a marketing plan that helps their book soar. Join us here for: LAUNCH PAD: The Countdown to Marketing Your Book.*

*From the first eye-opening words of..... to the ..... of ..... this book, the third in a series of three on writing, publishing and marketing your book, LAUNCH PAD will help you get it done! Each focused chapter engages you in a process that will raise your marketing IQ, build your skill set, and set you on a path for a successful book launch and marketing plan. Replete with countdown tips, ways to connect directly to the authors, and bonus downloadable planning sheets, LAUNCH PAD delivers a craft book that speaks right to you.*

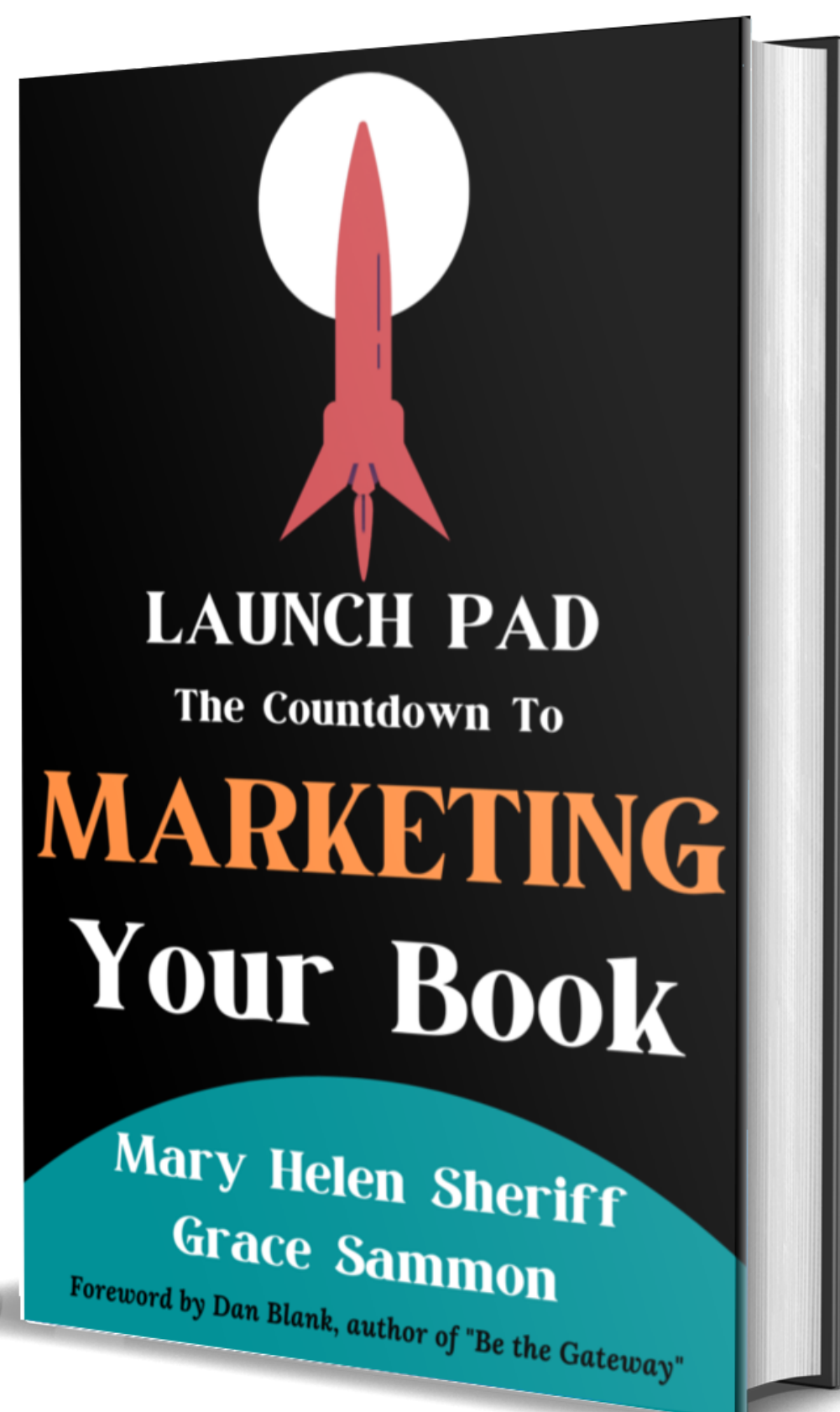
*The brainchild of entrepreneur, author, and speaker, Grace Sammon, this book series builds on the wildly popular radio show LAUNCH PAD – that celebrates book releases and the authors who create them. This volume is led by the internationally recognized Mary Helen Sheriff, author, podcaster, and Marketing coach and Grace Sammon.*

