

J. Michael Blumer, Author
The Book of Second Chances

Date

Name

Title

School

Address

City, State, Postal



Dear

I'm a local author of "The Book of Second Chances, the first book in a young adult fantasy series, "The Secret Books of Gabendoor." I'm available to work with teachers and their students.

I'm the husband of a St. Paul School District teacher who helped prepare the materials I use when working with teachers and their students.

"The Book of Second Chances" has been well received by:

- Parents who have read the story with or to their children
- Early chapter readers
- Young Adult book clubs with members from 9-13 years old.

I have a wealth of materials to make a classroom visit fun and educational. I have prepared a "Classroom Kit" which I loan to educators as part of my involvement. I provide several loaned copies of my book in advance of my visit and meet with the teacher in person or via email to custom tailor a visit that will supplement their lesson plans.

Information about my book, study guides and more can be found at my web site: www.gabendoor.com.

If any of your educators are interested in me participating in a class activity, they may contact me by phone or email.

Attached are:

- A letter of recommendation from the Caboolture Shire Library, Queensland, Australia.
- A list of potential topics for classroom participation.
- Author biography.
- Press Release.
- Promotional Support Kit

Thank you for your consideration.

Mike Blumer
Author

Caboolture Shire Libraries



—dream learn explore—

June 2006

Dear Mike,

I am the facilitator of a youth book club held once a month at our local library. We have called ourselves the Book Factory and consist of both boys and girls from 9-13 years of age.

We have been lucky enough to review your new book “The Book of Second Chances”. This book has been the first book that all members have completed, filled out the review and all enjoyed! After a year this is a great result.

The book club members enjoyed the descriptive characters, the places traveled to, both in the dream slip world of Gabendoor and in the real world. We had “laugh out loud moments” and even some tears. Lots of questions have been asked about what will happen in future books.

I have had parents ask if they can read the manuscript because their children have been so engrossed in it. Even an English teacher has been reading it, wondering what sort of book can get a boy reading and hanging out for the next book in the series.

This is going to be a very successful series as it is suitable for boys and girls, young adults, adults, and parents. The characters are likable (or not as the case may be), easy to get involved with, and the descriptions of events (including on the first page) hold you spellbound.

As a parent, book club facilitator, and children’s services library assistant, I can recommend this book and the books to come as a “Great Read.” Just make sure that you can find time to read without interruption as it is “unputdownable” as one member said.

Fiona McCulloch

Fiona McCulloch
Children’s Services Library Assistant
Caboolture Shire Libraries



121 Station Road BURPENGARY 4505
Queensland, Australia
Phone: 3888 5366
Email: mccullochf@caboolture.qld.gov.au





Topic List

The Book of Second Chances
Workshops, Seminar, Book Cub, &
Classroom Participation

Differences Between Novel and Short Story Writing

- Beginnings, Middles and Ends
- Plot
- Characterization
- Setting
- World Building
- Pace

The Publishing Process from Contract to Book Shelf

- Manuscripts and formatting
- Different type of Publishers
- Submission Guidelines
- Agents and Publishers
- Advances and Royalties
- Copy Editing versus Story Editing
- Proofs and Galleys
- Reviewers and Publicity
- Marketing and Promotion

World Building

- Genre Differences
- Genre “Requirements”
- Realism versus Your Universe
- Plausibility and Believability
- Shared Universes

Writing as Story Telling

- Role of the Author
- Role of the Reader
- Points of View
- Putting it on paper
- Imagery and Creativity
- Stereotype Pitfalls
- Character versus Plot Driven

Topic List (continued)

How Harry Potter Changed the YA Market

- Impact on Readers
- Broken Stereotypes
- Book length
- Reading level
- Plot complexity
- Marketing and Promotion
- Creating Opportunity

Writing a Fantasy Novel

- Fitting the Genre
- Market and Reader Differences (Pre-teen, YA, or Adult)
- Keeping a Fresh Approach
- Coming up with Ideas
- Outlining or Creating As You Go
- The “Hook.” Engaging the Reader
- Setting, Description, Characterization
- Pace and Plotting
- Critiques, Revisions and Editing
- Wording and Style
- The Dreaded Grammar and Literary Elements

