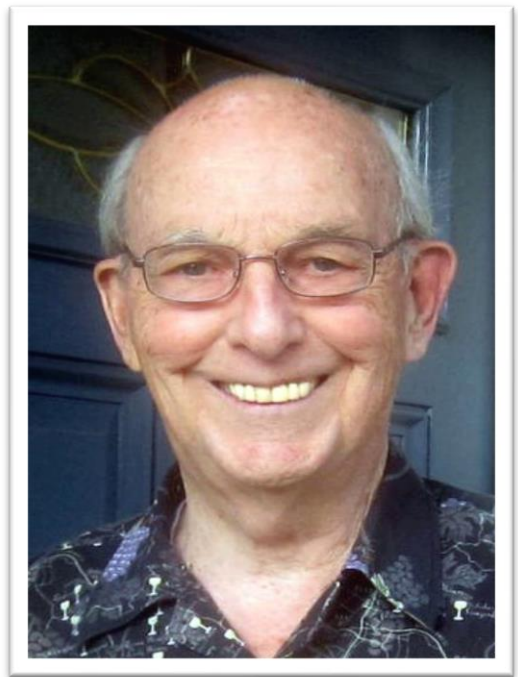


"How Authors Can Use Amazon.com's Various Services to Promote their Books" by Duke Robison

At the Saturday, October 7, 2017 meeting, from 10:00 to noon, in Creekside's Fairway Room, Duke Robinson will speak to the Published Writers of Rossmoor (PWR). He will focus on how authors can use Amazon.com's various services to promote their books. The club's monthly meetings offer guidance and support to both aspiring as well as already published authors.

Like most authors, the speaker says he prefers to spend his time writing. He recently made a serious effort to market his books online. His first and most popular book, published by Time Warner in 2000, continues to sell worldwide, without his help. His four other books, all published since 2011, have sold well here in Rossmoor with the support of PWR. Like the books of most other PWR authors, they get lost among the tens of millions of publications in the vast reaches of cyberspace.



In his new personal pursuit of Internet marketing, Robinson has turned first to Amazon.com, the mammoth online bookstore, which includes the Kindle e-book depository and which hundreds of millions of readers worldwide visit regularly. Amazon, he contends, provides authors not only with an Internet store where they can sell their books but also with various digital features that can help them with promoting their books.

Most authors know about Amazon's immediately visible, marketing features, such as "Reader Reviews" and "Look Inside." Robinson will touch on these briefly, but will concentrate on those topics that few writers utilize or even realize are

available. He invites all those who have used any of Amazon's resources to come to this meeting ready to join him in sharing their own good experience and expertise.

Robinson holds a BA degree in philosophy from Wheaton College, near Chicago, and a Master of Divinity degree from Louisville Presbyterian Theological Seminary. For 28 years, before retiring in 1996, he led the progressive Montclair Presbyterian Church in Oakland, CA. For several years during that ministry, he served as an adjunct faculty member at San Francisco Theological Seminary, from which he holds an earned doctorate.

Robinson started writing 25 years ago. Each of his five published books addresses a specific fear that robs you of being fully human. He identifies nine, self-sabotaging behaviors you engage in for fear of being socially unacceptable, and poses alternate ways to behave that make you authentic, while still being a nice person. To deal with your fear of dying, he dismisses the inadequate views on death you learned as a child and replaces them with ones that are both real and liberating. If you are traditionally religious and afraid of today's scientifically-defined world, he paves a middle-road that leads to personal integrity and peace. In his one novel, the courageous, young protagonist exemplifies what it means to be true to yourself while facing the terror of international politics. Finally, in his intimate memoir, he shows you what freed him to face the scary task of growing up and radically change his take on things.

Robinson's books may be purchased through [Amazon.com](https://www.amazon.com) or directly from the author, by emailing dukenclaire@gmail.com. They also are available for check-out at the Rossmoor Library.

Since moving to Rossmoor in 2000, Robinson has been an active member of the Rossmoor community, enjoying, and helping shape some of its club offerings. In 2009, he chaired the Steering Committee that gave birth to the Drama Association of Rossmoor (DAOR). In early 2012, he played the same role in helping found the PWR club and served as its President the past four years.

For more information on the October 2017 PWR meeting, contact ronwren@aol.com.