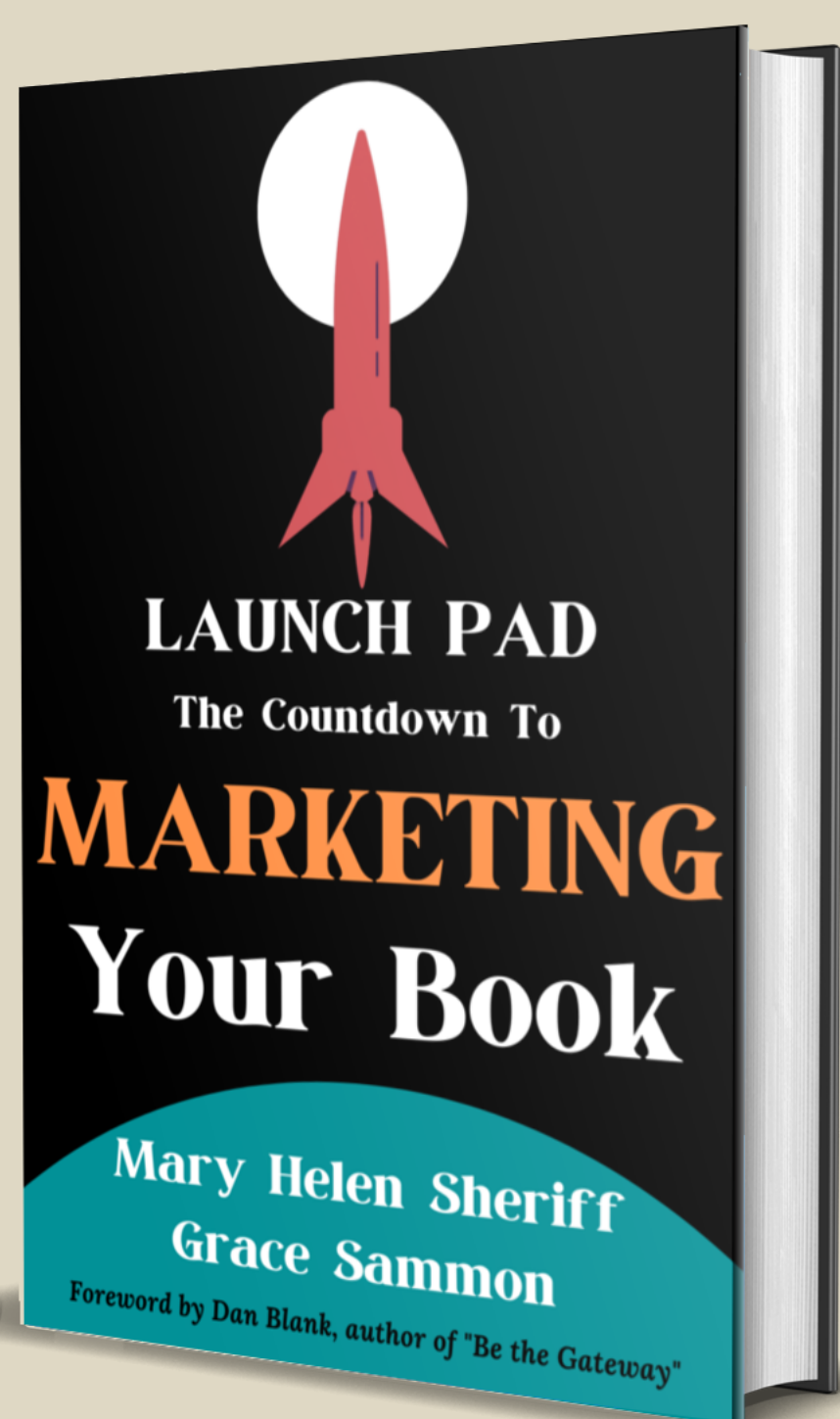
*Welcome to the LAUNCH PAD. Now, let's see you and your book soar!*

