



M.A. Appleby

6014 Highwood Park Lane
Naples, FL 34110
440.725.6493

Dear Bookseller:

My Marketing Strategy is to grow a following through a continuous series of self-promotions such as; bookseller events (author signings), book club meetings (Meet the Author), community events (libraries/charity auctions), and book related lectures.

I belong to the following:

- Goodreads, BookDaily, Florida Writer's Association, Florida Authors & Publishers Association, & ALLi (Alliance of Independent Authors).
- My website: www.maappleby.com, Facebook: <https://www.facebook.com/marjorie.appleby.1>
- My blog: blog.maappleby.com
- On my website is a **Bookseller's Page** with a link to your website so my readers can have easy access to your store.
- I also offer more substantive discussions of my literary adventures for your events, book clubs & reader groups either in person, utilizing a series of Power Point presentations, which range from 20-45 minutes and longer if needed.

RAISING DAVID AGAIN won a gold medal in the 2017 President's Book Awards in the How To/Self Help category and a silver medal in the Adult Non-Fiction Autobiography/Biography category in a national award contest. Then add a 1st Place in category Autobiography/Biography in the Christian Author Awards, Fall 2017.

A Whisper of a Mystery Trilogy was written prior to *RAISING DAVID AGAIN*. All of my books have ISBN numbers and they are available through distributors such as Ingram, and Baker & Taylor. The trilogy is a fictional action-packed adventure series laced with international intrigue with unexpected twists and turns. They are about a family's journey as they persevere against unknown shadowy forces led by their tenacious mother, Ellen. The reviews for these books has been a favorable 4.5 to 5-star rating with some coming from authors as well as The Portland Review.

In addition to promoting my books, I lecture on being a 24/7 caregiver to Traumatic Brain Injury (TBI) survivors. Our families' journey inspired my trilogy, as my son survived a tragic accident. I blended our story, through discovery and his recovery, with a fictional story I had in my head. After they were written and published, I could then move forward to writing my son's incredible story which is *RAISING DAVID AGAIN*.

Warm regards,

M.A. Appleby

M.A. Appleby 6014 Highwood Park Lane * Naples, FL 34110

M. A. Appleby is a retired Certified Landscape Designer, artist, and avid reader. She is a mystery buff who enjoys traveling, and lives in Southwest Florida with her husband and son. The concept for these books came from a journal written the day her son suffered a TBI (traumatic brain injury). This tragedy threw their family into turmoil as they tried to understand what lay ahead for them.

As a caregiver, it is important not to lose your 'sense of self' and that's where writing became cathartic for her. She thought they would wake up from the nightmare and their lives would go back to 'normal', but that didn't happen. That 'recovery' journal was the impetus Ms. Appleby needed to write *The Ancient Whisper*, *Whispered Dreams*, and *Journey of a Thousand Steps* that comprise *The Whisper Mystery Trilogy*. Each chapter starts with an inspirational saying, uplifting quote, or a prayer sent or given to her throughout the recovery phase of her son's ordeal.

Link to secure website: <https://www.maappleby.com>

Link to blog: blog.maappleby.com



RAISING DAVID AGAIN

A Guide To Understanding The Uniqueness of Brain Injury
And How Our Faith Sustains Us
ISBN: 978-1498498739

Brain injury can happen to any family at any time! When it happened to us, we were unprepared to deal with this life-altering event. *Raising David Again* chronicles our experiences and journey through discovery and recovery, as we became 24/7 Caregivers. We identified **10 Keys to Recovery** that enabled us to better understand and support David. We believe they can assist others in dealing with a **Traumatic Brain Injury Survivor**. A **Brain Injury Tool Kit** is located at the back of the book – loaded with helpful hints, suggestions, and resources for caregivers and family members.



Website: www.maappleby.com ~ e-mail: maappleby.books.com ~ blog.maappleby.com

M.A. Appleby 6014 Highwood Park Lane * Naples, FL 34110



ISBN: 978-069292129-6

The Ancient Whisper* - Book One of *A Whisper of a Mystery Trilogy

Special FBI agents arrange for Ellen Andress and her family to relocate into the Federal Witness Protection Program after they experience a horrible tragedy. She discovers everything she owns is confiscated and sold to purchase half of a dilapidated horse farm, located in the State of Virginia.

With no money to renovate, the fine antiques and collectables within the house becomes a source of income, but it won't come soon enough to help. Ellen can generate what she needs by way of the intriguing world of horseracing, wagering, and high-stakes betting. The family is engulfed into a tangled web of deceit as odd calamities and incidents begin to happen. When a Thoroughbred is mysteriously murdered, Ellen attempts to contact the agents, but to no avail. In a panic, she contacts the FBI and the CIA, but they have no knowledge of them. A CIA team steps in after Ellen convinces them that they are in danger, and it's soon clear that her son is the next target.



