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## ACTRESS & AUTHOR MARA PURL IS AMAZON BESTSELLER

### Mara Purl

15 Aug 2012

– *Best Selling Author Mara Purl's novel soared to the top of the charts – Mara Purl's "What the Heart Knows" sold 15,000 copies in one day.*



"In the book business, competition for positions on any Amazon.com top-ten list is keen. The list is almost always occupied by block-buster authors, or by super-hot trending phenomena," said Margot Atwell, associate publisher of Bellekeep Books in New York City.

*Margot Atwell,  
Bellekeep Books*

Atwell explained further that Family Saga is one of the most interesting categories. It has always existed, but it's now recognized as a valid story structure unto itself. "Today printed books can be ordered immediately by online booksellers and physical bookstores, and e-books can be delivered in seconds," Atwell stated. "Serial storytelling now is leaping forward. So after a couple of decades as an author, Mara Purl has discovered what it feels like to be an 'overnight success'." "Readers have always enjoyed this form of story. The great thing is, now the marketplace can deliver what readers want. As an author engaged in creating an ongoing saga, this is certainly working in my favor," added Purl.

In addition to its overall ranking, Amazon also does break-out rankings in genres. Again, What the Heart Knows achieved outstanding performance, reaching #5 in Romance and #1 in Contemporary Fiction.

"It was startling to rank higher than Hunger Games and be in the top-five with Fifty Shades," Purl gasped. "I was honored to be playing a close game of tag with Nora Roberts in the Romance category, and utterly amazed to have reached #1 in Contemporary Fiction with James Patterson's latest book actually behind mine. I mean, What the Heart Knows was at #1 in Family Saga with John Grisham at #2. Good ranking is one important part of the publishing equation, and I am very grateful."

(Los Angeles – August 14, 2012) – When an author hits the fast track, she can go from being just a writer to a best-selling author overnight. Mara Purl's critically acclaimed, award-winning novel, *What the Heart Knows*, went to Bestseller status with over 15,000 orders in one day. The first novel in the *Milford-Haven Series* also hit the top of the 100 Contemporary Fiction List and climbed to Best Sellers in Family Saga Fiction. Even Purl's short stories appeared in "Movers and Shakers" while the novel climbed the charts.

When Amazon searched through its vast list of books for the perfect pre-Mother's Day selection, they chose Mara Purl's *What the Heart Knows*. Accurately predicting that their readers might choose it as a gift, or for themselves, even Amazon couldn't have forecast these results. The first novel in Purl's Milford-Haven saga (Women's Fiction) rocketed to number 5.

"It was quite a day," Purl said. "At six a.m. the book was ranked #927 - by noon it was at #20. A couple of hours later, when it topped out at number five, my publishers called me from New York with the great news. I had a bestseller on my hands. I could hear a lot of whooping in the background!"

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### Mara Purl

Mara Purl was a performer on-camera and on-stage, with her regular character on *Days of our Lives* having been her starting point for soap opera.

Purl began her writing career as a journalist for the Associated Press, Rolling Stone . . .

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"Former Days of Our Lives actress Purl imbues her soap opera finesse into the fictional setting of Milford-Haven, a sleep California coastal town where a cast of characters balance matters of the head and heart. This may be Apple Pie, USA, but hearts are on the line, professions are at stake and a possible murder has tainted the landscape. Ending each plot line in a cliffhanger, Purl closes the saga with a peek at the next installment in the Milford-Haven series . . . a whirlwind of juicy drama with dangling-carrot closure." – Kirkus Reviews