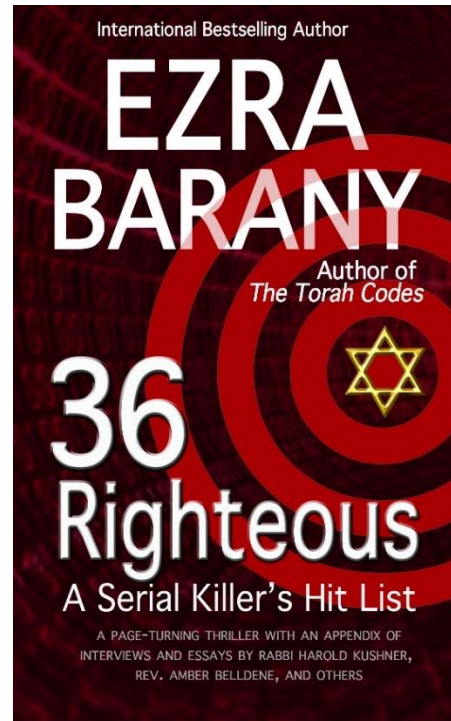


EZRA BARANY: The Million Dollar Question 6/14/14



AUTHOR PRESENTATION: SATURDAY, JUNE 14, 5-6 P.M.

The Million Dollar Question : Great writing and a great story will not sell your novel, but answering this question will.

A lot of authors think that as long as they write a good story and write it well, readers will want to read their book. The truth is that great writing doesn't sell books, word-of-mouth does. While your writing does need to be good, you must answer the million-dollar question, "What must I write to get my readers eager to tell their friends about my book?" Most authors never even think about this question. Ezra Barany, bestselling author of *The Torah Codes* and *36 Righteous: A Serial Killer's Hit List*, will share with you the four surprising ways to answer that question when writing your novel.

Ezra Barany started his career of freaking out readers with his suspense and thriller stories in college. In March 2011, Ezra unleashed his first novel *The Torah Codes*, which became an award-winning international bestseller. In his free time, he writes mushy love songs inspired by his wife and book coach Beth Barany. Ezra, a former physics teacher, lives in Oakland with his beloved wife and two cats working on his next book in *The Torah Codes* series. Ezra, not the cats.