



# The Resource

Vol. 3, No. 1

www.AuthorU.org

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## Do You Have the GOYA Factor?

Judith Briles, Author U Founder



Author U's focus has always been on the author who wants to be successful and commits to building that success. I've never been shy about what it takes—the GOYA Factor is always in play—Get Off Your Ass—create the team and the strategy that will support your book. No one is going to do it for you without your involvement. If you take a “prince/princess” or “diva” attitude and expect others to do for you what you are unwilling to do for yourself, you will end up in deep doo-doo. You've got to dig

down, plant and nurture your book. Support it, stake it for growth and tell the world about it.

I was chatting with a member over the Holidays, and she said with a sigh that others “tell” her to do “this and that” ... but not “how” to do this and that. Clearly, she has only “half” attended Author U events—either in a daze or waiting for someone else to do the “this and that” for her. Which is fine ... if she is willing to pay *that someone* to step to the plate to strategize and implement the “this and that” for her book. Author U programs and presenters openly share and reveal “how” to do the “this and that.” It's up to the attendee to put the author/book car in gear and get it in drive—the GOYA Factor.

A lot's happening in the Author U community. Watch for announcements on Thursdays. Follow the Facebook page—items are posted daily. Salons, Webinars and Dinner and a Program are held in the months we don't have a BookCamp or the annual Extravaganza; and we will add a weekly radio show beginning this month—*Your Guide to Book Publishing with Judith Briles*. The all new look to *The Resource* launches this month. It's included in your Membership Dues, but non-members will have to subscribe to and pay for it.

In this issue, we have an extensive list of recommended Book Awards for you to consider—deadlines and websites included.

Continued on page 2 ....

**GOYA:** Continued from page 1 ....

I'm excited to get the Mentor program off the ground this year. Within the Author U community, there exists immense talent and experience—we mentor each other, share insights, grow and succeed in the process and have a good time along the way.

This year's Extravaganza will have all new faces and voices presenting ... bringing you the next, next thing in your Authoring and Publishing worlds. Put May 4-5 on your calendars now—our theme: *It Takes a Village to Create and Market an Author and Book!*

As a note: If you joined Author U prior to December of 2010, it's time to renew your Dues. If you are past due 30 days and sign up for anything, you will be considered a non-member and pay a higher rate. You can renew or rejoin online or off the invoice you will receive within a few days.

Here's to an amazing 2012. Our Author U members published several fabulous books last year ... I can hardly wait to see what this year brings. The GOYA Factor will guarantee their success. And yours! I look forward to seeing you on the 21<sup>st</sup> at the Maverick Book Marketing BookCamp with Brian Jud.

*Judith*

## Are you following Author U?

Don't be left out! Make sure you follow Author U on Facebook, Twitter, and our Blog. Encourage others who are interested in writing, authoring, and publishing to do the same.



Twitter: @AuthorU



Facebook: Facebook.com/AuthorU



Blog: <http://authoru.org/feed>

## Savvy Authors Who Want Their Books to Soar Think ...



**Author U** stretches members to a higher level. Some will be publishers, some will not, but ALL will learn and grow.

**Author U** shows YOU, the author, how to be the best you think you can be . . . and then how to to be even more than you thought you could be.

**Learn the ropes** to become a publisher yourself.

**Heading to NY?** Receive strategies that will hook both publisher and agent.

**Continue to learn** and meet terrific people and achieve success. Author U is waiting for you.

**Success comes** from hard work, careful planning, learning your craft, and being in the right place at the right time ... Author U shows

[www.AuthorU.org](http://www.AuthorU.org)

**FOUNDER:** Judith Briles

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### NEWSLETTER:

Linda Lane, Editor  
Shannon Parish, Layout,  
[IllustratingYou.com](http://IllustratingYou.com)

If you are in Colorado on January 21<sup>st</sup> ... then the book buck needs to take you to the Winter BookCamp. Author U is flying in Brian Jud to rock your book-marketing world. New info. New strategies. New year.

## January's Winter BookCamp

### Maverick Book Marketing

with **Brian Jud**



Millions of titles are now published every year with the “e” world in play. You are competing with them for shelf space, airtime, and your customer’s wallet. But there are better, easier, more profitable ways to sell your books — and Brian will tell you all about them.

With a little creativity you can upstage, differ from, and outperform your competition. Brian will show you where to find thousands of prospective buyers in non-bookstore venues. He will help you stand out from the crowd of books displayed on retail store shelves. You will discover how to sell more books to non-bookstore retailers such as gift shops, supermarkets, discount stores, warehouse clubs, book clubs, catalogs, airport stores, and home-shopping networks.

*He's bringing new book marketing information for 2012!*

You will discover

- how to sell more books in ways your never thought possible;
- why niche publishing can be the best way to increase your sales, revenue, and profits;
- how to convert a nonfiction book into a money-making juggernaut;
- how to market fiction to more buyers, more profitably;
- a new business model for exploiting today’s multiple marketplaces;
- the best promotion, sales, and distribution tips to sell more books and make more money;
- how to create a mutually profitable proposal and effectively present it to your prospects;
- many ways to negotiate sales for people who hate to sell.

