



NEIL TURNER READER'S CLUB

Greetings,

Alas, they say all good things come to an end. Here in North America, September signals the end of my happy season. I hope everyone had a great summer (or winter if you're way down south!) and is gearing up for what comes next. You may have noticed over the years that I'm somewhat of a notorious winter crybaby, but this year I'm going to try to lay off the whining somewhat ... well, maybe a bit ... oh, who am I kidding? I'm frantically writing letters to university researchers and other scientific types offering myself as a test subject for human hibernation trials. ☐ To help ease the pain of it all, let's throw a couple of gift cards out there to be claimed. To toss your *toque* into the ring, send an email to info@neilturnerbooks.com with the subject line: FROSTY. For those of you who don't live in Canada, a quick primer from the Oxford Canadian Dictionary: *toque, n: a close-fitting knitted winter cap.* (they're not *all* knitted, by the way). Most other countries—okay, *all* other countries—have their own erroneous terms to describe this headwear.

Thanks to everyone who wished me good tidings after I shared a list of my myriad maladies last month. Rest assured that all is well—I've made it through an entire month with no bits or pieces falling off! 😊 You may also recall that last month's Reader's Club Update included a couple of chances for readers to win a gift card. We've finally waded through all the entries and randomly selected a few winners. The winners of the *Relay Publishing* draw are Joy L., Karen M., and Cecilia R. A fourth lucky winner who read all the way to the bitter end also won a card in the draw we called ... *The End*. Congratulations to Diane V. ... and thanks for sticking it out to the grand finale! Congratulations to all!

We're going to try something new this month. Post a picture of yourself reading a Tony Valenti Thriller that shows the cover (eBook or paperback), email them to info@neilturnerbooks.com with the

subject line READING TONY, and I'll drop them all in a bucket and draw one for an Amazon eGift card. I'll post the winning picture in next month's Reader's Club Update, so if you want to be incognito, don't include your face in the picture. Hmmm. Come to think of it, we can have some fun with that idea too! The entry with the most creative method of hiding your face will *also* win a gift card. So, we'll have *two* winners ... and not a soul in the Tony universe will know what at least one of those winners looks like!

The ninth Tony Valenti Thriller, *The Usual Suspect*, appears to be alive and well out there in the book world. Thanks to everyone who picked up a copy, and especially to those of you who took a moment to rate and review it. The book has been well-received, averaging 4.5 or 4.6 stars on review charts, pretty much in line with the series overall. Speaking of the series, stay tuned for an update on Book 10. Read on!

The Latest Tony Valenti News

Hot Off the Presses

First up, a deal. The audiobook of *Scared Silent*, the fifth Tony Valenti novel, is one year old this month. As always, the story has been vividly brought to life with the exceptional voice-acting talents of Gary Bennett. Tantor Audio, our audiobook publisher, is celebrating with a terrific 70% off deal that is available until October 1st. ***But that's not all!*** (as the ad world's carnival barkers like to bellow). You can also pick up two additional titles for FREE, which, if my math is correct (never a sure thing), comes to a total of *three* Tony audiobooks! Grab your copy(ies) while you can ... and tell your audiobook-listening friends about it—shouldn't everyone get a chance to experience Tony? ☺ You'll find the deal [here](#):



In other news, the licensing agreement with Relay Publishing that I mentioned last month is now in place. There's little outward sign of it just yet, but that will begin to change in the coming weeks and months. For starters, I'll no longer be the person managing my social media pages, though I'll likely pop in from time to time. Relay has plans to revisit the covers and book descriptions, tweaking or possibly replacing them here and there. As for our Reader's Club, writing this missive every month has developed into one of my little joys as a writer. I especially enjoy hearing from so many of you month in and month out. So, rest assured (or be horrified, as the case may be), that I'll continue to torment you with my inane

ramblings every month until the very last unsubscribe request is finally—some might say mercifully—submitted.



