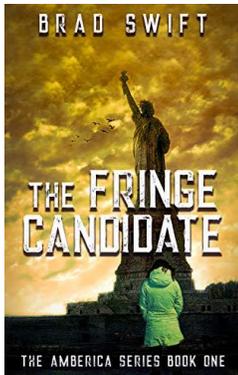




## Topics in this newsletter:

- Who inspired us?
- Should authors offer their books at discount rates?

## Who inspired us this month?



This month's inspiring author is Brad Swift, author of **The Fringe Candidate**, a story inspired by an actual candidate in the 2020 USA Presidency, a story that takes the reader behind the scene of American politics and reveals the good, the bad and the very ugly of a political system which has been hijacked – portraying a democratic platform, which in fact does not serve the electorate, but is a self-serving entity. We gave it five stars on our review, not only because it is a good story and well written, but because it inspires people to take a stand against the corruption which has seeped into American politics. See review at: <https://writersinspiringchange.wordpress.com>

## Should authors offer their books for free or discount rates?

There are some discussions in the wind about the veracity of offering books for free, for \$00.99 or at discounted rates. Discount book sites, and even some publishing sites, such as Amazon, encourage authors to offer free books or discounted ones, even for 99 cents, which is less than the value of a cheap hamburger. The merits espoused by these sites is based on the theory that by doing so, authors will gain a readership. Some book gurus also undersign this approach, but in practice, does it really accomplish this or are authors being asked to compromise their hard work and sell themselves short? The statistics are questionable.

Authors spend months, sometimes a year or more to write a book, and to then be expected to give their work away or offer it for 99 cents, would seem to be a dramatic undersell. Is there any other profession in the world where its artisans are expected to give away their work after months or years of labor? No! It's simply not expected nor is it viable.

The practice of free giveaways, 99 cent offers, and dramatically discounted books is a fad that has come into fashion in recent years.

What do you think? Send your input to: [writersinspiringchange@gmail.com](mailto:writersinspiringchange@gmail.com)

## We'd love to spotlight you and your book

We spotlight authors and their books, helping to connect their inspiration to the world.

We do that by providing our **Feature Author Spotlight** and **Feature Book Spotlight**, both of which include a review of your book. The spotlights and reviews are featured on our website, as well as at our **i-Magazine**, and we generously splash these around to thousands of our followers/readers through our social media channels.

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