ISBN: 978-069292133-3

Whispered Dreams* – Book Two of *A Whisper of a Mystery Trilogy

Ellen's son graduates from high school and the household braces for two significant events – a royal visit and her sister Terre and family move in. Ellen steps away from harness racing as Jason's friend takes her place.

Adrian and Ellen have a traditional wedding in Saudi Arabia at the Royal Palace, even though Ellen dreads it. As Melanie and Jason graduate from high school and college, Jason informs his mother he will return to Saudi with his uncle. Ellen gives him an odd-looking wristwatch and says to depress the face, should there be a threat. Jason trains with the Arabian Stallions and falls in love with a young woman. When his uncle informs him of a pre-arranged marriage, he is introduced to his new bodyguard, but they do not get along. Ellen senses mischief when she tries to contact Jason for their weekly face-time. A suspicious Adrian contacts the Royal Palace but they sadly report that young Prince Jason is missing.



ISBN: 978-069292134-0

***The Journey of a Thousand Steps*- Book Three of *A Whisper of a Mystery Trilogy*.**

In this exciting finale, Ellen will not let the memory of her son fade. Adrian involves her in a Murder Mystery Party to get her out of the house. Levi has a surprise 'caper', and if successful, it will mean a piece of Jason is coming home. When something goes terribly wrong and the unthinkable happens, Adrian starts to question himself and distances himself from the family.

Ellen immerses herself in racing again with the aim of winning the Triple Crown of Racing, all while Adrian goes back to the CIA. He plunges himself into training a new team.

Francesca suddenly falls ill – and as she takes her last breath, she tells Ellen to follow her whispered dreams. West of Fiji sits a cluster of islands where Super Cyclone Billy bears down in an unusual turn in the weather. All islanders brace for it as oil tankers the size of football fields move around the area in an attempt to escape and the world watches in horror, all except Ellen. She wants closure; she will never give up hope that one day Jason will be found. Then she takes matters into her own hands and devises a plan to seek answers without Adrian's help. When Adrian discovers what she's up to, she dares him to find her.



Website: www.maappleby.com ~ e-mail: maappleby.books.com ~ blog.maappleby.com



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Book and Event support

RAISING DAVID AGAIN - ISBN: 978149849873-9

Booklet: *Brain Injury Tool Kit* - ISBN: 978069205072-9

The Ancient Whisper – Book One of A Whisper of a Mystery Trilogy/

ISBN: 9780-99619736-6

Whispered Dreams – Book Two

ISBN: 978099082095-6

Journey of a Thousand Steps – Book Three

ISBN: 978069292134-0

All books are available wherever books are sold. For book sellers, books may be purchased through their distribution company (see partial list below) utilizing your wholesaler's discount pricing and refund (return) program.

ABA (IndieBound @ (indiebound.org))

Baker & Taylor

Gardner's

Ingram Book Company & Spring Arbor Distributors

NASCORP

Bookstore/Bookseller - Store Events

- If you need a flyer, *see included examples*.
- If you do not wish to go through a distributor, I am able to provide a supply of softcover books for your store to sell.
- Available for book clubs: **Meet The Author** sessions
- PowerPoint presentations such as:
developing, writing, publishing, and marketing novels.
- Portable presentation equipment provided:
small screen, projector, sound system, microphones

M.A. Appleby – PROMOTIONS – Help promote your event!

Awards & Book Signings

A Whisper of a Mystery Trilogy



RAISING DAVID AGAIN



PRESIDENT'S GOLD AND SILVER MEDAL FOR ADULT NON-FICTION, AUTOBIOGRAPHY/BIOGRAPHY AND 1ST PLACE WINNER CATEGORY: AUTOBIOGRAPHY/BIOGRAPHY CHRISTIAN AUTHOR AWARD

FALL 2017

The Noble Writer Guild
BRING HOME
AT THE VICTORIAN 500th
BOOKS & NOBLE
RECEPTION.
 2017 TORONTO TRAIL
 THIS IS A JUBILEE YEAR and
 WE WILL BE CELEBRATING 12
 AUTHORS.
 BOOKS WILL BE ON SALE and
 EARLY AND THERE WILL BE A
 BEST AUTHOR RECEPTION
 8:00AM - 4:00 PM



BARNEYS & NOBLE BOOK STORE



FAPA
 Florida Authors and Publishers Association

YOUR RESOURCE FOR PUBLISHING SUCCESS!

