



**Outskirts Press Presents the Highly Effective
Habits of 5 Successful Authors: How They Beat the
Self-Publishing Odds, and How You Can, Too (and
How to Publish a Book and Excel at Book
Marketing)**

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A TALE OF FIVE AUTHORS

Meet five successfully self-published authors and discover in their own words what contributed to their success.

How did Gang Chen earn **over \$100,000 in 180 days**? How has Sally Shields transformed herself from a stay-at-home mom to a #1 Amazon.com bestselling author and book marketing dynamo? How did Ronnie Lee become one of the most prolific published authors in the world? How has Charlotte Endorf turned personal hardships into life-affirming successes? How did Andrew J. Rafkin find the motivation during a boating trip to write not one, not two, not three, but four award-winning novels?

Regardless of whether you are just starting to write your book, or exploring all your publishing options with a completed manuscript in your hands, the personal stories and effective habits of these five authors will surely inspire you!

Here they are:

Andrew J. Rafkin is a San Pedro native, a successful entrepreneur, and the current president of Palos Verdes Security Systems. Rafkin has received numerous awards for his books, including the EVVY literary award for *Red Sky Morning* and a gold, silver, and bronze "sweep" of the Action/Adventure category in the Readers Favorite Awards for his Madness trilogy: *Creating Madness*, *Mediterranean Madness* and *Mexican Madness*.

Charlotte Endorf was recognized as "Toastmaster of the Decade" and is a two-time winner of the coveted "Distinguished Toastmaster" award through her 10-year affiliation with Toastmasters International. She inspires and educates audiences with her professional talks designed to complement each of her many books, including *By Train They Came*, *Plains Bound: Fragile Cargo*, and *Unsung Neighbors*.

Gang Chen is a LEED AP BD+C and a licensed architect in California. He is also the internationally-acclaimed author of *Architectural Practice Simplified*, *Planting Design Illustrated* and several LEED exam guides including *LEED AP Exam Guide*, *LEED BD&C Exam Guide*, and *LEED GA EXAM GUIDE*.

Sally Shields is an award-winning pianist, composer, speaker, and author. She is also the #1 Amazon.com bestselling author of *The Daughter-in-Law Rules: 101 Surefire Ways to Make Friends with Your Mother-In-Law!* as well as *The Collaborator Rules: 101 Surefire Ways to Stay Friends with Your Co-Author!*

Ronnie Lee is a Chinese poet and philosopher. He has lived and studied in the United Kingdom, but now resides in Hong Kong, where he is working to establish greater awareness of modern philosophy and poetry. As one of the most prolific published authors today, his tomes include *The Philosophy of Life*, *The Genius of the Metropolis*, and *The Meaning of Life*, among many others.

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Matthew Segal:

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