

Eric Simmons Bio

Eric Simmons is the CEO of ESE, Inc., a website development firm specializing in creating sites for small to medium sized Businesses and High School Athletes who seek to present their “Personal Brand” on the Internet. A former college athlete, he enjoys sports and public speaking. He self-publishes under his full name, Eric Otis Simmons, and has branded his written works under the label ESETOMES (pronounced E S E TOMES).

To date, he’s written and self published four books, which have appeared 62 times on Amazon’s **“Best Sellers”** list since January 2019. His Memoir, **“Not Far From The Tree,”** has appeared on the list 27 times. His second book, **“#HTSP - How to Self-Publish,”** is based on the steps he undertook to write, market, and distribute His Memoir. His latest book, **“Self Publisher’s Toolkit,”** is a two-in-one resource that shows you how to self publish a book and then market it to Libraries, a viable \$30+ billion segment often overlooked by self publishers. **“ESETOMES Box Set”** is a digital compilation of his Memoir and #HTSP, as he refers to the book.

Since Eric began introducing his books to Librarians two and a half years ago, 117 Libraries, including 7 of the Nation’s largest, have ordered 157 copies of his books. Using email as his primary means of communication, 114 Libraries or 97% of his customers purchased after receipt of, on average, 3.7 emails. Among his Library customers are the New York Public Library, the Nation’s largest, and it’s research arm, the Schomburg Center for Research in Black Culture, which is viewed as the most prestigious Library for African American literary work and artifacts in the country. The Royal Library Denmark, which is based in Copenhagen and is the country’s National Library, is also one of his customers. Four Libraries have purchased his books to date in Florida, with the ten branches Sarasota County Libraries perhaps being the largest.

Eric and his wife, Cynthia, reside in metro Atlanta, and they have three adult children.

Information About the Presentation

Eric’s third book, **“Getting Your Book Into Libraries,”** which he will be discussing today, evolved from his well-received article, [“How To Get Your Book Into Libraries.”](#) The article is currently the top Google search result, excluding Ads, out of over 2 billion, on the subject of “getting your book into libraries.” In his book, which opened at **#1 on Amazon’s “Hot New Releases”** in the Library & Information Science Category, Eric breaks down his strategy and methodology for contacting Libraries. **“Getting Your Book Into Libraries”** is believed to be the first book ever written on how self published Authors can get their books into libraries.