

# A BUNCH OF INTERNET PEOPLE TRIED TO GET THEIR INDEPENDENT BOOK TO #1 ON AMAZON. ON OCTOBER 26, THEY SUCCEEDED. WHAT THEY DIDN'T KNOW WAS THAT **GLENN BECK'S NEW BOOK CAME OUT THE SAME DAY. AND THEY ACCIDENTALLY BEAT HIM.**

"...Our books are ALWAYS #1. And I find it REALLY fascinating, FASCINATING, that if you go to Amazon.com, *Broke* is number THREE... And then, the #1 book—TODAY at least—is *Machine of Death*. And it's collected stories about, you know, people who know how they're gonna die. Haowww! ... This is the left, I think, speaking. This is the left. You want to talk about where we're headed? We're headed towards a culture of death. A culture that, um, celebrates the things that have destroyed us." — Glenn Beck, upset that some bootstrapping entrepreneurs bumped his book from #1 on its release day.

*The Glenn Beck Radio Program, October 27, 2010*

## **MACHINE OF DEATH: A COLLECTION OF STORIES ABOUT PEOPLE WHO KNOW HOW THEY WILL DIE** Edited by Ryan North, Matthew Bennardo & David Malki !



"On Tuesday [October 26], a self-published sci-fi anthology called *Machine of Death* appeared at the top spot on Amazon's best-seller list. This was no accident: the book's editors, including the Web comic authors David Malki ! and Ryan North, had encouraged everyone they knew to buy the book on its October 26 release date, in the hopes of generating a one-day sales spike and demonstrating that 'internet people make things happen.' "

— Alex Eichler, *The Atlantic Wire*

"For an anthology that deals with the inevitability of death, *Machine of Death* is a lot of fun. The editors knew not to start off heavy, nor does the tone of the anthology lean too long in any direction, providing a lot of singular entertainment for the reader...Highly engaging, interestingly crowdsourced, and crafted with a great deal of care. You'll be thinking about it long after you're through reading."

— Chris Greenland, *Tor.com*

"Far from being a downer, this collection runs the gamut of ideas...That coupled with a very black humor (and would one expect anything else from such a tome?) makes *M.O.D.* a must read. After all the years of picking up short story collections that inevitably disappoint, *Machine of Death* brought me laughs, terror and tears...Highly recommended." — Maurice Underwood, *Paradox magazine*

Five years in the making, this collection of short stories takes a premise from a talking-dinosaur comic strip — *what if there was a machine that could tell you, cryptically but with 100% accuracy, how you were going to die?* — and spins it into 34 amazing short stories, exploring different worlds in which this machine is a reality. Chosen from nearly 700 submissions, these 34 run the gamut from quirky to somber, dramatic to hilarious, and each bears a chapter-heading illustration by some of the finest talents in the world of independent comics.

For years, publishers and agents fell in love with this collection, but nobody was willing to take the financial risk of publishing an anthology by a bunch of "unknowns" in a tricky economy. Undeterred, the editors invested their personal funds into the book's production and declared October 26, 2010, "MOD-Day." On that day, they asked their online fans to purchase the book on Amazon, in an attempt to become a bestseller for *one single day*.

Around 10AM Pacific time, the book hit #1 in all categories and remained there for over 24 hours.

Dragged into existence by three dedicated entrepreneurs against all odds, it sold over 5,000 copies its very first day, without a single cent spent on marketing. *Machine of Death* is a true independent success story.

CHECK US OUT AT **MACHINEOFDEATH.NET** or look us up on Amazon.com