

aliza sherman rants and raves

aliza sherman, you ask? who the hell is that? former cyber entrepreneur, currently a writer and filmmaker, recently married, new to Alaska, 40-something. this is just me, my big mouth and the whole wacky world. (former cybergrl tells all)



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Women and Books 2007 National Study

I decided to fill out this survey. It took longer than I initially thought but it was interesting enough. Not sure how this will help more women become successful published authors, however, I'm curious to see when the results are in and report is completed.

FROM A PRESS RELEASE:

Over the past 52 weeks, fewer than 15 percent of the books on the New York Times non-fiction bestseller list were authored by women. Industry experts estimate that nearly 70 percent of non-fiction books are purchased by women. This disparity led Content Connections (www.contentconnections.com) and eWomenPublishingNetwork (www.ewomenpublishingnetwork.com) today to launch a national, comprehensive study on the reading, recommending and book buying habits of women.

The study also investigates the factors that can help more women become successful, published authors. The "Women and Books 2007 National Study" is available online from March 8th, International Women's Day (since 1909, a global day to connect women around the world and inspire them to achieve their full potential), through Mother's Day on May 13th. Women from all walks of life are encouraged to participate.

The survey can be found at www.WomenAndBooks2007.com. The survey focuses on non-fiction books that female readers buy for themselves, give to others, and receive from family, friends and professional associates. It also explores the factors that influence women's decisions to buy, give or read a book.

"We are interested in hearing from all women who read and talk about non-fiction books, especially those who can envision themselves as authors -- from top-level managers at Fortune 500s to stay-at-home moms," said David Brake, co-author of the survey and CEO of Content Connections Inc. "With 152 million women in the U.S., we think they're woefully underrepresented on non-fiction bestseller lists."

"The purpose of this survey is two-fold -- to understand how women choose to buy and give books, and how an understanding of the publishing process may be hindering

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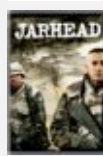
MOVIES I'VE SEEN LATELY



Lord of War (Widescreen)



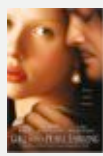
Firewall (Widescreen Edition)



Jarhead (Widescreen Edition)



Ocean's Eleven (Widescreen Edition)



Girl With a Pearl Earring

aspiring women authors in their quest to get published successfully," added Jan. B. King, the other survey author and founder of eWomenPublishingNetwork. "It is only fitting that we launch this survey on International Women's Day so women's voices can be heard and create a lasting legacy in books."

The "Women and Books 2007 National Study" will help:

- Publishers focus on the unique preferences, needs, and behavior of female book buyers.
- Booksellers better understand how and why women buy and recommend books.
- More women adopt a successful strategy for becoming published authors

Every participant will receive a complimentary copy of the Women and Books 2007 Report, and will be entered into a drawing to win one of twenty \$100 specialty retail gift certificates to be awarded after the close of the survey. Study results will be announced during Book Expo America, held in New York City from May 31st to June 3rd, 2007.

To complete the approximately 25 minute "Women and Books 2007 National Study" go to www.WomenAndBooks2007.com

About Content Connections:

Content Connections (www.contentconnections.com) is an independent publishing services and consulting firm. Each year they implement hundreds of surveys, focus groups, and organize online review panels for some of the largest publishers in the world. They are dedicated to helping authors and publishers create content that connects.

About eWomenPublishingNetwork:

eWomenPublishingNetwork (www.ewomenpublishingnetwork.com), the number one resource and advocate for successful, women authors, helps women who want to become non-fiction authors write marketable books, and women who are already authors create spin-off or additional products and promote them effectively.

March 11, 2007 at 01:16 PM in [A Writer's Life](#) | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)

And Back to American Idol

Do I really have nothing meaningful to blog about anymore? Is everything I have to say relegated to baby, post partum, motherhood stuff? I have totally lost my identity as an expert in anything. But I do like my American Idol.

Here are my reviews of the first 3 weeks of the Top 24 competitions. These are my impressions a day or two after

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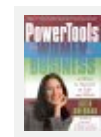
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BOOKS I'VE WRITTEN



Aliza Risdaht: The Everything Blogging Book: Publish Your Ideas, Get Feedback, And

Create Your Own Worldwide Network (Everything Series)



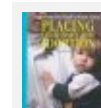
Aliza Sherman: Powertools for Women in Business: 10 Ways to Succeed in Life and Work



Aliza Pilar Sherman: Cybergrrl at Work: Tips and Inspiration for the Professional You



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