- Conferences
- President's Book Awards
- Networking
- Education

FLORIDA TRAVELERS
PAJ BOOKS
EMERITUS MEETING
 M.A. Appleby will sign her books
 at the meeting of the
 International Clubhouse
 on Monday - March 20, 2017
 10:00 AM - 12:00 PM
 11111 Northchase Parkway
 Fort Meade, FL 33496-1111




SW FLORIDA BOOK FAIR

LIVING WITH BRAIN TUMORS: A SURVIVOR'S STORY



LECTURE AT LIBRARY



The Learned Owl
 BOOK SHOP

Florida Writers Association
 Making History



M.A. Appleby – PROMOTIONS – Help promote your event!

LECTURES AND SPEAKING EVENTS

Collier County Public Library

MEET THE AUTHOR SERIES
 Friday, January 15, 2016 1:00 - 2:30 pm
 Collier County South Regional Library
 2000 Lady Cultural Way, Naples, FL
 M.A. Appleby, Author of
The Journey Begins: A True Story of a Family's Search for a Cure
 How the Story was Developed, codes and book signing

M. A. Appleby will present a lecture called: How the stories were developed into *A Whisper Mystery*

Trinity
 Tuesday, June 22, 2016
 1 - 2:00 pm
 Hodges University, 3655 Northbrooke Dr., Naples FL 34116 (oldg. near the fountain)

Collier County Public Library

Living With Brain Injury: a Mother/Caregiver's Perspective and 10 Keys To Recovery.
 Thursday, June 30, 10 a.m.
 Presenter: Marjorie Appleby

How does a family cope with a life-changing event? Marjorie gives her perspective as a caregiver to her son who has suffered a Traumatic Brain Injury. What the family did to cope, their "game of self" will surprise and inspire you as Marjorie shares her 10 Keys to Recovery.

What Inspired These Authors to Write Their Books?

Author: M.A. Appleby
 Title: *The Journey Begins*
 How the story was developed, codes and book signing

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BRAIN FAIR 2016
 March 19, 2016
 from 2:00 - 6:00 pm
 River Park Community Center
 301, 11th Street North
 Naples, Florida 34101

Please join us for a FREE informational and educational opportunity to learn the facts about TBI - (Traumatic Brain Injury), and Acquired Brain Injury, and how to prevent. Our event includes:

- Lectures by Medical Professionals
- Informational booths by local agencies as well as the Brain Injury Association of Florida
- Popcorn
- FREE fitted bicycle helmets, courtesy of the F Club of Naples
- Meet HELMUT and join his FAN CLUB

For further information, please contact: MARIKAYE LANGRISH, INC. 10000 LANTANA BLVD, SUITE 100 NAPLES, FL 34109 239-949-7444

BRAIN FAIR 2017
 March 25, 2017
 from 1:00 - 4:00 pm
 South Regional Library of Collier County
 2000 Lady Cultural Parkway
 Naples, Florida 34113

Join us for a free educational and informational opportunity to learn the facts about TBI - (Traumatic Brain Injury), and Acquired Brain Injury, and how to prevent. Our event includes:

- Lectures by Medical Professionals
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Meet M. A. APPLEBY
 Author of the National Award Winning Book
RAISING DAVID AGAIN
 A Discussion about Living with Brain Injury™ and understanding the unique IT of Recovery

Special, Special! **George Melnick**
 On November 9, 2017
 At 10:30 am
 Room 1000 - THE CLINICONE
 2700 UNITED METROVIEW CENTER
 2700 UNIVERSITY STREET, NAPLES, FL

M. A. APPLEBY
 Author of the National Award Winning Book
RAISING DAVID AGAIN
 Presentation on our 10 Keys to Recovery

Special, Special! **George Melnick**
 on November 9, 2017
 At 10:30 am
 Society for Brain Injury
 of Lee County
 9200 LANTANA BLVD, PALM BEACH, FL

Meet M. A. APPLEBY
 Author of the National Award Winning Book
RAISING DAVID AGAIN
 Presentation: Living with Brain Injury - understanding how unique IT of Recovery

Special, Special! **George Melnick**
 On November 15, 2017
 At 4:15 pm
 Room 1000 - THE CLINICONE
 2700 UNIVERSITY STREET, NAPLES, FL

Charity Events

SOUTH REGIONAL LIBRARY OF COLLIER COUNTY



By National Award Winning
Author M. A. Appleby

Presentation:

Living with Brain Injury:
A Mother/Caregiver's

Perspective and our 10 Keys to Recovery

THURSDAY ~ JUNE 30, 2016

10:00 - 11:30 a.m.