*Foreword by Dan Blank, the founder of WeGrowMedia.*

*Featuring the writing - and marketing - talents of:*

- Jade Dee
- Claire Fullerton
- Katharine Herndon
- Erika Lance
- Wilnona Marie
- Annie McDonnell
- Sharvette Mitchell
- Lisa Monanero
- Natalie Obando
- Joelle Polisky
- Rebecca Rosenberg
- Meredith R. Stoddard
- Linda Ulleseit
- Renea Winchester





LAUNCH PAD:  
THE COUNTDOWN TO  
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- Joelle Polisky
- Rebecca Rosenberg
- Meredith R. Stoddard
- Linda Ulleseit
- Renea Winchester

# MEET OUR AUTHORS



*Grace Sammon is an author, radio host, entrepreneur, and educator. Recognized in “Who’s Who in Education” and “Who’s Who in Literature,” Grace utilized skills built up over decades to re-invent herself with her award-winning fourth book and debut novel – *The Eves*.*

*Always committed to creative collaborations, Grace is the founder of Author Talk Network; a member of the Women’s Fiction Writers’ Association (WFWA) and the Women’s National Book Association (WNBA); and she is the Director of Membership for one of the fastest growing reader/writer on-line communities “Bookish Road Trip.”*

*She currently lives on Florida’s west coast with her husband and a small herd of imaginary llamas. Find out more about Grace and her work at [www.GraceSammon.Net](http://www.GraceSammon.Net)*

Mary Helen Sheriff serves as an Author Marketing Coach, helping authors save time and money on their journey to sell more books. She’s the author of women’s fiction *Boop* and *Eve’s Road Trip*, the CEO of *Bookish Road Trip*, and co-editor of *Launch Pad: The Countdown to Marketing Your Book*. She writes “Journey into Book Marketing,” a blog column for *Bookish Road Trip*, and “The Book Biz,” a column in *Women’s Fiction Writers Association’s e-zine Write ON!* Go to her website to sign up for “Nuts and Bolts” for free book marketing tips and ideas every month direct to your inbox.

Website: <https://maryhelensheriff.com/marketing>





Dan Blank is the founder of WeGrowMedia, where he helps writers develop their author platforms, connect with readers, and launch their books. He is the author of the book *Be the Gateway: A Practical Guide to Sharing Your Creative Work and Engaging an Audience*. He has worked with thousands of writers and amazing organizations that support creative people such as Penguin Random House, Sesame Workshop, Hachette Book Group, Workman Publishing, J. Walter Thompson, Abrams Books, Writers House, The Kenyon Review, *Writer's Digest*, *Library Journal*, and many others.

Website: [WeGrowMedia.com](http://WeGrowMedia.com)

Lisa Montanaro is part no-nonsense Italian American New Yorker and part sunny Californian. She has a unique background as a performer, teacher of deaf students, recovered lawyer, coach, speaker, and author. Her book, *The Ultimate Life Organizer: An Interactive Guide to a Simpler, Less Stressful & More Organized Life*, was published in 2011. Lisa's debut novel, a dual-timeline family drama, will be published by Red Adept Publishing in 2024. Lisa serves as Webinar Host for the Women's Fiction Writers Association (WFWA). As a Branding, Business, Mindset, and Productivity Coach for writers, Lisa provides support for all stages of a writing career.

Website: <https://lisamontanarowrites.com/>



Joelle Polisky began her 25-year PR career working with professional athletes and premiere sporting events through Advantage International. She's worked at several PR agencies to get major media placements for clients across industries. Joelle's coverage for clients includes *The Today Show*, *Good Morning America*, and the cover of *Newsweek*; but like a good PR professional, she knows that it's important to focus on strategic hits that will provide the most benefit for clients, whether it's a local daily paper or a podcast or the newest media trend.

