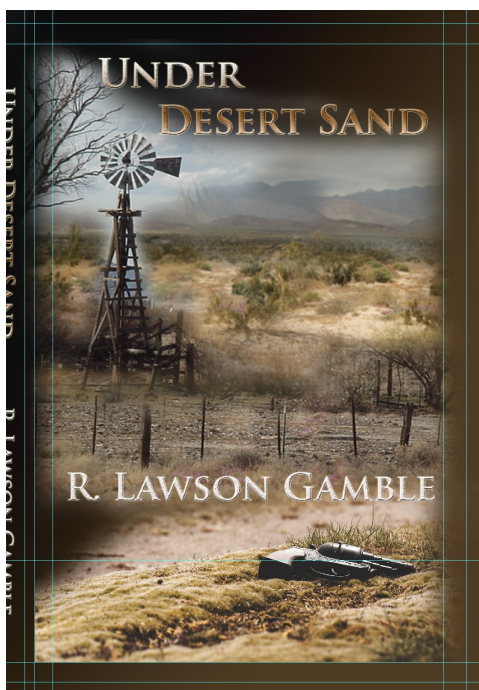




# Tolliver Tales

A Bi-Monthly Newsletter

## Under Desert Sand



**New Novel Out This Month**

*Newest Novel in Zack  
Tolliver, FBI Series now  
available to order as an eBook  
on [amazon.com](http://amazon.com) This Month.*

We are very excited about our latest novel **UNDER DESERT SAND**, fifth book in the *Zack Tolliver FBI* series. A new cover artist, a strong reader team, and scrupulous research and editing have led to a most entertaining reading experience. The eBook will be offered for sale May 5. It is now available for pre-order at Amazon. Those who take advantage of the pre-order option can expect a lower initial price, and the knowledge the purchase has great impact on the book's visibility at Amazon and its overall sales success (see pg. 2).

**Visit the author** [www.RLawsonGamble.com](http://www.RLawsonGamble.com),  
**Amazon Author page** [www.Facebook.com/RLawsonGamble](http://www.Facebook.com/RLawsonGamble) **or contact him** at  
[RLawsonGamble@gmail.com](mailto:RLawsonGamble@gmail.com)



## Book Signing

Our last book signing was held at **CovenTree Olde World Market**, East Main Street, Santa Maria, last Saturday April 8 at 11 am.

CovenTree is a store particularly suited to the *Zack Tolliver, FBI* series with its touch of paranormal. The art, jewelry, statuary and sundry on the shelves all contribute to just the right atmosphere.

We visited the *Santa Barbara Club* again for a **Westerners** meeting, this time as a member. What's better than a room full of historians?



## Coastal Dunes CWC

We are scheduled to present a talk to the *Coastal Dunes* branch of the **California Writers Club**, the ranging subject my books, how I came to writing, and my thoughts on publishing today. The Coastal Dunes branch was chartered fairly recently and is centered in south San Luis Obispo and north Santa Barbara Counties. It will take place May 6 from 11 am to 12:30 pm in the Community Room of the **Nipoma Library**. It will be free, so join us.

We've said yes to another author event recently, this time featuring children's books, planned for July 30 in **Morro Bay**. We will hi-light *Payu's Journey*. Full details are not yet available; we'll keep you posted.

We have Audible Audio books of **CAT** and **MESTACLOCAN** available for free. Email me (RLawsonGamble@gmail) for your access code.

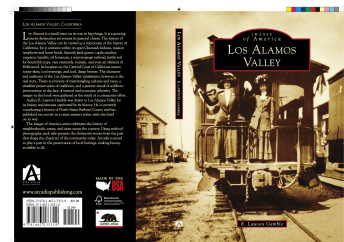
## Indie Author Conference

We recently attended a conference for indie writers and publishers called Indie Fringe, with guest speakers who presented the very latest developments in digital printing and marketing. The conference covered everything from writing a first novel to selling it on a global market in today's world. The conference was in London, but I attended virtually: no air fare involved. And it was free. There was so much information dispensed in two short days, I may never read it all. There are many benefits to a virtual conference, foremost that you can leave a lecture early without offending anyone! The format made it easy to skip from one presentation to the next to meet my personal needs. Of particular interest were some insights into Amazon's book visibility (below).

## Amazon Rankings

Amazon ranks books with an ever changing algorithm. The lower the rank, the more visible the books, generally translating into better sales. Part of this formula honors books sold while on pre-sale, (i.e. purchased now, delivered later).

**Under Desert Sand** is on pre-sale until May 5. If you expect to buy the book, you will help this author if you buy it on pre-sale.



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