Marjorie wrote *A Whisper of a Mystery Trilogy*, while her son recovered from a Traumatic Brain Injury. She had no idea that writing this action, suspense, and mystery thriller was giving her closure to her own situation. Follow the fictional family on their journey through discovery and recovery.

A Whisper of a Mystery Trilogy:

The Ancient Whisper

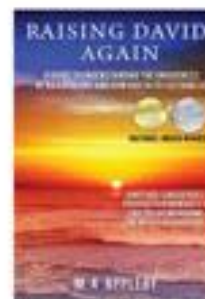
Whispered Dreams

Journey of a Thousand Steps

and

RAISING DAVID AGAIN

*A Guide To Understanding the Uniqueness of
Brain Injury and How Our Faith Sustains Us*

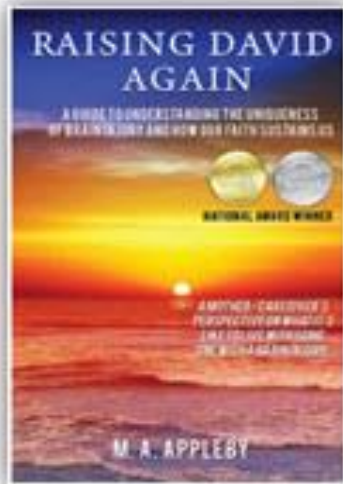


For additional information: www.maappleby.com

From National Award Winning

Author M.A. Appleby

RAISING DAVID AGAIN



*A Guide to Understanding the Uniqueness
of Brain injury and
How Our Faith Sustains Us*

David was a musically gifted man with a thriving career and family life. Award winning author, M.A. Appleby, uniquely documents their family's journey when her son suffered a Traumatic Brain Injury. Marjorie's poignant story includes her **10 Keys to Recovery** and **Brain Injury Tool Kit** that summarizes their discovery and coping mechanisms. Travel with the family as their faith in God was tested, which kept them going on their way to raising David again.

A MUST-READ FOR ANY CAREGIVER!

"RAISING DAVID AGAIN" DEFINES LIFE EXAMPLES FOR ALL OF US TO DRAW STRENGTH FROM DURING TIMES OF STRESS DRIVEN BY A GRAVE INJURY TO A CHERISHED FAMILY MEMBER. THE BOOK IS A GUIDE THAT HAS LESSONS FOR ALL OF US TO USE AS A TOOL BOX TO FIGHT THE UNBEARABLE ECONOMIC, EMOTIONAL AND PHYSICAL STRESS TO A FAMILY BROUGHT ON BY A TRAUMATIC INJURY TO A LOVED ONE. THE ADVICE FROM THE AUTHOR IS FROM A REAL LIFE EXPERIENCE, FROM A LOVING MOTHER, THAT IS REAL LIFE TESTED AND OFFERED TO ALL READERS AS HOPE JUST WHEN YOU THINK ALL HOPE IS LOST."

"Written from a mother's heart, 'Raising David Again', takes one through an emotional journey of healing, courage, and compassion. It is heartwarming and funny. A manual for those who are taking care of someone with a traumatic brain injury. As she states in chapter six, 'Brain injury is a family affair.'"

"Excellent guide for all who suddenly find themselves in the difficult position of 'caregiver'. Written with tears, humor, understanding and unconditional love, this book helps the caregiver work through the maze of medical, insurance, emotional and the unexpected issues. Written by someone who has 'been there, done that', this book offers guidance in a well written, easy to read and understand format. Raising David Again should be given to every person who becomes a caregiver."

Adult Non-Fiction, Autobiography/Memoir, People with Disabilities, MEDICAL, Caregiving

M.A. Appleby, Lecture Series

Lecture # 1: How my stories were developed - 45 minutes/Power Point

M.A. Appleby is a retired Landscape Designer, artist, author, and lecturer, who moved to Florida after her son suffered a traumatic brain injury. As his 24/7 caregiver, the journal she started the day of his accident, became her therapy. It is during this true-live-changing event that she was inspired to write *A Whisper of a Mystery Trilogy*.

In this Power Point Presentation, Marjorie shares how these stories were developed and the unconventional path they took on their way to being developed into novels, what inspired them, and what motivates her as an author and avid reader. You will get a glimpse into how her mind works; her struggles with grammar and punctuation, and ends with a synopsis of all four of her published books.