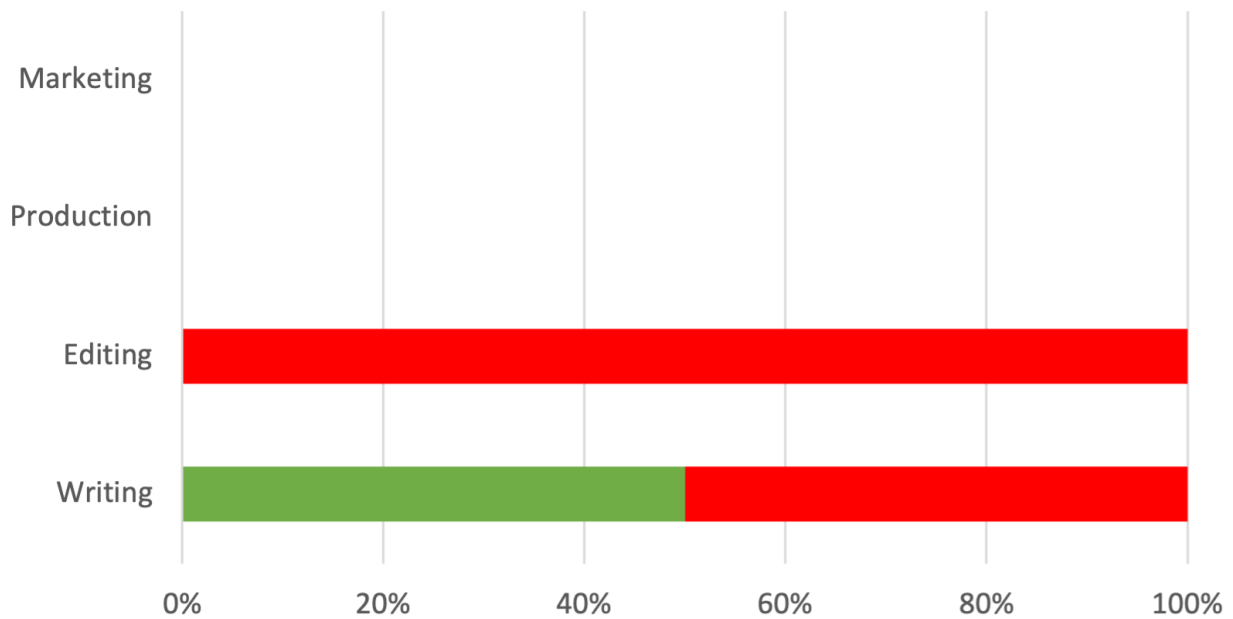
A Peek Behind the Curtain

Behind the Scenes

So, *Book 10*. Wow! I can scarcely believe Tony and company are about to hit double digits! 😊 I mentioned last month that the most exciting benefit of handing off marketing and the like to Relay is that it would free me up to focus on writing, leading to more books being

published more frequently. So far, so good! Here's a glimpse of how the writing is progressing:

Tony Valenti Book 10 Progress Chart



You'll notice that the marketing and production portions of the chart are blank. Yippee! Relay will be producing the covers and digital and physical copies of future books, managing the launch and promotion, handling all advertising, and also supplying editorial resources to help clean up my grammatical □. I'm having a grand old time writing every day without all those pesky business distractions getting in my way. So here we are, already halfway through the story, though the 50% shown above actually understates my progress. The first half of creating a new story tends to involve a lot of thinking in addition to writing, complete with plenty of fits and starts as I find my way forward. It also involves a

ton of additional research as new ideas pop into my head. So that heavy lift is mostly behind me and it's full speed ahead. To my mind, this is the best part of being a novelist, the thing that compels me to come back and do it over and over again. The novelist Terry Patchett once wrote, and I quote: *The first draft is just you telling yourself the story.* This is the closest I'll ever get to my readers' experience of discovering my book, which was a cool realization when it first occurred to me. As the story unfolds for me, it may not be as polished as what you'll eventually see, but the bones of the story are the same. If it works for me, hopefully it will work for you!

"What's it about?" you ask. Come on now, you *know* that's classified material, folks ... but here's a little teaser. My working title, aside from the scintillating and revelatory *Book 10*, is *Tony Valenti, Prosecutor*. Try to wrap your head around that one!

Win a FREE Book!

Reader's Club Q & A

What's on your mind? Ask away! I'll answer one reader question in every Reader's Club Update. If I choose yours, I'll send you a free eBook copy of one of my novels! Please send your questions via the *Contact* page on my [website](#) or send an email to info@neilturnerbooks.com.

If you send an email, please type *Reader's Club Q & A* in the subject line. Thank you!

Here's this month's question and answer This is yet another question from an aspiring writer. I thought the answer might be of interest to all.

Q: How many people read your books? Isn't independent publishing a waste of time and money?

A: I'll answer this two-parter in reverse order. *Is going it alone a waste of time and money?* It well and truly depends on what a writer hopes to achieve. Trying to pin down a definitive answer to how much writers of all stripes earn has proven stubbornly elusive. Speaking from my own experience, I've generated more royalties than quite a few midlist authors I know, and independent publishing provides me with a far greater share of book royalties per sale than traditional publishing would. That said, there are out-of-pocket costs I incur that those publishers cover on behalf of their authors, but



I've fared at least as well in terms of my bottom line as they have. The first part of the reader question—*How many people read my books?*—is easier to answer. In the four-and-a-half years since I first published *A House on Liberty Street*, I've averaged about 3,000 readers per month. Small potatoes in many respects, but studies suggest that, on average, traditionally-published *first* novels sell 3,000 copies during their lifetimes, so I'm doing okay. I'm not sure averages are a useful metric here, however. A great many self-published books (some folks claim the majority) sell less than ten copies, while others (a decided minority!) sell in the millions. The same is also true in the world of traditional publishing, so we circle back to the beginning of my answer. What do you hope to get out of writing a book? Fame and fortune? If so, best of luck to you; it *does* happen, albeit very infrequently. Or do you simply seek the satisfaction of having completed a novel? If so, does it make sense to invest time and money trying to interest agents and publishers in your story? If the goal is to hold a copy of *your* book in your hands (plus copies for Mom, Dad and a few others), it might be wiser to use the remarkable tools now available online to do so. Whatever you choose to do, I wish you the best.

And that's it for this month. Thanks for being a member of our Reader's Club!

Take care, be well, and happy reading (or listening!),

Neil

P.S. Did I mention that I wasn't going to let the looming spectre of winter and cold weather and snow and frozen pipes and frozen cars and frozen Neils get to me this year? Yeah, well, that was *before* I saw this Canadian nightmare while I was out for drive... 🌀

Objects in mirror are
closer than they appear



Stay warm!



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