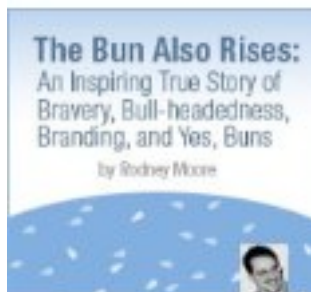




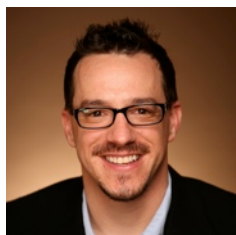
Rod's first book, **Design Secrets: Layout**, was published by Rockport Publishers in 2004. In this installment in the popular "Design Secrets" series, readers are invited inside the creative process that goes into designing a winning layout. The book features 50 real-life design projects and looks behind the scenes, uncovering the design processes that produced the end result. Original plans, sketches, visuals, interim drawings and presentations, each accompanied by informative text and captions, show how designers present their ideas and solve problems. Each featured design project is shown in detail from inception to completion and every stage in between.



Rod followed up his first book with an exclusive Amazon Short in 2007. Titled **The Bun Also Rises**, the short profiled Cordia Harrington, founder of the Tennessee Bun Company. Former President Bush held his press conference at her company headquarters during his last visit to Nashville in 2008. Harrington is the proud owner of the fastest bakery in the world. It's no wonder she's fast, because her first and largest client is McDonald's. A former McDonald's franchise owner herself, Harrington endured a four year, 30 interview process before earning the right to provide buns to 600 franchises. *The Bun Also Rises* is a story of inspiration, dedication, and mastication. (Wait, can I say that in a bio?)



Rod is the publisher of *Beginner's Minute*, a monthly e-newsletter for aspiring and freelance writers. He is a private writing coach and he leads writing e-courses, webinars and workshops in and around Nashville, TN.



RODNEY "R. J." MOORE is an author, copywriter and writing coach. He is the author of *Design Secrets: Layout* and formerly a contributing writer for B-to-B Magazine, Advertising Age, and HOW. In a peculiar career that now spans more years than he cares to admit, Rod has been a mushroom miner, a sporting goods salesman, and a researcher for a cable TV show. He is a former writing instructor who holds a Master of Arts in Journalism from Regent University (VA).