Brian will help you be more successful through new and different marketing actions — while adding a little fun to the ways in which you sell your books.

**Register now!** <http://authoru.org/bookcamp-maverick-marketing.html>

**Date:** Saturday, January 21, 2012  
**Time:** 8:30 a.m. to 3:00 p.m.  
**Location:** Hilton Garden Inn – Denver Tech Center  
**Cost:** \$129 for Members; \$179 for Non-Members

## Renewal Dues are Due Now!

It's that time of the year ... Author U Dues are now due. What does your \$89 bring you?  
How about ...

### Discounts for

- 2 BookCamps each year that are Author and Marketing Centric ... savings \$50
  - 1 Extravaganza in May with national authoring and publishing experts ... savings \$100
  - 9 Webinars on a variety of topics designed to promote you and your book ... savings \$90
  - 9 Content-rich newsletters—*The Resource Book Publishing News ezine* ... priceless
  - 9 Monday Evening Salons ... only available to paid members ... priceless
  - 7 Dinner and a Program delivering content rich information ... savings \$35
  - 1 Video Shoot ...priceless
  - 1 Opportunity to sell LOTS of books at the Holiday Gift Mart in October ... priceless
  - 1 Holiday party that is fun and has great eats ... priceless
  - All Premier Partners that save hundreds of dollars ... priceless
  - 1 Mentor Program ...
  - 1 Website that is updated constantly ... priceless
- A Forum to get your questions answered at our meetings and through emails ... priceless

Your Author U Boards are proud of the development of Author U over the past two years ... its goal: **to create an environment for the serious author who wants to be seriously successful**. We think we've succeeded ... we hope you do as well.

Renew now at: <http://authoru.org/join-author-u/benefits-and-costs.html>



Subscription rate for Author U members is \$25 of the \$89 annual dues allocated to *The Resource*; non-member subscription rate is \$35 for 9 issues. eMail any changes to [AuthorU@gmail.com](mailto:AuthorU@gmail.com).

# Announcements



## February's Dinner and a Program will be on Feb 23rd



### What's New, What's Old, What Works and What Doesn't in Social Media

Love or hate social media, but it's here to stay. If you are bemused, bewildered, and befuddled, let Melody Jones bewitch and beguile you with clarity. You'll leave with detailed handouts; a basic understanding of the most well-known platforms, including Facebook and Twitter; and all the latest and greatest about the new (big) kid on the block, Google+.



Bring your laptop because we're gettin' real with Google+. You'll join, find, and connect with your Author U buddies in Circles; learn how to interact in real time using the Google+ Hangout feature; and create a business page.

Watch for more program details in next month's *Resource*.

You can register now: <http://bit.ly/tsWmtl>

Your Presenter is Melody Jones, who manages the social media presence for authors and other creative types through her company Melody Jones | Social Media Management Services. She also hosts Social Media Coffee, a real-life monthly education and networking group in Parker, Colorado.



**Talk to your AU Board ...** The online **Author U Survey** is linked here: <https://www.surveymonkey.com/s/F2NQS67>

Please take a few minutes (we promise—no more than 10!) and complete ASAP—it's all online. Author U is for you and the success of your book(s). As we continue to grow and include more members outside of Colorado, the goal is to create a variety of programs that our members can participate in and benefit from. Let's hear your thoughts and wisdom as our vision expands.

Your feedback counts ... it's what shapes AU and makes it unique!



## Monday Night Salon ... January 23<sup>rd</sup> at 6 pm

### The Basics of WordPress

It's the standard for Websites and Blogs now ... would you like to know the key components, how to set it up, how to change what you've got ... on your own? Shannon Parish, Author U's Administrator for our Website and Communications Channels via Constant Contact, will deliver a hands-on "how-to" to the wide-world of WordPress. Remember—space is always limited to the Salons.

Register here: <http://authoru.org/jan-23-monday-evening-salon.html>

## January's Winter BookCamp on January 21st



If you've got a book ... if you are getting ready to birth one ...  
Saturday, January 21<sup>st</sup> is your day ...

### Maverick Marketing with Brian Jud

Hundreds of thousands of titles are published every year; and you are competing with them for shelf space, airtime, and your customer's wallet. But there are a better, easier, more profitable ways to sell your books — and Brian will tell you all about them.

If you've got a book, or are ready to birth one ... be there!

**Register now:** <http://authoru.org/bookcamp-maverick-marketing.html>

## Want a Mentor? Want to Be a Mentor?



Author U will roll out its Meeting Mentor program this Winter. To participate as a Mentor or a Mentee, please contact Georgann Hall at [GeorgannHall44@gmail.com](mailto:GeorgannHall44@gmail.com). To be a Mentor, you don't have to have sold a zillion books—you need to be in the process or have published and commit a minimum of 15 minutes at each meeting to your Mentee. To be a Mentee—you need to have the desire to learn. Let's continue the authoring journey ...

