



Another Five Star Gold Nugget!

“Tapping into the mother lode”
 With Author: Michael J. Moorehead

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	“The Student From Zombie Island: Conquering the Rumor Monster” by Michael J. Moorehead
The tool	Paid \$79 to participate with Five Star authors in the Newspapers in Education coop.
Nugget	In addition to exposure to 250 educators, a copy of the “The Student From Zombie Island” was obtained by a representative of Channel 3.
Mother lode	<p>Michael was interviewed on Good Morning Arizona! by Tara Hitchcock. Between the preprogram plugs, which began at 6 a.m., and his 8:15 appearance, the value of the airtime had he paid for it is estimated at \$6,000.</p> <p>In addition, Michael’s ranking on Amazon.com went from approximately 1,500,000 to 130,000 that day, and 26,000 the next day.</p> <p>And that’s only the beginning of Michael’s journey. Watch for a future Five Star Gold Nugget to see how this story continues...</p>