Making of The Book of Second Chances

- Where the idea came from.
- Growth of the Story and Plot
 - Character interactions
 - Drama and Suspense
 - Showing and Telling
 - Tone: Balance of humor, violence, tragedy, wackiness
- World Building
 - Creatures
 - Hippoglyphs
 - Shadow Creatures
 - Journey Winds
 - More
 - Magic System
 - Fit with Science and Plausibility
 - Working out concepts
 - Climates, geography, geology
 - Time and Space
 - Cultures, Customs, Societies, Values, and more
 - Science and Cultural Evolution
- Characters
 - Creating

Topic List (continued)

- How they change from beginning to end
- Attitudes and values
- The “good guys” versus “the bad guys.”
- Compared to modern people and cultures
- Death of a Character
- Relevance – Story versus the real world.
 - Characters and their attitudes
 - Messages and lessons
 - Theme
 - Obstacles and Outcomes
- The Unexpected
 - Characters who decided to go their own way.
 - Ideas from nowhere
 - Deleted Scenes and Ideas
 - The Story taking on a life of its own
- Reviews and Critiques
 - Trying to please too many readers
 - Feedback from Writers versus Readers
 - Different reactions: Adults vs. Target Reader Groups.
 - Editing, editing, editing
 - Facing rejection and having confidence

J. Michael (Mike) Blumer

Novelist • Author • “Alternative Life Form”



J. Michael Blumer, or “Mike” as he prefers, has written since high school, jotting down his muses and thoughts in simple journals. In college he turned toward the corporate world after dropping out of a creative writing course because of a “D” he received on a paper. The assignment was to write about a true life experience. He wrote about an adventure with a friend. The professor said that Mike had a creative and dramatic flair, but doubted the truth of the story.

After many years in the corporate world, Mike turned back to writing thanks to encouragement from his family. His children had dubbed him an “alternative life form” because of his creative child rearing techniques such as making his sons sing their arguments.

His venture back into writing began with an adult fantasy series he intends to finish after the “Secret Books of Gabendoor.” He has an alter ego, Mike the janitor, custodian of a virtual pub on the Internet called the Serendip. It’s a place where characters hang out to discuss and gossip about their authors. Mike the janitor “...ain’t one of them uppity writer types.” He simply takes care of the pub, living in the cellar with a few bats as companions and feeds the unnamed dragon that doubles as the Serendip’s mascot and part time bouncer. Mike (not the janitor) has written several short articles about the janitor’s antics in and out of the Serendip.

At night, Mike is a writer, and continues work on his “Secret Books of Gabendoor” series. He maintains two web sites for young writers to give them the early encouragement for their writing that he never had. The two sites are the Little Dipper and the Dragon’s Inn. During the day he is an official starving artist working at a Ford automobile dealership. Mike is married to a second grade school teacher which explains why his marriage has lasted so long. His wife knows just how to handle him.

Mike currently resides in Stillwater, Minnesota with his wife, Jane and their golden retriever, Nova.

You can visit his web site at www.gabendoor.com

WindstormCreative

7419 Ebbert Drive SE Port Orchard WA 98367

360-769-7174 phone

360-769-5924 fax

FOR IMMEDIATE RELEASE

NEW TITLE INFORMATION

What Would You Risk for A Magic Second Chance?

The life of two thirteen year olds is about to change forever when they discover a world of magical creatures, wizards, spells and a very special book.

TITLE: The Book of Second Chances

SERIES TITLE: The Secret Books of Gabendoor

AUTHOR: J. Michael Blumer

SUMMARY: Hillary and Windslow must choose between saving the distant world of Gabendoor from an evil wizard and reversing an accident that confined Windslow to a wheelchair. With an odd assortment of companions, Hillary and Windslow struggle to solve the mysteries of the magic Book of Second Chances. It's their only hope to defeat the wizard and his creatures.

RELEVANCE: Magic, wizards and fantasy worlds, yet real life teens who face disabilities, family issues, and sibling rivalry. A delightful adventure with lessons for everyone about second chances.

AUTHOR'S CREDENTIALS: J. Michael Blumer is the author of *The Book of Second Chances*, *The Book of Broken Promises* and *The Book of Twisted Truths*, the first three novels in a five novel series: The Secret Books of Gabendoor, a fantasy world set in another dimension.