## Webinars R Us ...



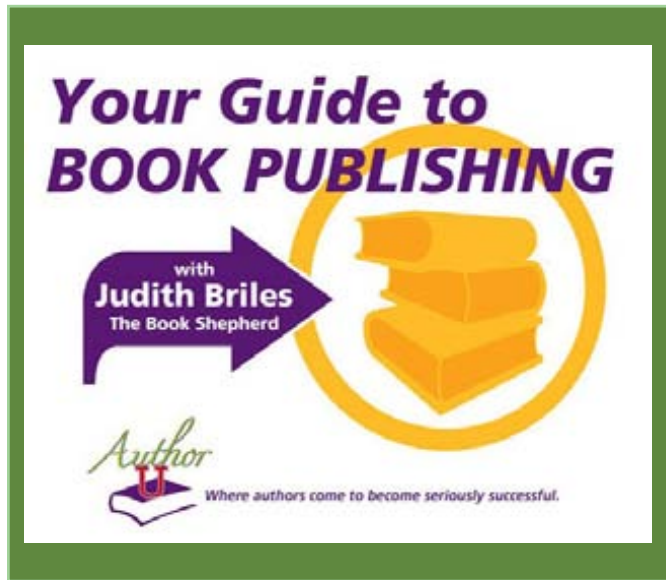
**Get a fast start marketing your books in 2012.** Ask Brian questions about what you can do to increase your sales quickly and build an unstoppable book-marketing machine for more revenue all year long. Brian will start with a few general tips and then open the microphones for you to ask your questions.

During the Q&A session, you will discover practical, quick tips for increasing the volume and velocity of your sales and profits. And we'll include a few maverick-marketing ideas that will keep you ahead of the competition for years to come. Sponsored by Judith Briles and Author U.

**When:** Wednesday, January 11<sup>th</sup> at 3:30 p.m.- 5:00 p.m. Mountain time

**Register:** <http://bit.ly/sqGrwr>

## On the Air!



## Your Guide to Book Publishing with Judith Briles ...

**Everything You Want to Know, But Didn't Know What to Ask** launches live on January 5<sup>th</sup>. Every Thursday, Judith will host an hour radio show with guests and features. Live with call-ins. For the beginner and intermediate author—all episodes will be available for downloads and podcasting.

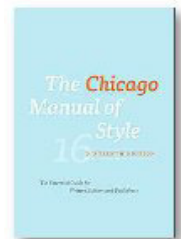
If you want to write and publish a book ... if you want to be successful as an author, *Your Guide to Book Publishing ... Everything You Want to Know, But Didn't Know What to Ask* is for you. You will hear about statistics, scenarios and strategies on what to do now! As The Book Shepherd, Dr. Judith Briles is in, and

each week she will include publishing professionals that will reveal tips and secrets to the author's journey. If there is a book in you, you want to listen, learn ... and yes, call-in with your questions each week.

**TUNE IN:** <http://RockStarRadioNetwork.com/shows/yourguidetobookpublishing>

**Call in to participate (866) 404-6519**

For the purposes of clarity, consistency, and grammatical correctness, we are standardizing our grammar and punctuation styles in *The Resource* according to the guidelines of *The Chicago Manual of Style*. As a leader among writing and publishing organizations, Author U takes very seriously its commitment to set an example of excellence in our industry, while at the same time preserving the unique voices of our regular and guest contributors. We hope this change enhances your enjoyment of our book publishing news e-zine.



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[www.IllustratingYou.com](http://www.IllustratingYou.com)

\* Author U Members receive discounts!

# Six Traps to Avoid When Negotiating Large-Quantity Book Sales

by Brian Jud



Corporate executives can purchase your books in large, non-returnable quantities. However, the process to convince them to buy is neither short nor easy. These people spend their company's money, so they must justify their decisions to those higher up the organizational ladder. Therefore, the decision makers negotiate with you to get the best deal and to confirm they know the answers to the right questions. Much of your sales success will depend on making the buyers feel they are making the best decision.

Most publishers are not skilled negotiators and may feel at a disadvantage when dealing with a person trained in salesmanship. Yet, in most cases, a sale may be more likely if you know how to recognize and avoid the situations that could automatically disqualify you as a sales professional. In a series of six blog postings, I will discuss each of the top negotiating traps in which you could unknowingly find yourself.

## Trap #1: Neglecting the other person's problems

Corporate buyers want to solve *their* problems, not yours. As a consultant, your job is to show them how they can use your content to improve their circumstances in some way. For a marketing director this could be increased sales, revenue, or profits. An HR manager may seek a better trained, informed, or motivated workforce. Focus on minimizing their troubles as a means to solving your own.

Begin by understanding your counterparts' interests and shape your presentation so your prospects agree to the sale for their own reasons. Your objective is to create sustainable value without being perceived as being manipulative.

How can you discover their problems? Your initial research should help. Ask questions about their objectives. What do they want to accomplish with a promotional campaign? What went right (or wrong) with their previous promotional campaigns? Find out what problems they want to avoid. One question that can elicit that information is, "If you could wave your magic wand, how would you describe the ultimate sales promotion?"

