

WILMINGTON, NC, September 14, 2013 **/24-7PressRelease/** -- Dr. Barbara Becker Holstein, founder of 'Authors And Technology', recently interviewed marketing strategist Don McCauley, facilitator of the Free Publicity Focus Group. The interview centered around how authors can more effectively get in front of their target audiences.

Dr. Holstein believes that using technology such as Skype, teleseminars, chat or webinars to bring authors into libraries, schools, and book clubs, even if thousands of miles away, opens the world up in amazing ways. However, many people do not understand how to use technology to accomplish this and so, for many, that opportunity can be lost. Dr. Holstein created 'Authors And Technology' to help authors gain the knowledge and skills to take advantage of these opportunities.

For a child in a classroom, a simple Skype session with an author, whether he or she be an astronaut, a fiction writer, a scientist, a poet or a mystery writer, can inspire them to develop interests, hobbies, even possible careers they may never have felt were within their reach. As authors visit libraries virtually, they can bring information and discussions to people of all ages and stages of life. Little ones can sit in awe as an author reads her picture book aloud, while seniors can listen to an expert author on the details of preparing for retirement.

"Technology helps us overcome many obstacles," stated Dr. Holstein, "and allows people to come together in ways never before possible. It's easy when one learns how to use the available technology."

'Authors And Technology' provides specific discussion groups on nearly every subject. These groups include, but are not limited to, speaking in public, social media, video, blogging, Skype, podcasts, teleseminars, virtual worlds, newsletters and much more.

'Authors And Technology' also gives authors and publishers the opportunity to upload photos, bios, book covers, video and book videos. The site also offers discussion forums, segmented special interest groups and allows for event listings. Each author can develop a personalized page. In addition the site allows for integration with Facebook and Twitter.

More information, including the recent interview with Don McCauley, is available by visiting the 'Authors And Technology' site. Questions about 'Authors And Technology' should be directed to Dr. Holstein at drbarbara@enchantedself.com. Dr. Holstein is available for media interviews and can be reached using the information below.

Dr. Barbara Becker Holstein, internationally known Positive Psychologist, is the creator of The Enchanted Self , a positive psychology method for increasing happiness. Dr. Holstein has been a school psychologist for over 25 years. Dr. Barbara speaks regularly on radio programs around the country, and appears on television in New York and New Jersey. Her inspiring audio shows and podcasts can be found on the web, along with hundreds of her articles and stories. She has been a contributor to Heart and Soul, Cosmopolitan Magazine, Redbook, Real Simple, The Wall Street Journal, Time on line, and Family Circle Magazine.

Her pathfinder book 'The Enchanted Self, A Positive Therapy' was published in 1997 by Harwood Academic Publishers and is now in its second printing through Brunner-Routledge. Her second book 'Recipes for Enchantment, The Secret Ingredient is YOU!' has received rave reviews as a wonderful inspirational story book. 'DELIGHT', Dr. Holstein's third book is available in two versions, paperback and a CD-rom that includes music, art, and Dr. Holstein's voice.

Her book, 'The Truth, (I'm a girl, I'm Smart and I Know Everything)' is a first in positive psychology. It is a fiction book for girls, tweens and teens. Her second book in The Truth Series is 'Secrets: You Tell Me Yours and I'll Tell You Mine...Maybe!'

Don McCauley serves as facilitator of the Free Publicity Focus Group. He is a contributor to regional and national print and electronic publications. He serves as host of The Authors Show radio program. He is an Inbound Marketing Certified Professional and is a member of the Internet Marketing Association. He is the co-founder of Book Marketing, an educational site dedicated to all things related to marketing books.