Early Review: "A great book for young adults, teens, and early chapter readers. A fun book for parents to read with their children. Our book club loved it!"

--Melissa Richards, Librarian, Queensland Australia

PRINT RUN: 35,000

GENRE: Young Adult, Fantasy

ISBN: 1-59092-317-0

PUB DATE: September, 2006

PRICE: \$14.99

PAGES: 288

TRIM: 7.5 x 5.25

BINDING: Trade Paperback

ILLUSTRATED: No

RIGHTS: Worldwide

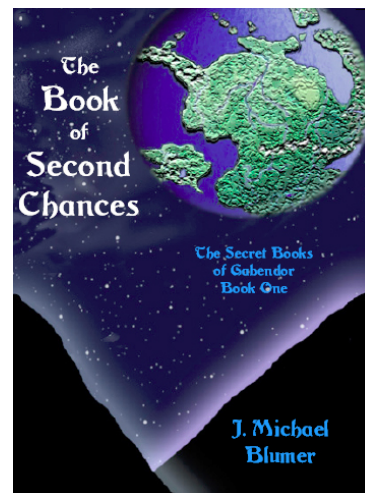
EDITOR: Cris DiMarco

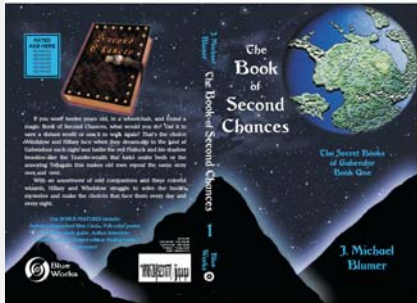
DISTRIBUTOR: Ingram, Baker & Taylor, Others

MARKETING BUDGET: \$35,000

TOUR: Minneapolis, Saint Paul, Stillwater, Duluth, Rochester, Seattle, Portland, Charlotte, Hudson, Madison.

DIVISION: Blue Works





Promotional Support

The Book of Second Chances

ISBN 1-59092-317-0

The author, J. Michael Blumer, or “Mike” as he prefers, will work with your organization to select a grouping of handout, display, and promotional items appropriate for your venue.

We want your event to be a success!

Bookstores: Items are available before, during and after Mike’s appearance. Posters and other printed material can be customized to feature your business.

Libraries and Schools: “Loaner Kits” are available which include a canvas book bag with multiple book copies, a study guide and a special facilitator’s guide. Mike is available for single and multiple visits with your reader groups and is available for extended online Internet discussions.

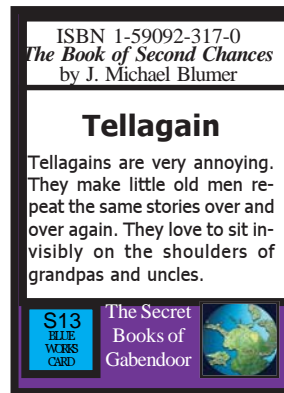
All: Mike is an experienced public speaker, instructor and story teller. He has developed a six session class on fantasy writing that can be adapted for short, single session workshops, or presentations.

The following items are for use to insure the success of every book related event.



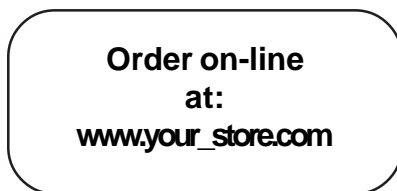
Dream-slip silicone wrist bands: Outside embossed, “Dream-slip.” Inside embossed, “www.gabendoor.com.” Packaged with dream-slip card. Gives definition of dream-slipping. Includes dream-slip activation spell on back. Provided with each purchase at book events.

Trading Cards: Total of 18 trading cards featuring characters and places from the book. Set includes three limited edition cards. All but limited edition cards can be downloaded from publisher and author web site. Handout for book events. Free limited card with purchase at event.



Business Card sized data CD: Contains short multimedia presentation about the world of Gabendoor and complete Gabendoor web site. Includes printable poster, door hanger, trading card sheets, dream-slip passport and more. Free counter handout to promote book.

Poster: Gabendoor poster with rating block, reviewer quote, ISBN, and web site address. **Poster Stickers available** to promote book store or other web site for specific promotions. Poster can be downloaded from publisher and author web site. Available as handout, and to promote book events.



