



Another Five Star Gold Nugget!

“Tapping into the mother lode”
With Author: Dylan Peters

Miners seldom, if ever, strike the mother lode overnight. Their find begins with prospecting, which requires using the right tools and a lot of hard labor. After which, they uncover a few gold nuggets, which might not seem like much at first; but, every good miner knows that those nuggets can eventually lead to the mother lode!

The book	<i>Tic Talk: Living with Tourette Syndrome, A 9-year-old boy's story in his own words</i>
The tool	A <i>Tic Talk</i> promotional postcard mailing
Nugget	<p>An educational sales rep from Missouri received the <i>Tic Talk</i> postcard and contacted Five Star Publications to request 400 additional cards to distribute during sales calls to school libraries.</p> <p>In addition to sending the <i>Tic Talk</i> cards and a sample book, Five Star Publications sent samples of its other titles.</p>
Mother lode	<p>When the sales rep received the review copies, he liked what he saw and requested 400 post cards and/or bookmarks for additional titles: <i>I just am</i>, <i>The Student from Zombie Island</i>, <i>When Life Throws You a Curve</i>, and <i>Alfie's Bark Mitzvah</i>. In addition to distributing all these titles' promotional materials on sales calls, the sales rep agreed to speak to the company's owner to see if the books can be included in the 2008-2009 catalog. This success story is surely to be continued...</p>