Another technique requires a little preliminary commentary. Summarize as if you are leading up to a closing question. List all the points to which you have agreed so far. You may be able to feel the tension build as your prospect thinks a decision is imminent. But you feint with a different question, eliminating the tension and getting the relieved prospect to open up. Say something like, "Let's suppose we agree to begin the campaign today. Now place yourself a year from today as you look back over the campaign. What would it have accomplished? What would make you glad that you agreed to begin today?"

This is not being manipulative. You are not trying to get your prospects to do something against their better judgment. You are trying to get a better understanding of what the other party really wants and how you can help them get it. Asking questions is usually the least threatening way to do that. If you want to change a person's mind, first know where that mind is, where it wants to be, and how you can help it get there.

A quotation that is generally attributed to Brian Tracey states, "One convinced against his will is of the same opinion still." This means that if you tell people how much better off they will be with your solution, they may agree with you on the surface; but deep down they may reject your conclusion. And they may

. . . Continued on page 9



**Six Traps:** continued from page 8 . . .

resent the fact that you are not listening to their concerns, but are pushing your own agenda, perhaps at their expense. Decisions made in that frame of mind are usually reversed and the order never placed.

Instead, ask questions to get people involved. Lead them to their own conclusions based on what you get them to say, think, and feel. Build the “golden bridge” spanning from where the other person is now to his or her desired end point. A better quotation would be, “Those convinced by what *they* say will sell themselves and stay that way.”

**Brian Jud** is on the Board of Author U and is an author, book-marketing consultant, seminar leader, television host, and president of Book Marketing Works, LLC. He is also a partner in Premium Book Company that sells books to non-bookstore buyers on a non-returnable, commission-only basis. He is the author of *How to Make Real Money Selling Books*, as well as the Publishers Weekly title, *Beyond the Bookstore*, and *The Marketing Planning CD-ROM*. His website is [www.BookMarketingWorks.com](http://www.BookMarketingWorks.com).



## Book Launch Sites

*by Shannon Parish*

Creative services for Authors  
 Beginner WordPress Sites  
 Book Launch Sites  
 Cartoons  
 Illustrations  
 One Sheets  
 Flyers  
 Business Cards

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*\* Author U Members receive discounts!*



## *Conscious Media Relations*

### **Media Training Tips for Authors**

By Jackie Lapin

When authors find themselves as the focus of the media, they may demonstrate their nervousness on air. In their discomfort in front of the camera, they will often forget the key reason they are in speaking to the media—to sell their books and products.

If you are author, you can do several things to ensure a positive and effective media appearance or print interview. The following media training tips have been proven to be of great value to everyone from celebrity spokespeople to corporate leaders.

- If possible, arrive for interviews a bit early to ask questions, meet the host, and get the “lay of the land.”
- Develop three or more key messages prior to an interview.
- Prepare your messages and rehearse.
- Stick to your area of expertise. Refer questions to others when venturing into unfamiliar or sensitive territory.
- Be enthusiastic and energetic— if you don’t care, why should anyone else?
- Never say ANYTHING to a reporter that you wouldn’t want to see in print! Nothing is ever “off the record.”
- Know to whom you are speaking—what kind of reporter and who is her/his audience? Tailor your answers to your audience’s viewpoint.
- Determine the general direction of the story.
- Do not be surprised if the reporter is not prepared for the interview. Look at that scenario as an excellent opportunity to take control of the interview.
- Ask the reporter how much time he/she has and if he/she is working under deadline. Know much time you have to hit your key messages.

Continued on page 11 ....

**Media Training:** continued from page 10 . . .

- Tell your story with the headline first; follow with your key message; add in supporting details.
- If a reporter's question does not directly address the issues you want to address, bring up those issues yourself. *Bring up points you want covered.*
- Turn the conversation away from irrelevant or general topics and over to the product company by either using a transition (noted below) or simply answering a different question from the one asked.
- Never refer to "the program" when you can use its full name. The same goes for using the company name in place of "us," "we," or "our."
- Don't be afraid to pause or ask for clarification of a question. Pausing is a good technique to buy time and decide how best to phrase something.
- Never be afraid to say "I don't know." A good way to transition is to offer to get back to the reporter with an answer or refer the reporter to someone else.
- If a reporter asks for details that you are unsure about, don't guess.
- Beware of getting bogged down in details. Keep it simple. Think in soundbites.
- Avoid jargon and acronyms; speak in layman's terms.
- Use complete sentences to make your points.
- How you say it is as important as what you say; voice and intonation are critical—convey confidence and authority, but not arrogance.
- Introduce yourself to the host, be flexible and accommodating, friendly and warm.
- Listen to the interviewer. Sometimes you may become so caught up in delivering your messages that you may be distracted; pay attention.
- Don't repeat negative words/issues or raise them yourself.
- Reporters may ask two or more questions in one. Either answer both, or select the one you prefer to answer.
- Have several "tips" for the reporter/audience within your expertise in case you are asked.
- Nicely correct any misstatements and misinformation during an interview by being informative, not confrontational.

