

## Sally Shields Story

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Sally Shields always knew she wanted to write a book, but it didn't seem feasible from all of the stories she had heard about how impossible it was to get a book published. In spite of all the negatives, she decided to go after it anyway beginning with the traditional route. As the process evolved and after contacting over 100 literary agents, she realized just how hard it really is. She eventually realized that even if she was lucky enough to get an agent and a publishing deal, it would require signing over her rights to the book, any creative input to an editor and allowing the agency and the publisher to make all the decisions including the book cover, interior layout, formatting, pricing and release dates. Not to mention the process could take between 1-2 years, maybe more.

Out of curiosity, she started to listen to book marketing tele-seminars, and the advantages of self-publishing. Sally was directed to a website, where she found an offer for a free self-publishing guide from Outskirts Press. Upon further investigation, it seemed she could not only be in charge of the pricing, interior, book design and distribution discounts, but could possibly publish the book within 12-16 weeks, all for under \$1000. Determined and dedicated to accomplish this goal in her life, that is precisely what she did! Her book looks exactly the way she envisioned it. The cover designer took her ideas and created a design that not only met her specifications but exceeded her expectations.

"What a thrill to hold my book in my hands for the first time!", Sally recalls. But what next? Now what was she to do? She continued to research and found out about the Amazon.com best-seller campaign, a course given by Peggy McColl and Randy Gilbert. When she first signed up for the Amazon.com Bestseller Campaign course, the first thing she did was create a list of affirmations for herself. She knew that this course would take months of dedication and hours of concentrated work but it seemed well worth it to her. Many people said that it would be very difficult to reach the #1 position and asked why spend so much money on a course that would probably only lead to a few hundred sales, at best? But Sally kept affirming, "I am a #1 Amazon.com bestselling author!"

Throughout the marketing experience she continued to repeat her affirmation, "I am a #1 Amazon.com bestselling author!" Then she was contacted by Dr. Laura Schlessinger, a syndicated radio show host, and told that her book, *The Daughter-in-Law Rules*, had been chosen as the book of the week to be featured on her radio show. The publicity brought her book to the #5 status on Amazon.com! Although excited about #5, her goal was to be #1. So she continued to market the book and saying her affirmations. Then on Monday, November 3rd, The DIL Rules book reached #1 status in the Wedding Showers category on Amazon.com! Sally celebrated with a victory dance all day long!

Sally had a dream and a goal to write a book, become a #1 Best Selling Author and despite the naysayers she remained focused on the end result and with her persistence, dedication and repeating her affirmations, she was at last able to do her victory dance. Since that day other opportunities have knocked at her door. She appeared on the nationally syndicated show "The Daily Buzz", was featured on the Martha Stewart Whole Living Radio show and her book was chosen as the "Hot Book of the Week" in Star Magazine on Mother's Day .

Sally said her advice to women is "NEVER give up on your dreams! Keep saying those affirmations and YOU WILL SUCCEED!"

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Sally's website is [www.thedilrules.com](http://www.thedilrules.com). Her book can be purchased on the *Pink Ladders Book Store*. More of Sally's story will be featured in the *Pink Ladders* book in the future.

*DIL Rules* donates some of the proceeds from book sales to the Breast Cancer Foundation ® whose mission is to achieve prevention and a cure for breast cancer in our lifetime.