Website: <http://goshiftkey.com/>

Claire Fullerton is the multiple award-winning author of four novels and one novella. A contributor to numerous anthologies and literary magazines, she lives in Malibu, California, with her husband and three German shepherds. Claire is an avid student of Shakespeare for the stage. She is represented by Julie Gwinn of the Seymour Literary Agency.

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Meredith R. Stoddard is the author of folklore-inspired fiction including the *Once & Future Series*, a contemporary fantasy series that blends Celtic legends with modern life. She is also a book coach at *The Book Grower*, the Communications Director of *Bookish Road Trip*, a community of readers, writers, and travel lovers. She hosts an Instagram Live program called *Author Ride Along*. She is a contributor to the *Launch Pad Countdown* series of craft books from Red Penguin Books, and a member of *Author Talk Network*. Her latest novel, *Thistle & Lion*, will be released on June 8th.

Website: <http://meredithstoddard.com/>



For nearly two decades Natalie Obando has worked in the world of books as the founder of Do Good Public Relations Group and the grassroots organization, Women of Color Writers Podcast and Programming. She is the current national president of the 105-year-old non-profit, the Women's National Book Association (WNBA), overseeing all chapters across the nation. She is the founder and chair of Authentic Voices—a four-month-long program that immerses people from marginalized communities in writing, editing, marketing, and publishing. Natalie has been a speaker at literary conferences across the United States helping authors and publishers promote their work and drive equity in publishing.

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<https://womenofcolorwriters.com>

<https://dogoodprgroup.com>

Sharvette Mitchell, of Mitchell Productions, works with small businesses to enable them to generate more revenue by focusing on marketing, visibility and branding. She does this with one-on-one consulting, group coaching programs based on her trademarked framework, THE PLATFORM BUILDER®, book collaborations, and conferences.

She is a graduate of Virginia Commonwealth University with a Bachelor of Science in Marketing. Since 2008, she has hosted an internet talk radio show, The Sharvette Mitchell Radio Show, which airs on six streaming platforms. Sharvette has been seen on CBS 6 and featured in publications such as Huffington Post & AARP.

Website: <https://mitchell-productions.com>

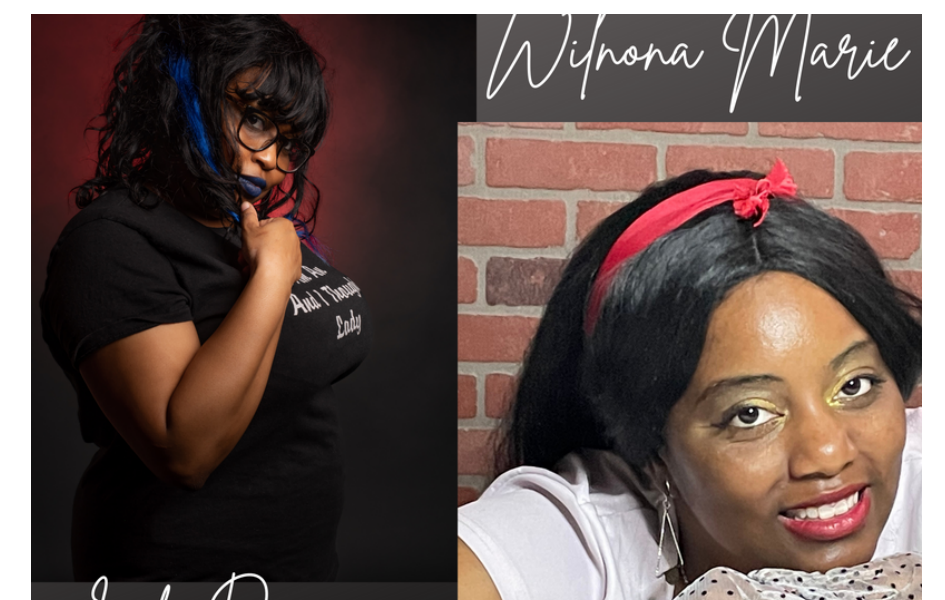


Rebecca Rosenberg is a champagne geek, lavender farmer, and award-winning author of historical fiction about glorious women of the past including the Champagne Widows series, Gold Digger series, The Secret Life of Mrs. London, and Lavender Fields of America.