Continued on page 12 ....

**Media Training:** continued from page 11 . . .

- Even though a reporter may ask dumb questions, do not be condescending and impatient.
- You may be dead tired—and tired of answering the same questions—but remember these two points: the reporter is only doing his/her job, and each reporter represents a new audience that you have yet to reach.

Physical points to remember:

- Don't wear sunglasses or light-sensitive glasses.
- If you are in a swivel chair, don't swivel back and forth; don't rock back. Consider the chair locked in the direction of the host.
- Sit comfortably, but do not slouch or lean to either side. Keep your back straight, with a slight lean forward toward your interviewer.
- Try not to fidget.
- Look at the interviewer, not the camera, unless otherwise directed.
- Smile! Let your personality be visible.
- If you have difficulty seeing because of sun or hearing because of noise, please ask the reporter if you can make a slight adjustment in the angle or positioning.

You are the expert. Project that at all times.

Thank the reporter.

### Transitions

A few ways to transition the conversation to preferred messages:

- |                       |                          |              |
|-----------------------|--------------------------|--------------|
| • Yes...              | and in addition          | Your Message |
| • No...               | let me explain           | Your Message |
| • I don't know that   | but I do know            | Your Message |
| • That's a good point | but you should also know | Your Message |

**Jackie Lapin's Conscious Media Relations** creates Radio Media Tours especially for authors, speakers, and coaches by offering them an exclusive list of more than 2000 radio hosts who seek interviews with leaders in the personal development industry.

For more information go to [www.PersonalDevelopmentRadioMediaTour.com](http://www.PersonalDevelopmentRadioMediaTour.com) or call 818-707-1473.

Author U clients receive a \$500 discount!





## Mark Your Calendars - 2012 Save the Dates!

January 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup>

**Your Guide to Book Publishing Radio Show**

4 p.m. <http://bit.ly/tTUpGH>



January 11<sup>th</sup>

**Webinars R Us**

*Book Marketing Q&A with Brian Jud*

January 21<sup>th</sup>

**BookCamp**

*Maverick Marketing BookCamp with Brian Jud*

January 23<sup>rd</sup>

**Monday Evening Salon** with Shannon Parish

*WordPress Basics*

February 23<sup>rd</sup>

**Dinner and a Program** with Melody Jones

*Social Media ... What Works ...and What Doesn't*

February 27<sup>th</sup>

**Monday Evening Salon**

May 4<sup>th</sup> – 5<sup>th</sup>

**Author U Extravaganza!**

*It Takes a Village to Create, Market and Sell Your Book*

December 15<sup>th</sup>

**Holiday Dinner Party**

**Info:** [www.authoru.org/calendar.html](http://www.authoru.org/calendar.html)



Welcome to a  
New & Prosperous  
New Year!

Where will YOU  
be going in YOUR  
publishing journey?

(Author U is there for you on every turn.)

(Illustration by Ben Hummel)

## Which Book Awards Are for You?



It's a new year ... and thoughts of book awards get an author's attention quickly ... are they worth the entry fee? Which do you submit to? And what do you do if your book is recognized ... besides telling all your friends?

Can book awards make a difference? Yes, if they are the right ones—that's why Author U has cherry-picked the ones that are recommended for your "marketing dollars." Member Jerry Sears, Senior Editor at Boulder Publishers shares this:

Ben Franklin is potent. One of my titles, *A Course in Miracles in 5 Minutes* won the best book of the year award and went from 0 sales to calls from book distributors all over the country wanting to take it on. It now is in its 10th edition with sales of 100,000 plus copies.

Below are a few recommended by Author U that receive ongoing national attention and are worth investing some of your marketing/promotional dollars for submissions. Some give stickers; some give cash prizes; all do national media releases/promotion with winners and finalists. Deadlines range from mid-January to September. Submissions and guidelines will give you the details on each site included—deadlines could mean books need to be in hand or merely postmarked.

*Note: Not all Awards are a fit for your book or category. Good luck!*

### Colorado Book Awards

This annual program celebrates the accomplishments of Colorado's outstanding authors, editors, illustrators, and photographers. Awards are presented in at least ten categories, including anthology/collection, biography, children's, creative nonfiction, fiction, history, nonfiction, pictorial, poetry, and young adult. To be eligible for a Colorado Book Award, a primary contributor to the book must be a Colorado writer, editor, illustrator, or photographer.

Entries in the 21st annual Colorado Book Awards must have a 2011 publication date. Books published and available in late 2011 that have a delayed (2012) copyright may be submitted either in the 21st or the 22nd annual Colorado Book Awards, but not both.

