**BLUE STAR BOOKS**

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**What are Blue Star Books?**

These are MSI Press best sellers, those with stellar sales. Stellar success is defined as double (or more) the lifetime sales of the average book sales from all publishers in the US. Many MSI Press books do much better than the national average, especially when authors leap into marketing and promotion in a partnership with MSI Press.

**How are Blue Star Books honored and promoted?**

Blue Star Books carry a blue star on the title page of the book on the MSI Press website and whenever mentioned on social media. There are a number of promotional opportunities associated with Blue Star Books.

* Nearly all will have appeared in the Amazon Top 100 lists
* They carry a blue start on the title page of the website.
* They carry a blue star when mentioned in social media posts.
* When first identified, they are mentioned in the monthly e-blasted Newsletter-Bulletin.

**What books have achieved Blue Star status?**

*(to date; these reflect only distributor sales between 2020 and 2024; more to be added in time)*

*Andrew’s Awesome Adventures with His ADHD Brain* by Kristin Wilcox & Andrew Wilcox
*He’s a Porn Addict…Now What?* by Tony Overbay & Joshua Shea
*How to Improve Your Foreign Language Immediately* by Boris Shekhtman
*Mental Health Mayday* by Gregg Bagdade
*RV Oopsies* by Larry MacDonald