



Subject: Letter of Recommendation

To All:

Over the last few years I have been extraordinarily fortunate to have been able to publish several books with Macmillan/St. Martin's Press and Zenith Press, a division of Quarto Publishing. In the process, I have had to learn many important lessons about the publishing process, not the least of which has been the use of multimedia in both the book proposal and book promotion aspects of getting a book to market.

Luckily for me, early on in the game, I was introduced to Chris Collora. Working with Chris, a very talented and able videographer, I was able to produce a book trailer for my first major non-fiction book, "Blackhorse Riders," from St. Martin's Press (2102). I have posted the video on line on my Amazon author's page, and I still get compliments on its effectiveness. I also use the trailer in the classes that I teach at the Rhode Island School of Design on "How To Get Published."

Chris is patient, polished, experienced and highly credible. He does excellent work and I would recommend him highly to anyone who is interested in using electronic means to enhance their publishing efforts.

Sincerely,

Phil Keith

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