Outline:

- Life Experiences
- On Being a Caregiver
- My Writing Process
- How the stories were developed
- Short Synopsis of her adventure trilogy:
 - Book 1 – *The Ancient Whisper*
 - Book 2 – *Whispered Dreams*
 - Book 3 – *Journey of a Thousand Steps*
- Award Winning Adult Non-Fiction:
RAISING DAVID AGAIN
- Question & Answer Session

Lecture # 2: My Journey of Writing - 45 minutes/Power Point

M.A. Appleby was looking forward to retirement when life threw her a curve ball. In this lecture, she explains how her background, life experiences, and training eventually helped her develop a style of writing and what she discovered on her journey through this process.

Writing became her therapy, as she coped with being a 24/7 caregiver to her son, who suffered a traumatic brain injury. With limited time, the internet became her best friend when going to the library was not an option. Marjorie brings enthusiasm, inspiration, and humor, while imparting information as she shares what worked for her.

Outline:

- Changing Careers and Hardiness Zones
- Life Experiences
- Stories in my Head
- How the stories were developed
- Developing a Style of Writing
- Finding my 'narrative' voice
- Using the internet for research
- Programs to Assist Writers
- Question & Answer Session

M.A. Appleby, Lecture Series

Lecture # 3: My Journey of Publishing my Manuscripts – 45mins./PP

M.A. Appleby shares what she did with her manuscripts after they were written and the choices and solutions that are available now as independent authors/do you self-publish or go the traditional way?

What transpired during her first venture into the self-publishing process will make you laugh out loud, as the cast of characters she encountered kept changing. When things did not go as planned, she unceremoniously fired them to start anew, but this time, the results were completely different. She shows you proof that if you keep at something long enough – you will achieve your goal.

- Changing Careers and Hardiness Zones
- Life Experiences
- The Stories are written, now what do I do?
- Self-publishing and AuthorHouse
- Barringer Publishing
- Developing a Style of Writing
 - Finding my 'narrative' voice
 - Using the internet for research
 - Programs to Assist Writers
- Xulon Press
- Using CreateSpace
- Question & Answer Session

Lecture # 4: Marketing my Products - 45 minutes/Power Point

M.A. Appleby is not new to marketing, in fact, she owned and operated a ceramic and art studio for over twenty years. She will show you the process that was used to bring a product from concept, through the design process, manufacturing that product, and what is needed to successfully sell it and how time management plays a role.

The rules for marketing do not change, only the products change...and if you know the rules, it is possible to sell anything. Marjorie shares how she developed her website, writes a blog, demonstrates her video book trailer, and lists the marketing tips used for a full-proof way to get your product noticed. Then she gives you the strategy behind it, and what you can do for self-promotion.

- Design concept
- Explanation of ceramic clay bear/how to duplicate it
- Working in a new medium/using a jigsaw
 - Written papers; The importance of Time Management and Making Lists
 - Building a Marketing Platform/Strategy
- Self-Promotion – finding inspiration
 - Associations
 - Power Point Presentations
 - Book trailer videos
 - Quality photos
 - Building a website and Writing a blog
 - Endorsements and taglines – quiz
- Marketing Products

M.A. Appleby, Lecture Series

Lecture # 5: Book Club Presentation – Meet the Author - 30 min./Power Point

This short presentation is specific to Book Clubs as they are most interested in the journey an author might take on their way to authorship. M.A. Appleby's path is unconventional, and it is revealed that it isn't her first rodeo. She shares what happened when it was submitted to a traditional publisher and what she learned from this valuable lesson.

Dreams can and do come true, but it takes a lot of work, perseverance, and a multitude of self-discipline to get a novel written, edited, and then published. Marjorie shares a little of the back-story and how she became a 24/7 caregiver, her writing process, and how it was blended with a story that has been in her head for many years.

- I had a dream
- Greensbrook
- Designed – continue to this day
- Life has a way of changing
- What I learned as a caregiver
- Defining Who We Are
- The Writing Process
- Developing the Story
- Question & Answer Session

Lecture # 6: Living with Brain Injury; A Mother/Caregiver's Perspective and our 10 Keys to Recovery - 45 minutes/Power Point

How does a family cope with a life-changing event? Marjorie gives her perspective as a caregiver to her son when he suffered a Traumatic Brain Injury. What the family did to regain their 'sense of self' will surprise and inspire you as Marjorie shares their 10 Keys to Recovery. It is both poignant and funny as she shares some of her coping mechanisms, one of which is humor.

- What is Brain Injury?
- Different types
- March is designated as National Brain Injury Month
- What's Your Story?
- 10 Keys to recovery and how we cope
- Why the red nose?
- Life is a journey
- Question & Answer Session