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Friday, April 13, 2007

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- [Whats On](#)
- [Driving](#)
- [Columnists](#)
- [Journal Blogs](#)

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- [Headlines Scan](#)
- [Newspaper Ads](#)
- [Special Sections](#)

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- [SnowSport](#)
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- [Ideas](#)
- [ed](#)
- [Look](#)
- [Sunday Reader](#)
- [Travel](#)
- [Whats On](#)
- [Working](#)
- [Engage](#)

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- [Oilers](#)
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## Soldiers say goodbye to fallen friends

Though clearly injured from the explosion that killed two of his crew mates on Wednesday...

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- [Feds name lawyer to investigate RCMP](#)
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## Local Updates

- [Fire probed](#)
- [Search over for alleged chat-room robber \(3:47 p.m.\)](#)
- [Edmonton speller advances to final \(updated 3:35 p.m.\)](#)
  
- [More Local Updates](#)

## Prosperity author beats the bushes (10:33 a.m.)

**Edmonton-based business writer can't afford to rest on her laurels**

**Ron Chalmers, edmontonjournal.com**

Published: Friday, April 13, 2007

EDMONTON — Kelley Keehn says her self-published Prosperity Factor for Women opened the door at Insomniac Press, which then published her Woman's Guide to Money and will soon release her new book, Prosperity Factor for Kids.

But she has learned an author never can coast; each new book requires fresh ideas, a compelling style and a commitment to marketing.

After her first two books, with the second now selling in Canada, the United States, Britain and Australia,

Keehn co-authored the more scholarly Mutual Fundamentals — which never found a publisher.

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“A lot of people think, once you’re published, you’re guaranteed to have your other works published,” she says. But no, you’re only as good as your latest manuscript.

With Prosperity Factor for Kids, she has returned to the more readable perspective of the client — not of the expert.

Keehn knows that this book, even with its light-handed approach to an important topic, won’t sell itself. She will travel from her Edmonton home, this fall, to promote it in Calgary, Kelowna, Vancouver, San Diego, Dallas, Atlanta, and Washington, D.C.

**Business writer Ron Chalmers will have more on Keehn and her new book in Saturday’s Journal.**

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