

The screenshot shows the Amazon.com homepage. At the top, there's a navigation bar with the Amazon logo, a search bar, and account options. Below the navigation bar, there's a section for Kindle, featuring a banner that says "Kindle, from only \$69. Shop now." and "Your perfect books. Your perfect price." with a price of "From \$69". To the right of the Kindle banner is a "Gold Box: Editor's Picks" advertisement. Below the Kindle section, there's a featured article about author Rod Pennington, titled "After Decades of Silence, Author Roars Back to Life". The article includes a photo of Rod Pennington and several links: ">How he did it his way", ">Get *The Fourth Awakening* in paperback", and ">Get *The Fourth Awakening* on Kindle". At the bottom of the featured article, it says "One of thousands of authors being discovered by Amazon customers". To the right of the featured article is a "PS4 See The Future" advertisement.

This is a close-up of the featured article on the Amazon website. The title is "After Decades of Silence, Author Roars Back to Life". The sub-headline reads: "When Rod Pennington got a second chance at success thanks to the new ease of self-publishing, he never looked back." Below the sub-headline are three links: ">How he did it his way", ">Get *The Fourth Awakening* in paperback", and ">Get *The Fourth Awakening* on Kindle". At the bottom of the article, it says "One of thousands of authors being discovered by Amazon customers". To the right of the text is a portrait of Rod Pennington.

Author Rod Pennington wasn't a person to be easily discouraged. "The office wall at my last house was papered from ceiling to floor, corner to corner with rejection letters from publishers large and small. For years they motivated me. It was all part of the adventure, I told myself. When I sold my first novels to a publisher early on in my career, I was in heaven."

After three books were in print the publisher filed for bankruptcy leaving Rod unpaid, his euphoria evaporated—but not his determination. He soon found another chance in the form of a ghostwriting gig for one of the largest publishers in the world. "My name wouldn't be on the cover, but they promised it would be spelled correctly on the check! After writing two manuscripts for them, they offered me a five-book deal." Again, Rod was "in heaven."

The next week they cancelled the deal.

"At this point I asked myself why I was putting myself through all this punishment. For a couple decades, I stopped writing novels altogether." Rod found work freelancing and even wrote for Hollywood for a while. But in 2009, he got a second wind, and wrote *The Fourth Awakening*. "I don't know how it happened, but I got the itch again." *The Fourth Awakening* is on one level a straightforward suspense story with plenty of action, a

healthy dose of humor, and a pinch of sexual tension. On another, it is a spiritual quest by a remarkable woman who gets the chance to go back and choose the path not taken.

Rod had heard about the new possibilities in self-publishing and decided that, this time around, he'd take "the path not taken" himself. "I knew my book was an unusual story and would not appeal to the more commercial-minded publishing houses. This, coupled with my previous experiences, made going the self-publishing route an easy choice. What I didn't expect was how easy Kindle Direct Publishing was going to make it for me. The book was a snap to set up. Best of all, there was no one to tell me 'no.' Not at any stage of the process."

Now in its fourth year on the Kindle, *The Fourth Awakening* has sold over 100,000 copies and has held the No. 1 Bestseller spot in multiple Kindle categories in both the U.S and the UK for over three consecutive years. "Best of all, I'm writing again! Encouraged by the explosion in sales, I've release six new titles in the past two years, including the follow up to *The Fourth Awakening* and started a dark comedy series about a dysfunctional family of four of the world's best assassins. All have gone into the top ten in multiple Kindle niches." "Kindle Direct Publishing gave me the freedom to write the stories I want to tell, in the way I want to tell them. I don't have to go hat-in-hand begging an acquisition editor to read my manuscript and wait months for a rejection letter. I don't have to make changes to please an overwhelmed line editor who never quite got what I was trying to say. I don't have to wait a year or more for my publishing date. Amazon has allowed me to publish my books, my way, on my schedule. Like "Old Blue Eyes", I did it my way."

*Rod Pennington is one of thousands of authors being discovered by Amazon customers.*

[Get \*The Fourth Awakening\* on Kindle](#)

[Get \*The Fourth Awakening\* in paperback](#)

[Get \*The Fourth Awakening\* in audio-book](#)

[Learn more about self-publishing on Amazon](#)