Promotional Support (continued)



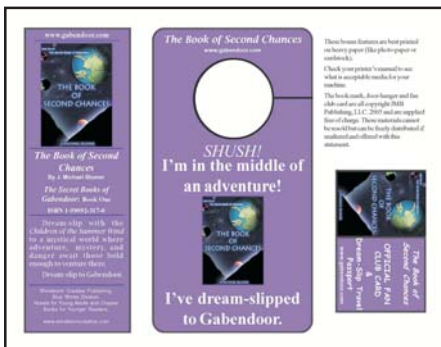
Foam Bookmark: Foam bookmark with information about The Book of Second Chances, ISBN and web site. Multiple colors with decorative cord and plastic star bead. Handout to generate interest at book events.

Dream-slip Passport: Business card sized official Gabendoor Dream-slip passport and Fan Club card. Counter handout item.

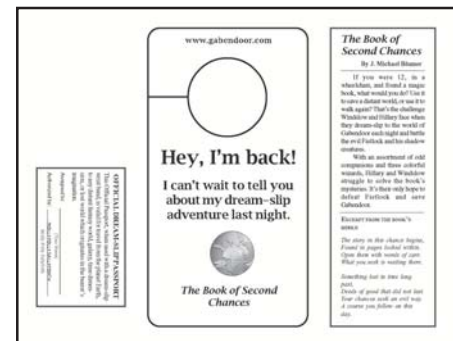


Business Cards: Include basic book information including ISBN and web sites. Counter handout item.

Foam Door Hanger: Two sided foam door hanger. Front side: "Shush! I'm in the middle of an adventure. I've dream-slipped to Gabendoor." Back side: "Hey, I'm back from Gabendoor. I can't wait to tell you about my dream-slip adventure last night." Special handout used to draw crowds and engage readers at book events.



Printable Door Hanger, Book Mark and Dream-Sip Passport. Available for download at publisher and author web site.

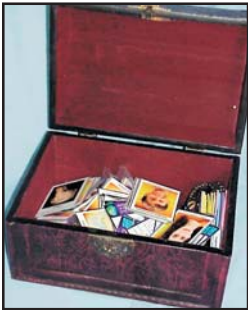


Promotional Support (continued)



Bookmark Tree: Decorative wire tree display stand to hold foam bookmarks at events. Display prop.

Gabendoor Globe: Wrought iron globe on stand painted to be the world of Gabendoor. Display prop.



Small Treasure Chest: Decorative chest for tabletop display. Holds trading cards, book marks and other small items. Display prop.

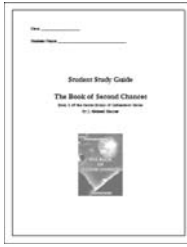
Large Treasure Chest: Decorative chest for floor display. Holds extra copies of The Book of Second Chances. Display prop.



Book Club Canvas Bag: Graphic of book cover and text, "Book Club Kit." Sturdy canvas designed to hold multiple books and discussion guide. For use with library and other book clubs.

Classroom Kit Canvas Bag: Graphic of book cover and text, "Classroom Kit." Sturdy canvas designed to hold multiple books and discussion guide. For use in school classrooms.

Promotional Support (continued)



Study Guide: Book Club and Classroom study guide designed by education professional. Probing questions for discussion, suggested follow-up research and fun activities. Facilitator version and reader versions. Available for download from author and publisher web sites.

Trading Card Easel: Plastic display easel displaying Gabendoor trading cards. Display prop. Individual cards are used as handouts.



Reviewer Easel: Plastic display easel with quotes and pictures from young adult book club in Queensland, Australia. Display prop.

Book Cover Easel: Plastic display easel holding front and back cover of *The Book of Second Chances*. Display prop.



Display Table and Cover: Folding 6 ft. table with crushed velvet cover and gold fringe border. Used to hold above promotion and display items at events.

Not Shown (Display props.)

Bound Manuscript: Spiral bound, 8.5 x 11 inch, single spaced copy of *The Book of Second Chances* in manuscript form, to show various manuscript forms.

Unbound Manuscript: Manuscript in submission form. 8.5 x 11 inch, double spaced, single sided pages to show various manuscript forms.

Manuscript Proof: Two-per-sheet, single sided prints of actual book pages prior to street printing and binding. Used to show various manuscript forms.