



## NEIL TURNER READER'S CLUB

Greetings!

Guess where I am this morning? Way up high in the sky, jetting away to Calgary, Alberta to visit old friends, old haunts, and at least two pizzerias from “back in the day”. I’ll then be home for barely a week before heading off to New York City to attend ThrillerFest, the annual gathering of the International Thriller Writers. Next month’s Reader’s Club Update might turn into a travelogue!

This month’s Reader’s Club Update officially inaugurates the *fourth* year publishing our monthly missive. Time does fly, doesn’t it? I wasn’t sure what to make of this when I started it in 2021, but it’s turned out to be a lot of fun. I genuinely enjoy sending this to you, and hearing back from you is even better! Keeping this fresh and interesting is an ongoing challenge—one I’m never quite sure I’m meeting. Who would know for sure? You, of course. So, I started to create a little survey to solicit your opinions with questions such as:

- what do you like?
- what don’t you like?
- what do you wish there was more of?
- what do you wish there was less of?
- is there anything new you’d like to see?
- should we make the *unsubscribe* button larger?

The project quickly got out of hand and I have books to write, so I scrapped the survey idea, but I’d still love to hear from you. Please feel free to drop me a line and weigh in on any of the above questions. Thank you!

There’s book news this month, of course, and Deano’s Corner returns with the chief canine’s unique perspective on the world. He’ll offer his thoughts about ... oh, never mind, I’ll leave it to him to explain what the heck he’s barking about.

I've noticed a marked uptick in people asking questions about the craft of writing and/or the business of getting books into the hands of readers—particularly as it pertains to publishing independently. A number of aspiring writers have suggested a new Reader's Club Update feature dedicated to the topic, but I have decided against it. I'm using this month's Reader's Club Q & A to explain why.

Finally, I'm really excited about May 28th. Why? Because it's the publication date for *Southern Man*, the long-awaited conclusion to Greg Iles's magnificent series of Penn Cage novels. Penn has more than a few things in common with Tony—a nose for trouble, a teenage daughter, and a strong sense of family among them. Mr. Iles is a far more accomplished author than I am, but I've been told by many readers that if you enjoy Tony, you'll likely enjoy Penn Cage, and vice versa. If you haven't yet read any of the Penn Cage novels, now's a good time to dive in, especially as you won't have to wait long for the next book! You're going to have a bit of a wait for the next Tony novel, anyway, so why not start reading something new?

Read on!

## The Latest Tony Valenti News

### Hot off the Presses!

A BIG thank you to everyone who helped make the launch of *A Law Unto Itself* a roaring success. Readers pushed the latest Tony Valenti Thriller up the charts, and many generously took the time to leave ratings and/or reviews. The average star rating to date is 4.7, which is very gratifying. Thank you, thank you, thank you! If you haven't yet picked up your copy of *A Law Unto Itself*, now's the time—*new release pricing* ends next week. Here are a few of my favorite comments clipped from reader reviews: "*Don't miss it!*" "*Great story!*" "*Excellent Read!*" Get your copy [here](#).



Speaking of Tony scaling the charts, did anyone notice *A Case of Betrayal* at the top of the charts during the last week of April? And not only on category charts such as Legal or Crime Thrillers, which we've seen before. As you can see in the attached screenshot, *A Case of Betrayal* held down the top spot



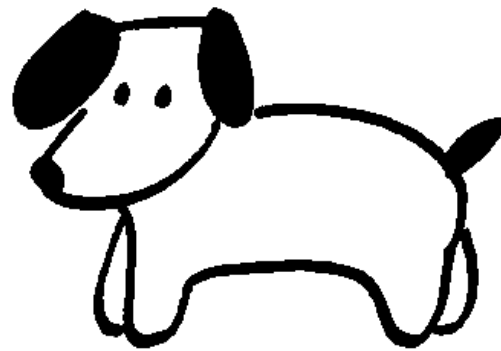
in the entire Kindle store! Granted, it was the free charts, but that's because we offered the book for free in conjunction with BookBub featuring the book on April 25th. We'd like to welcome the 30,000+ new readers who snapped up a copy of *A Case of Betrayal* during the promotion. How happy was I about all this? If you follow my Facebook author

page, you saw me (or a facsimile thereof) breaking out some happening dance moves to celebrate. 😊

## The Canine Perspective

### Deano's Corner

I should apologize here for not writing so much over the past year ... I *know* how much you love to hear from me (and about FOOD!). Instead, I'm afraid I've left you to suffer through months of my human's inane ramblings about literature and libraries and travel and other mundane non-canine matters. Blame it on my lack of opposable thumbs and—especially!—on a preoccupied human ghost writer. Anyway. Moving on...



So. Spring. Dogs. Canine spring fever. Oh yeah, it's a thing, so listen up! With your pathetic olfactory system, you humans experience only the teeny-tiniest hint of the feast of aromas wafting on the spring breeze. But just because *you* evolutionary misfits are unable to appreciate it all is *no* excuse not to take your dogs out to enjoy all the season has to offer. To put this in terms you might understand, a dog getting outside in spring is akin to swimming in a vat of chocolate or being on the receiving end of a conveyor belt delivering big, juicy steaks. So, *yes*, we want to be out there at this time of year! (Not that it isn't your duty in *all* seasons to be slavishly attentive to your canine's every need and whim.) Speaking of "needs", 'tis the season for the birds and the bees, if you know what I mean. Do the right thing by ensuring no barriers stand in the way of doggy love.

You may also have noticed that your canine masters are stirring at an earlier hour. Daylight is arriving sooner, so *of course* your dog is anxious to get on with the day—especially with all those enticing smells just waiting to be explored! You may still be semi-

hibernating; your dog is not! This is life as nature intended it to be. Up and at it, folks!

In closing, if you were as outraged as I was about my prolonged absence from these pages, don't be shy about ripping into that Neil Turner character. It's all his fault! Just between you and me, I get the impression from time to time that he thinks this Reader's Club thing is about *him*. Isn't that a hoot?



### 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](mailto: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: Earlier, I referred to the question of creating a recurring feature about the craft of writing and the business of independent book selling.

A: After turning this question over and over in my mind, I eventually decided against doing so. This is, after all, called the *Reader's Club* for a reason. While I'm very much inclined to help aspiring writers, this doesn't feel like the place to do so. There's a treasure trove of reference material available for writers; I encourage you to seek it out. I'm happy to respond to email requests asking for further information. That said, there *is* genuine reader interest in some of the things that go into writing, producing, and marketing books, so I'll continue with the Behind the Scenes feature.

☹️OH NO!!! As I didn't post a specific reader question this month, no one is eligible for a free eBook this month. We can't have that, can we? So, for those hardy souls who are reading this right to the bitter end, everyone who answers one of the bullet point questions from the opening paragraph will be entered into a draw for a free eBook. How's that? 😊

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



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