

SEO web copy written for upscale Italian restaurant in New York City. Specifications included not mentioning restaurant's name in article (non self-promotional).

NYC ITALIAN RESTAURANT OFFERS A TASTE OF BLISS

People who enjoy fine dining often *love* Italian cuisine.

Why? Because when you patronize one the best Italian restaurants in Manhattan, it's not just an occasion to eat. It's an experience to remember.

You enter the restaurant and are warmly greeted by one of the proprietors. "Benvenuti Amici!" He escorts you to your table, ensures you are seated comfortably, then proffers elegant leather-bound menus.

The ambience of this authentic Tuscan-inspired NYC Italian restaurant is exquisite. Dark hardwood tables and snow white tablecloths. Lit candles in faceted crystal holders. Pastoral and floral paintings on the brickwork walls. Everything pristine.

Your server graciously takes your wine order, recommending some of their outstanding vintages. Salute! He then asks what you would like to have.

Oh, the choices! All such superb, mouthwatering fare! You'd expect nothing less from the best Italian restaurant in New York.

You begin with some antipasti: Mozzarella Caprese (homemade mozzarella), Calamari Doratior (calamari with spicy marinara sauce), or a Carpaccio Del Principe (thinly sliced filet mignon).

Next, a salad—have a Caesar Salad prepared at your table, or the Resette Salad with baby greens, tomato, caramelized onions, sundried cranberries, candied pecans and gorgonzola cheese in a sherry wine vinaigrette.

For an entrée, you can go with a delectable pasta dish—Rigatoni Vodka, Fettuccini Alla Bolognese, or the Lobster Ravioli—or indulge in a succulent meat offering—Veal Scallopine, brick oven roasted Pork Medallion, or the Chicken Breast sautéed in a lemoncello & rosemary sauce.

Such is the royal, yet rustic feast that awaits you at the best Italian restaurant in Manhattan. You savor every bite. Relish every sip. You bask in the amazingly delicious flavors of Southern Italy. Buon Appetito, indeed!

And when you finish your memorable meal, you don't want to leave. Because the great food and the great service and the great time you've had here is something you want to last.

So, yes, you will have dessert after all.

Press Release written for a solar energy training school highlighting the advantages of their program and of the solar industry.

SOLAR ENERGY ISN'T ONLY THE FUTURE—IT'S RIGHT NOW!

Premiere Solar Energy Tech Training School Offers Out-Of-State Applicants Special Opportunities to Learn a New Career in a Rapidly Growing Industry

Infinite Solar, Inc., located in historic Philadelphia, PA, is attracting utility professionals from all over the United States and Canada to receive innovative hands-on training in advanced solar power technology.

Solar power has been expanding rapidly in the past ten years, growing at an average pace of 40% per year. By 2025, solar power's contribution could grow to 10% of the nation's power needs.

The Solar Foundation estimated that the largest growth in the solar industry will be in occupations in solar installation, including photovoltaic installers and electricians and roofers with experience in solar installation.

Whether you're an electrician, roofer, plumber, or other general contractor, Infinite Solar, Inc. provides its trainees with all the skills and knowledge necessary to build successful careers in solar energy implementation.

INFINITE SOLAR, INC. IS THE GO-TO SCHOOL FOR SOLAR TRAINING.

No matter where you reside, with Infinite Solar's choices of out-of-state packages you can experience the best solar training in the country.

We offer special 5-day training packages for out-of-state applicants. For applicants who can't afford to be away that long, interactive online training for select courses is available, which can be applied to our 2-day hands-on solar workshop.

Here are a few more reasons why Infinite Solar, Inc. is the industry leader in solar training in North America:

- We provide the most comprehensive and expert instruction in the design, installation, upgrading and maintenance of renewable energy power systems.
- We boast the first and only indoor grid-tied PV system on the East Coast.
- Our state-of-the-art facility includes an in-house workshop featuring a full-size mock roof to provide the most effective hands-on solar training.
- We are among the few solar training providers approved by the North American Board of Certified Energy Practitioners (NABCEP).
- All of our courses are Interstate Renewable Energy Council (IREC) accredited.

Infinite Solar, Inc. takes pride in its ongoing mission to promote renewable energy for a better world, and to train the solar energy professionals to build it.

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Press Release announcing publication of the print edition of a bestselling eBook.

