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## FOR IMMEDIATE RELEASE

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### HOW TO MAKE AMAZON WORK MORE PROFITABLY

#### LEARN THE INSIDER SECRETS FROM AUTHOR LORI HANSON

October 2009, VALENCIA, CA—If you are in independent publisher, first time author or if you have a book inside you waiting to be published you won't want to miss this meeting! Award-winning author Lori Hanson will be spilling the secrets about Amazon at the **PUBLISHERS ASSOCIATION OF LOS ANGELES** October Program.

Do you know what marketing and sales opportunities are available at Amazon--and how to profit from them? How do you find out about these programs? Do some work better for fiction books than nonfiction books? Which marketing programs are best for you and your book? Reduce your learning curve and learn how to work effectively with Amazon to increase your cash flow now.

#### Get the insider tips on:

\* setting up accounts \* finding resources \* making contact with Amazon \* keeping up with Amazon's changes \* marketing on Amazon \* using tags \* using customer reviews effectively \* setting up your page \* watching availability, sales ranks and search results \* earning commissions

If you want to learn how to evaluate which programs offer the best opportunities for profit and exposure--resulting in a book that will continue to sell with little ongoing effort--join us on October 19, 2009, to hear how this publisher learned about and tried Amazon's many features, benefits, and programs.

**LORI HANSON**, founder and president of Shewolf Press and Learn2Balance, is an award-winning author, speaker, singer and life balance consultant. She shares her personal story and unique approach to recovery from an eating disorder in her award-winning book "It Started with Pop-Tarts . . . An Alternative Approach to Winning the Battle of Bulimia." In "Teen Secrets to

Surviving & Thriving: How to Deal with Stress, Be Confident and Feel Great," she shares her Hot Pastry Principles™ to empower teens with coping tools and help them avoid addictive behaviors. Lori has appeared on local and national radio and TV shows to bring awareness to the epidemic of eating disorders.

The PALA Meeting will be held on **Monday, October 19, 2009** at 7:00 p.m. at the Felicia Mahood Senior Center 11338 Santa Monica Blvd., West L.A. For more information visit [www.pa-la.org](http://www.pa-la.org).

To learn more about Lori Hanson's services or to order a copy of *It Started with Pop-Tarts* (Shewolf Press, 2008) go to [www.Learn2Balance.com](http://www.Learn2Balance.com).

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