**DEADLINE: January 13, 2012**

<http://www.coloradohumanities.org/content/colorado-book-awards>

[http://www.coloradohumanities.org/sites/default/files/12cba\\_guidelines00.pdf](http://www.coloradohumanities.org/sites/default/files/12cba_guidelines00.pdf)

**NOTE:** this is Colorado's program—**your state may have a duplicate as well.** In 1984, the Center for the Book in the Library of Congress began to establish affiliate centers in the 50 states. Today, there is a State Center for the Book in all 50 states, as well as the District of Columbia and the U.S. Virgin Islands. These Center for the Book affiliates carry out the national Center's mission in their local areas; sponsor programs that highlight their area's literary heritage; and call attention to the importance of books, reading, literacy, and libraries. Many of them have state awards. Google "Center of the Book" for your state and/or go to <http://read.gov/cfb/index.html> for more information.

### National Indie Excellence Awards

NIEA celebrates overall excellence, including design and promotional text, so that discerning readers know an NIEA winner or finalist is something special. What's more, award announcements receive exten-

Continued on page 15 ...

**Awards:** Continued from page 14 ....

sive media coverage you can leverage to your sales advantage.

**DEADLINE: April 10, 2012.**

<http://www.indieexcellence.com/award-rules.htm>

### Foreword Book of the Year

Every year, *ForeWord* looks back to the best books of the previous year. The *ForeWord* Book of the Year competition provides publishers with a valuable opportunity to breathe new life into the promotion of a distinguished title. These fiercely contested awards are viewed by librarians and booksellers as an important statement about a title they might have overlooked. For thirteen years, savvy publishers have used the gold, silver, and bronze awards as additional marketing material as their titles drift toward the backlist. *Foreword* magazine is dedicated to the independent author and publisher.

**DEADLINE: January 15, 2012**

<http://www.forewordreviews.com/media/pdf/foreword-botya-form-2011.pdf>

### Nautilus Awards

Recognizes Books and Audio Books that promote spiritual growth, conscious living, and positive social change, while at the same time stimulating the “imagination” and offering the reader “new possibilities” for a better life and a better world.

They look for distinguished literary and heartfelt contributions to spiritual growth, conscious living, high-level wellness, green values, responsible leadership, and positive social change, as well as to the worlds of art, creativity, and inspirational reading for children, teens, and young adults.

**DEADLINE: January 31, 2012**

[http://www.nautilusbookawards.com/Guidelines\\_for\\_Entering.html](http://www.nautilusbookawards.com/Guidelines_for_Entering.html)

### Next Generation Indie Book Awards

A not-for-profit book awards program for indie authors and independent publishers. In its fifth year of operation, the Next Generation Indie Book Awards was established to recognize and honor the most exceptional independently published books in 60 different categories for the year and is presented by Independent Book Publishing Professionals Group.

**DEADLINE: February 24, 2012**



A Division of Master Duplicating Corporation

Create Book Trailers – DVDs – Audio – [FlashDrives](#)

AuthorU special:

Book Trailer

QR Codes with Video

Pitch Letter

TV/Radio Show Hooks

Use for Book Signings, Trade Shows, Speaking, Media

Regular \$999 ... for Author U Members: \$647



Contact: Janita Cooper  
Master Video Disc & Design  
480-948-0305  
Janita@MasterVDD.com  
[www.MasterVDD.com](http://www.MasterVDD.com)

**Awards:** Continued from page 15 ....

<http://www.indiebookawards.com/entryform.php>

### **USA Book News Awards**

Open to all books, e-books, and audiobooks with an ISBN and published in 2012 (galley copies welcome). 2010 and 2011 titles are also eligible. It covers books from all sections of the publishing industry—mainstream, independent, and self-published. Winners in 2012 will be promoted to the entertainment industry.

**DEADLINE: September 30, 2012**

<http://www.usabooknews.com/bestbooks2012awards.html>

### **Independent Publisher Book Awards**

The “IPPY” Awards were conceived as a broad-based, unaffiliated awards program open to all members of the independent publishing industry and are open to authors and publishers worldwide who produce books written in English and intended for the North American market. “Independent” is defined as 1) independently owned and operated, 2) operated by a foundation or university, or 3) long-time independents that became incorporated but operate autonomously and publish fewer than 50 titles a year.

**DEADLINE: March 15, 2012**

<http://www.independentpublisher.com/ipland/ipawards.php>

### **Ben Franklin Book Awards**

Named in honor of America’s most cherished publisher/printer, the Benjamin Franklin Awards™ recognizes excellence in independent publishing—sponsored by IBPA—Independent Book Publishers Association (AU is an Affiliate). Publications, grouped by genre, are judged on editorial and design merit by top practitioners in each field.

Awards to the best books in several categories and are presented to the publishers during a gala awards ceremony on the last evening of the Publishing University (just before the opening of Book Expo America).

All entrants receive critique sheets with advice on how to improve their publications, as well as words of appreciation for the good work produced.

<http://www.ibpa-online.org/pubresources/benfrank.aspx>

### **The Moonbeam Children’s Book Awards**

Designed to bring increased recognition to exemplary children’s books and their creators and to support childhood literacy and life-long reading, the awards are given in 38 categories covering the full range of subjects, styles, and age groups that children’s books are written and published in today.



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Blog: <http://authoru.org/feed>



**Awards:** Continued from page 16 ....

The contest is designed to honor the year's best children's books, authors, and illustrators. Open to authors, illustrators, and publishers of children's books written in English or Spanish and intended for the North American market. All 2011 and 2012 copyrights and releases are eligible.

