



All Things Fulfilling

INDEPENDENT THOUGHT, WORDS & VIEWS FROM CFS

Home About E-Marketing Consulting In the News Publishing Resources Client Endorsements

A Charming Idea, Mara Puri

Today's blog is part 2 of my interview with Mara Puri, author of the Milford-Haven series. The second book, **Where the Heart Lives** was the subject of yesterday's blog. Please scroll down to read it.

Sue: Mara, I'd like to talk with you for a few minutes about books, in general, and what, if any, shift you have noticed among readers in recent years?

Mara: *Readers know what they like to read, and with people being so busy these days, I think people are looking for more specific categories of books. Rather than just say, general fiction, they are looking types of fiction such as women's fiction or family sagas or romance. My books are categorized in all three.*

Authors are offering free sample chapters of e-books, prequels that are free, and 99 cent e-books which allows readers to venture into trying new genres and new authors they otherwise may have never discovered. Short stories had been diminishing in the marketplace, and with the arrival of e-books, they are making a return. Serial story telling has also had a resurgence.

Because of space constraints, in the past, booksellers have been hesitant to carry whole series of books; not wanting to take up too much space with just one author's books. With e-books, there is not that concern of taking up too much shelf space. Thus, readers have the ability to read a whole series from beginning to end. Collecting and reading an entire series presents no constraints in storage in electronic (e-book) format.

For fans of books that bring the reader through a chronology of generations, such as Louis L'Amour books, e-books can be very useful way to fulfill the readers desire to collect an entire series without having to find space to store them in their homes.

Sue: I have noticed your wonderful newly redesigned website. There are all kinds of fun things for your readers on the site, including jewelry for fans of the Milford-Haven Books. Tell me what it has meant to you to follow the spirit of your character, Miranda Jones, and use your artistic expression to take your creativity in a new direction.



Mara: *Women love Jewelry, and I have noticed that stories go along with jewelry that women wear. Women say, "oh, that necklace or bracelet was given to me by so and so, or it used to be my grandmothers, or I got that piece of jewelry when..." I thought that women may like to collect jewelry that will remind them of the Milford-Haven books they have read. As a talisman or reminder to listen to the heart. So, each book has a different shell "dingbat" (an ornament, character or spacer used in typesetting) and each will be available as a charm and can be collected for bracelets. The first book **What the Heart Knows** has a heart cookie shell "dingbat" in it, and then the 2nd book in the series **Where the Heart Lives** is a placuna shell, (called a windowpane oyster) which is a marine bivalve that is flat and translucent, in shape.*

Sue: Where can these charms and bracelets be purchased? I will put a link to your newly designed website for our readers, and people can keep their eyes open for them as an upcoming product. Mara's Blog site www.marapuricom. Link to Milford-Haven book charms on Pinterest <http://pinterest.com/marapuri/>.

Mara: *Yes, they are still in the development phase by a jeweler in Colorado Springs, but once available, they can be shipped anywhere in the world and if you go to my newly redesigned website, there is information.*

Sue: Mara, I appreciate so much the opportunity to interview you again. I am so pleased at the success you are having with the Milford-Haven series. When will Bellekeep Books publish the third in the series **When Hearts Keep Secrets** be available? I look forward to reading the next book.

Mara: Look for **When Hearts Keep Secrets** in 2013. Probably in autumn of the year. Also, the e-book **"When Whales Watch"** the prequel to the second book is available through Amazon.

This blog brought to you by www.CornerstoneFulfillmentService.com.

EDUCATIONAL WEBINAR NOW AVAILABLE!

An introduction into the independent publishing world offered by Sue Leonard and published by the Colorado Independent Publishers Association is now available. To order this 18 minute presentation "On The Fast Track: Selling through E-Commerce and E-Marketing" View and purchase my on-line webinar [here](#)

NOW OFFERING E-MARKETING!!

Need assistance with marketing over the internet? We can set up the tools you need to market your e-book, book in-print, business or other product through e-marketing (internet marketing) and social media marketing. For more information, see our e-marketing consulting page.

EMAIL SUBSCRIPTION

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Join 402 other followers

FOLLOW ME ON TWITTER!

- o Film Friday: Adaptation wp.me/pyDMU-2v1 via @wordpressdotcom from @sueleonardCFS 2 days ago
- o Film Friday: Adaptation fb.me/1P0kd1578 from @sueleonardCFS 2 days ago
- o Fonts Intensify the Experience, Spooky! wp.me/pyDMU-2uq via @wordpressdotcom from @sueleonardCFS 3 days ago
- o Fonts Intensify the Experience, Spooky! fb.me/1H85eLLc from @sueleonardCFS 3 days ago
- o A Charming Idea, Mara Puri wp.me/pyDMU-2u0 via @wordpressdotcom from @sueleonardCFS 4 days ago

SEARCH MY BLOG HERE!

RECENT POSTS

- o Film Friday: Adaptation
- o Fonts Intensify the Experience, Spooky!
- o A Charming Idea, Mara Puri
- o Living with Heart
- o Preparing for Blog Tour Storm

BLOGROLL