



## Jami Lin

motivational speaker, award-winning author,  
interior designer, feng shui master, and color alchemist

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### **Virtual Book Tours SELL MORE BOOKS!**

“Virtual Book Tours” are the ground-breaking marketing tool to create instantaneous and exponential exposure. All you need is a website and some visionary creativity.

Virtual Book Tours are viral-marketing “happenings” designed to sell more books, products, or tickets. They can showcase a book/product, collection of books/products, an author/authors, and/or event(s) at your store.

Jami Lin expanded the concept and created the *International ColorAlchemy Web Conference* (to feature her new *ColorAlchemy* book). Jami (and only one associate) launched the event with 600 participants which also automatically harvested 600, pre-qualified leads. As a permanent addition to her site, it generates new contacts and sales every day.

Check it out and learn by example: <http://www.coloralchemy.com/CA-event.php>

Learn about Virtual Book Tours and how to create one. Discover the additional benefits such as expanding your database, increasing web visibility, and expanding your SEO (search-engine optimization for Google position). Jami will share how to make your web event a complete success including ideas how your associates benefit by helping to promote it, and the best secret of all, how “the event” can be automated as an ongoing sales tool which requires no thought once it is in place.

This is the marketing of the future and it is here today!

- Authors: add a “virtual book tour” to your platform to increase credibility for more sales and ancillary income streams (such as workshops).
- Publishers: create more buzz with a “virtual book tour” (that costs almost nothing to produce) and expand your e-database at the same time.
- Stores: use “Virtual Events” to expand your market, give people a reason to visit your store, and to “advertise” special products and events.

Jami Lin  
305-893-9985/941-276-8689 • [j-l@JamiLin.com](mailto:j-l@JamiLin.com)

more: [JamiLin.com](http://JamiLin.com) & [ColorAlchemy.com](http://ColorAlchemy.com)

Authors, publishers, and stores, Jami will teach you how to co-op with each other to expand beyond what you can do independently for huge potential and possibility!

Don't miss this opportunity to get the inside vision of innovative, entrepreneurial thinking to grow exposure and sales through the ever-expanding web market.

## **Use Color to Motivate Sales and Strengthen your Brand**

Color triggers emotion and feeling. Emotion and feeling motivate purchasing. Discover the most influential colors suited to your products to strengthen your brand and enhance name recognition. Learn how to use color as a marketing tool that targets your demographic.

Discover the "color personality" of the individuals or market that you are selling to and learn key words to invoke the emotion for your desired response. What colors activate your customer's emotional "want?"

Color holds profound power because they are unconscious symbols that not only surround us in every moment, they balance human desire. We all want to increase vitality, inspire creativity, strengthen confidence, deepen love, improve focus, expand intuition, and maintain inner peace.

With your participation, let's brainstorm and apply the most significant colors to your specialty. Creatively, yet strategically, apply "your colors" to your design, display, signage, and promotional materials to make your store and products more memorable.

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## **Feng Shui and Visual Merchandising**

Relearn common Feng Shui mistakes (that are so obvious they are often overlooked) that distract buyers from your merchandise. Discover why "popular" Feng Shui may not work and what two inexpensive accessories provide the most influential benefit. Time permitting, ask Jami to address your most decorative and visual merchandising concerns such as layout ideas, lighting, color scheme, and merchandise display.

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**Available handouts:** "Feng Shui & Visual Merchandising" check list (6 pgs), and "Presenting your Products" check list (5 pgs), and/or "The Meaning of Colors" chart.

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more: [JamiLin.com](http://JamiLin.com) & [ColorAlchemy.com](http://ColorAlchemy.com)



**Bio:** Jami Lin fell in love with finger paint and color when she was three years old. Her artistry grew into a Bachelor of Design from the University of Florida, School of Architecture. Jami has practiced interior design for more than thirty years and her special talent for color has become her trademark.

Naturally drawn to Feng Shui in 1990, Jami wrote six best-selling Feng Shui books (including *Feng Shui Today* book and video featured by Book-of-the-Month Club) and an online home-study certification program (heralded as “a five-star hidden treasure for the beginner or expert.”) that integrates her color expertise. Her new book, *ColorAlchemy*, is recognized “advanced thinking for infinite possibilities” as it “empowers new levels of being for transformational self-growth” to unlock your greatest potential by mastering the colors of the body, mind, and spirit.

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more: [JamiLin.com](http://JamiLin.com) & [ColorAlchemy.com](http://ColorAlchemy.com)