



NEIL TURNER READER'S CLUB

Greetings!

I hope everyone's summer is going well, and that you folks down under are enjoying yourselves too! Aside from a quick drive to Toronto last weekend for an extended family picnic (great fun!), July is a quiet travel month. Next up: Europe in August. I can't wait! Here are a few visual clues regarding the itinerary: ☐☐ ☐☐ ☐ On the writing front, I have one of those good news, bad news items to report on. As you know, I've been working on *Book #9* for the past few months. Unfortunately, I reached a point in late June where I decided the book wasn't working as part of the Tony Valenti series, so I decided to pull the plug on the project. While that's a *lot* of lost time and effort, I'm confident it will be for the best. The good news is that I was able to salvage a few plot pieces and a new character I was growing rather fond of. I'm incorporating that into a new manuscript I'm quite excited about, and which just happens to also be titled *Book #9*! Staying with the good news theme, the inestimable Gary Bennett has begun recording the audiobook version of the fifth Tony Valenti Thriller, *Scared Silent*, which will be available for sale in September. And there are more glad tidings to share this month, including book deals. Finally, I'm toying with the idea of adding a new twist to the goodies we give away for contests and such. I'll ask you to share your thoughts on that topic below. Read on!

Great deals on Tony Valenti Novels!

Hot Off the Presses

Amazon has chosen to offer the first two Tony Valenti Thrillers, *A House on Liberty Street* and *Plane in the Lake*, as Kindle

Monthly Deals in the USA and Canada throughout July (sorry everyone else! ☹). *A House on Liberty Street* is priced at \$1.49; *Plane in the Lake* is available for \$2.99. What a great way to introduce new readers to the series! Need convincing? Here's an outtake from a recent 5-star review: "Great storytelling. Kept me never wanting to stop reading. Now starting the next book in the series." A big thank you to the kind reader who left that review! ☐ Here are links to each book: [A House on Liberty Street](#); [Plane in the Lake](#).



More great deals!

Win 30 FREE Books!

I often receive messages from readers asking for book recommendations, usually prefaced with something along the lines of, "While I wait for the next Tony Valenti novel"—bless your hearts! I'm always happy to offer my thoughts, but this summer we have a couple of real treats to help top off your reading lists. First up, I have a fun surprise to share with you. I've teamed up with 30 fantastic authors and BookSweeps to give away a huge collection of mystery novels to 2 lucky winners! The Grand Prize winner also gets a Murder She Wrote swag pack worth \$550! ☺ You can win my novel *A Case of Betrayal*, plus books from authors like Phil M. Williams and James Seeley. Enter the giveaway by clicking here ☐ <https://www.booksweeps.com/giveaway/vb-fans-of-murder-she-wrote/> Good luck and enjoy! If you don't win, don't despair—I'm partnering with a select group of authors to bring you another terrific promotion in August, this time with free reads for all!

Your chance to pick prizes!

Behind the Curtain

I think it's time I spiced up the rewards available to Reader's Club members. I've been thinking on this for some time and have had some great ideas



that turned out to be either impractical or prohibitively expensive, and often both! So, I scaled back my ambitions from rivaling television game show prizes to something more befitting a lowly fiction author living in the suburbs. 😊 One of the ideas I liked was electronic gift cards, due to their flexibility, ease of deliverability, and the fact they wouldn't break the foundations of the rather modest Bank of Turner. After doing some research into what's available and where, even this humble idea began to grow unwieldy due to the fact that we have Reader's Club members living on different continents, using a variety of currencies, and shopping at a rather bewildering array of retailers. So, I've whittled my gift card ambitions down to Amazon. As my eBooks are available exclusively through Amazon, most of you likely do at least some shopping there, and I'm able to purchase their gift cards for most countries that have dedicated Amazon stores. My thinking is that some of our contest prizes will be eBooks, and some will be electronic gift cards. Please share your thoughts on these options for prize offerings:

1. No change. Continue offering only eBook versions of my novels
2. Amazon gift cards (probably \$10 or local equivalent)
3. The option to receive either an eBook or gift card for every contest
4. Some contest prizes might be a gift card only, others an eBook only

Don't be shy about speaking up. Please let me know what you think!



Win a FREE eBook!

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:

Q: How do I decide which promotions to participate in?

A: That's an excellent and timely question, isn't it? There are a ton of different promotions available to authors, but I'm very selective

as to which ones I utilize. I occasionally join promotions offered through BookSweeps (see above!). *Your Next Great Read*, which we'll be offering next month, is a collection of thriller novelists banding together to introduce our readers to books and writers we feel our audiences will enjoy. My key consideration in choosing promotions is a high level of confidence that I'm introducing Reader's Club members to quality books written by good authors.

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



Neil Turner Books

<https://www.neilturnerbooks.com>

332 - 900 Greenbank Road, Ottawa

Ontario K2J 4P6 Canada



[Privacy Policy](#)

You received this email because you signed up on our website or made a purchase from us.

[Unsubscribe](#)