BLIND KAYAKER LONNIE BEDWELL'S BESTSELLING BOOK '226'
NOW AVAILABLE IN PRINT

"226: How I Became the First Blind Person to Kayak the Grand Canyon" chronicles the brave and inspiring story of how Lonnie Bedwell (USN, retired) accomplished kayaking 226 miles through the Grand Canyon without use of sight.

Now available in Paperback: adventurer and veteran Lonnie Bedwell's *226: How I Became the First Blind Person to Kayak the Grand Canyon.*

Since its release, the book has landed on 5 bestseller lists, including #1 and Hot New Release in Kayaking on Amazon. The book narrates Bedwell's amazing achievement navigating the Colorado River whitewater through the entire length of the Grand Canyon.

Bedwell, a U.S. Navy veteran and "lights-out blind," embarked on the dangerous and historic undertaking to draw public awareness to the plight of disabled veterans who have served in Iraq and/or Afghanistan, and to show these veterans, many of whom suffer from clinical depression, what they could accomplish by taking advantage of volunteer programs like Team River Runner.

"I'm always incredibly grateful when someone tells me that I inspired them to keep moving, keep growing, and enjoy life again," says Bedwell. "I hope this book helps someone else like me achieve his or her dreams."

The book also features testimonies from veterans about how Team River Runner improved their minds, bodies, and spirits by providing challenging physical activities geared toward their individual needs.

After serving nine years as a crewmember on the USS Oklahoma City submarine, followed by service in the National Guard, Bedwell lost his sight in a near-fatal hunting accident. Since then, he has raised three daughters as a single father, acted as a mentor in the adaptive sports programs at the VA's Central Blind Rehabilitation Center in Chicago, and, of course, became the first blind person to kayak the Grand Canyon.

"You can learn a lot from Lonnie," says ex-combat medic Alex Nielson, who was Bedwell's lead guide on the trip. "I learned so much from him that by the end of our time together in the Grand Canyon, I realized that the trip was really as much about Lonnie guiding me as it was about me guiding Lonnie."

Find out more about Lonnie at <http://www.LonnieBedwell.com>.

Ghostwritten article about Authority Publishing appearing on Huffington Post.

Being a Bestseller is NOT All About Sales

Most every author dreams of selling a million copies of their book. Or even a hundred thousand copies. They gauge their success by how many units they've moved, which makes sense because each sale equals a royalty earned, and that's how career authors make their living.

There are some tried and true strategies to selling loads of books. You could be a celebrity—entertainer, famous chef, politician, billionaire entrepreneur. If you already have a huge ready-made audience, you can be pretty confident you will be able to tally up those 6-7 figure sales numbers. You can also have an inspiring personal story of triumph over impossible odds—e.g., a rags to riches tale—or a rousing account of how you achieved some incredible goal—e.g., climbing Mount Everest 100 times—that can serve as an example affecting multitudes of readers.

But if you're like most authors, you haven't (yet) built up legions of fans worldwide, and maybe your motivational memoir or business manual hasn't (yet) ramped up enough sales to hit the NY Times bestseller list.

But that doesn't mean you've failed. Not at all.

When you consider how many books are published yearly—more than 600,000 in the U.S. alone, according to [this Forbes article](#)—it's a wonder any author who isn't already a big shot can sell copies beyond only their family and friends. Yet many authors do just that. And you don't have to sell one million copies, or even a hundred thousand, to call your book a success and land on Amazon's bestseller lists.

So if you don't sell a ton of books, how many should you sell to merit celebrating? That depends on what your goals are. Not just for your book, but for your overall

career. If you accept the hard truth that you will probably never make a living as an author—don't count on buying that mansion in Malibu—you can then approach your book as something else equally valuable: a marketing tool for your business.

Writing and publishing a book offers its author respect and credibility as an authority in their field. And if it's on a popular or specialized topic (e.g., dieting & fitness, entrepreneurship, money management), the book can easily appear on Amazon's bestseller lists in that category. This in turn gives you more exposure, allowing more people to find your book—and by extension your business—when searching its subject on Amazon. Additionally, you can sell your book or give it away at any trade show or other marketing event your company attends.

Prospective customers are far more likely to trust those they perceive as experts, and experts are far more likely to earn their business. A book creates an image of knowledge and know-how for its author... even if only your parents and best friends have actually bought copies.

Just as you shouldn't judge a book by its cover, do not judge its success by its sales. The lack of revenue your book may generate in royalties could well pale in comparison to the amount of business it generates for your company.