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Wilnona Marie and Jade Dee are Advocate Awarded Authors who have contributed writing to eleven books. They are cofounders of The Inspirational Women in Literature Media and Journalism Awards and the 25 Hottest Indie Authors, Artists, and Advocates magazine. They starred in the docuseries Just Writin Life.

Website: <http://www.andwethought.com/>



As the Executive Director of the Richmond, Virginia, literary nonprofit James River Writers for over a decade, and a volunteer for eight years before that, Katharine Herndon has helped hundreds of writers pursue their goals and dreams. She passionately believes in service to the literary community and has been a judge for the Virginia High School League and the local Scholastic awards, as well as being a panelist for selecting the Visual Arts Center of Richmond's first Writer in Residence, Richmond's first Poet Laureate, and the Virginia Commission for the Arts' Artist Fellowship in Poetry.

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James River Writers: <https://jamesriverwriters.org/>

Annie McDonnell's thoughtful book reviews won a regular spot with Elle magazine in 2006. She soon launched her blog, The Write Review. After she was declared permanently disabled in 2014, she devoted herself full-time to the literary community and became known as one of its best book reviewers. Annie has written articles and endorsements for authors; conducted author interviews; and consulted with authors on promotions and events. She continues to do so as her health allows. In addition, she administers the Write Review and World of the Write Review on Facebook. What makes her debut memoir *Annie's Song: Dandelions, Dreams and Dogs* even more remarkable is that much of it was written since Annie was told in January 2020 that she must go into hospice and was given last rites. An advocate for literacy, animal rescue, and those with disabilities, Annie is donating the proceeds from her cross-genre memoir—which hit top spots on Amazon's Hot New Releases charts in Biographies/Memoirs of People with Disabilities, Poetry/Grief, Death and Bereavement, and Books by Irish Authors, among others—to nonprofits that serve those causes.

<https://thewritereview.com/>



Linda Ulleseit, from Saratoga, California, earned an MFA in writing from Lindenwood University. She is a member of the Hawaii Writers Guild, Women Writing the West, and Paper Lantern Writers. Linda is the award-winning author of the historical novels *Under the Almond Trees*, *The Aloha Spirit*, and *The River Remembers*. She believes in the unspoken power of women living ordinary lives. Her books are the stories of women in her family who were extraordinary but unsung. She recently retired from teaching elementary school and now enjoys writing full-time as well as cooking, leather-working, reading, gardening, spending time with her family, and walking her dog.

<https://ulleseit.com/>

*Erika Lance is a writer of horror, suspense, Sci-fi and a little fantasy. She has been many things in this life, but she is most proud of being a nerd before it was cool. Growing up in the 80's and 90's she will tell you, finding another female D&D player was rare. She is also the CEO of 4 Horsemen Publications, Inc. and Accomplishing Innovation Press. She is also the host of the Drinking With Authors podcast and the co-host of Eerie Travels podcast.*

*Erika fell in love with the horror while watching Elvira and Dr. Paul Bearer on Saturday afternoon TV and was hooked. She believes that life is an adventure and it is built on the things you do, the people you surround yourself with and most of all the things you create.*

*She loves to create worlds and stories. Finding that not all stories have happy endings.*

[www.4horsemenpublications.com](http://www.4horsemenpublications.com)

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

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Renea Winchester is an award-winning, internationally-released author. She is the recipient of two prestigious awards: She Elevates The World and Women Who Open Doors. She is a strong supporter of public libraries and adores meeting readers. After two decades of city living, Renea returned to her beloved Appalachian Mountains where she tends land that's been in her family for three generations. She is the owner of Butterfly Cove Botanicals, a herb farm located in the Appalachian Mountains where she partners with bookstores to offer herb classes. Renea is hard at work on her next novel.

<https://blogthefarm.wordpress.com/>



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