

**Subject:** Your Book In The Failure Times  
**From:** PublishAmerica Special Services (robin@publishamerica.com)  
**To:** ...  
**Date:** Friday, June 28, 2013 7:37 AM

Dear

How would you like all-but-guaranteed attention for you and your book? PublishAmerica staff is preparing the first edition of:

*The Failure Times:  
Nothing Succeeds Like Failure*

Remember **Steve Jobs'** many failures? He screwed up the Apple Lisa, MacTV and the Apple III. He was even fired by his own company. But he rebounded and gave the world the iPod, iPhone and iPad. **Thomas Edison** and his lightbulb? He went through thousands of tests until he made light. The **Dyson** vacuum cleaner guy? Tried 5,126 times until he finally made the world's first bagless vacuum.

The *Chicken Soup for the Soul* series were rejected 140 times before they became bestsellers. People told **Richard Bach** that "nobody will want to read about a seagull," before he succeeded mightily with *Jonathan Livingston Seagull*. Twenty-four literary agents said no to **Nicholas Sparks**. The 25th gave him a chance and sold *The Notebook* to Time Warner for a million bucks.

How often have you failed in life?  
How fast did you rebound?  
What did you learn from your failures?

Not only as an individual, but also as an author? So you didn't become **Stephen King** or **Stephenie Meyer**. But what did you do, what did you become, and what will you become?

We believe that *The Failure Times* will be one of the most motivational and encouraging publications of our time. Filled with stories about book writers such as yourself. People who, like everyone else, have experienced failures, dusted themselves off, learned from it, and tried again.

There are several options available for you to become a part of *The Failure Times*:

**Interview:** Your story in an interview format for only \$79. A staff writer will contact you and walk you through the interview. Your story will be included together with an image of your book. A copy of *The Failure Times* will be home-delivered at around the same time as the newsrooms receive theirs.

**Advertisements:** If you do not want to include your own story, but you do want to advertise your book in *The Failure Times*:

1/8 Page Ad: \$29

1/4 Page Ad: \$42 – Share a full page with only 3 other authors

1/2 Page Ad: \$69 – Great for authors with up to 4 titles AND includes a copy mailed to you!

Full Page Ad: \$119 – Largest advertisement available for the greatest impact AND a copy mailed to you!

Copies of *The Failure Times* will be mailed to the newsrooms of the *New York Times*, *Washington Post*, *Wall Street Journal*, *USA Today*, and *Los Angeles Times*. We will also send a copy to a media outlet of your own preference (your local newspaper, Oprah's studio, you tell us where you want it to go). Additionally, copies will go to ABC, CBS, Fox, and NBC.

Imagine those professionals: they are so used to seeing self-aggrandizing stories. Now they will see the real deal. If they're regular humans, they will recognize it:

*nothing succeeds like failure.*

To secure your spot with an interview or ad, contact me at (240)285-9356 or simply respond to this email.

Best regards,

Robin  
Special Services Coordinator  
PublishAmerica

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