**ENTRIES OPEN: December 1, 2011**

<http://www.moonbeamawards.com/index.php>

### Parents' Choice Awards

The nation's oldest nonprofit program was created to recognize quality children's media. The Parents' Choice Awards program honors the best material for children: books, toys, music and storytelling, magazines, software, videogames, television, and websites. Parents' Choice Foundation's panels of educators, scientists, performing artists, librarians, parents, and, yes, kids themselves, identify the very best products for children of different ages and backgrounds and of varied skill and interest levels.

**DEADLINE: February 27 to March 26, 2012**

<http://www.parents-choice.org/callforentries/book.cfm>

### Global eBook Awards

Created by Dan Poynter, Global eBook Awards announces that it is now taking submissions for award consideration. The Global eBook Awards are designed to help you achieve these goals. More than a "sticker," these awards come with a built-in publicity machine. Entries are accepted from both authors and publishers. To be eligible, eBooks must be released on or before March 11, 2012.



**DEADLINE: March 12, 2012 (midnight Pacific Time).** <http://globalebookawards.com/>

**To access our ever growing list of Book Awards**, visit us online on the Author U website at: <http://authoru.org/book-awards-list.html>

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## Book Smarts

Don't you love it when authors actually take their own advice? In December, Author U had a special guest on our Blog who answered your questions about Book Blog Tours as they came in. Dana Lynn Smith is the author of *Virtual Book Tour Magic*.

She includes her “Daily Tour Routine” checklist with 11 specific tasks to execute each day of your tour. This is invaluable—an amazing roadmap to ensure that you get the traction and attention that you and your book want.

*Virtual Book Tour Magic* is a PDF edition Dana sells from her website. It's a complete, easy to follow, practical guide to running your own virtual book tour. It's all explained, step-by-step, in *Virtual Book Tour Magic*. Yes ... there's work, but there's a big pay-off potential.

The author covers topics like

- how to plan your virtual book tour;
- how to research and recruit the best tour hosts;
- communicating with tour hosts;
- creating killer content for your book tour;
- using contests, giveaways, and offers on your tour;
- pitfalls and how to avoid them; and
- hiring virtual book tour organizers.



**Here's the key take-away ... be organized ... no exceptions, no excuses.**

Following her advice will give you the heads-up you need to create, manage, and implement a successful book blog tour. Your payoff? Book sales and decent Amazon rankings. *Virtual Book Tour Magic* educates you in plain English, gives you excellent “how-to” examples, delivers step-by-step to-dos, and is an ideal tool to add to your book promo. Highly recommended.



**REMEMBER:** It's time to renew your Author U Membership now!

Go to: <http://authoru.org/join-author-u/benefits-and-costs.html>

# How to Check Your Book Proof in 3 Simple Steps

by Joel Friedlander



When you are publishing a book, there inevitably comes a moment of truth for you as both an author and a publisher. This is a moment that you've been anticipating, waiting for, excited about.

The printed proof of your book arrives on your doorstep.

Until now, the book you've been creating has existed only in your word processing files, in the printouts you've been editing, in the layouts and typography on the screen.

Now you see the book for the first time, and you get to hold it in your hands. There's no denying that this moment has the power to move people, and rightly so. You're on the edge of publication. If you're like me, you're both excited and a little frightened. But wait! Don't push that "approve" button just yet!

## Why You Want to Review a Physical Proof

Putting a book together is a complicated process involving a manuscript, editing, page design, cover creation, and a lot of other things you've dealt with to get to this point. The point of the proof is to prove that you've done it correctly. Many errors that were invisible on screen or in printouts suddenly leap off the page. Misalignments, wrong fonts, weird spacing, and typographical errors can all creep into our files without our noticing.

I've produced hundreds of books over the years, and these bugs still happen to me. So, as a professional book designer, what's the difference between me and a newbie self-published author?

I check those proofs like my job depends on it. Because it does. You can proof your book like a pro, too. Just follow along.

## How to Check Your Book Proof

First, prepare yourself. This is the last stage in producing your book, so spend the time to do it right. Books last a very long time, and so do the errors that sneak into them. This is your opportunity to make this book as error-free as possible.

I'm going to suggest a 3-step process:

### Proofing Step 1. Read the Book

If at all possible, read the entire book. While you are reading, you'll be checking for typographical errors and inconsistencies. Is the text complete? Did a paragraph get left out somewhere along the way? Is part of a sentence cut off at the bottom of a page?

Continued on page 20 ....

**Check Your Book Proof:** Continued from page 19 ....

All these things can happen at one end of a book file when you're looking at the other end. Check to make sure everything that's supposed to be there is actually there. While you're reading, be aware of the following:

1. **Fonts:** Are they used consistently throughout the book?
2. **Inch vs. quote marks:** Good typography uses proper curled quotation marks, not the straight inch marks. Check the ones in your book.
3. **Hyphens, ems and ens:** Each type of dash has a different use. For instance, numbers or dates in a range are separated by an en dash, not a hyphen.
4. **Line spacing:** Is it consistent in every paragraph throughout the book?
5. **Word spacing:** Do you have some lines that are much looser or much tighter than the others? Watch out for forced line breaks that might be left in the file.

If you can, have someone who hasn't seen the book before also read through it. You'll be surprised by the errors that can be uncovered by an observer who's not directly invested in the work.

## **Proofing Step 2. Look at the Book**

What do I mean by "look"? I mean ignore the text and instead concentrate on everything else. Here are the things you'll typically be looking for and some tips on how to find them.

1. **Orphans/widows:** Those pesky single lines at the bottom of a page or parts of lines at the top of a page. If you can get rid of them, do so.
2. **Running heads** need to be consistent and have the proper information, like part titles or chapter titles. It's easy to make a mistake with these, so check them thoroughly.
3. **Chapter openers** should also be consistent. Does each chapter start in the same place on the page and contain the same elements in the same order?
4. **Folios or page numbers** need a look. Blank pages should have nothing on them, and also check that your pagination is accurate with all odd-numbered pages on the right. It pays to check!
5. **Page references** are another trap. If you referred to something "in Chapter 23 or "on page 112, is it still there?
6. **Paragraph indents** ought to be consistent throughout, no matter what style you're using.
7. **Subhead spacing and alignment** can be controlled by styles in your software, but you should check them anyway to make sure they are uniform.

Continued on page 22 ....

**Check Your Book Proof:** Continued from page 21 ....

Here's a trick for you: Hold the edge of the book in one hand and allow the pages to flip quickly through your fingers. You'll spot misalignments because they "pop" out compared to the other pages. Try it.

### Proofing Step 3. Proof the Cover

The front and back covers of your book are the most important two pages in terms of book sales. Here are elements of your cover to check on the proof:

1. Is the overall design and the colors what you expected?
2. Is your title clearly visible?
3. Is the type on your spine clear and straight?
4. Make sure no important elements are too close to the trimmed edges of the book. I recommend you have .53 minimum around the edges.
5. If you have a barcode, or if you've printed the ISBN on the back cover, make sure they match the ISBN on your copyright page.
6. If you included a category and price, are they correct?
7. Don't forget to proofread the copy on the back cover.

### Proof, Revise, Upload, Publish!

Don't be surprised if you need to upload revised versions of both your interior and cover. That's actually pretty normal.

Go through the trouble of checking your proof, correcting your files, and uploading the revisions. When it comes time to publish your book to the world, when it goes up for sale online, you'll be confident you've put the best product you can on the market.

*Joel Friedlander is a self-published author and book designer who blogs about book design, self-publishing, and the indie publishing life at [TheBookDesigner.com](http://TheBookDesigner.com). He's also the proprietor of Marin Bookworks, where he helps publishers and authors who decide to publish get to market on time and on budget with books that are both properly constructed and beautiful to read.*



**REMEMBER:** Visit [www.AuthorU.org](http://www.AuthorU.org) often and check out the Members Area - Benefits, Special Events and Information are updated often!

## Meet Two New Author U Board Members

Meet your Board. Last month, you met some of the instrumental people behind Author U's power and growth. This month, we are pleased to introduce you to two dynamic women who have recently joined the Board to tell the author and publishing world about Author U.

### Melody Jones - Director of Social Media



**Melody Jones**, owner of Melody Jones | Social Media Management Services, takes care of the day-to-day so you don't have to. She's your social media aspirin, here to make managing an author's social media presence as painless as possible.

Working from a philosophy of partnership, Melody knows the most successful results begin with clear communication and offers an extensive initial consultation designed to gain a thorough understanding of client mission, goals, marketing strategy, social media efforts, frustrations, and successes.

Melody will be delivering the February Dinner and a Program meeting of the good, bad, and ugly of the social media world. Don't miss it!

To connect with Melody, join her on Facebook at [www.facebook.com/melodysocialmedia](http://www.facebook.com/melodysocialmedia).



### Ashley Bratton - Director of Publicity



As a Colorado native with a bachelor's in Speech Communication and a passion for the literary world, Ashlee Bratton brings to Author U her contagious sense of enthusiasm and her marketing background. Along with a master's in business administration, Ashlee has over nine years' experience in the sales and marketing field with a background in communications, event management, and promotions. This includes five years with Coors Brewing Company in building business plans, three years in international event management for corporate clients, and experience in website promotions through Blizzard Internet Marketing.

Throughout her sales and marketing career at Coors Brewing Company, she made presentations to executive management teams, managed half-million-dollar budgets, won top sales awards, managed staff members, and trained entire sales teams. Since graduating from the University of Redlands with a master's in business administration, Ashlee has used her strong academic background in business and marketing and her thorough knowledge of non-profits to assist small businesses, as well as fortune 500 companies. She enjoys working with the public and networking with the community, and she has a deep passion for goal setting, connecting with others, and motivating teams to complete events and projects.



# Win Your Audience with Words

By Linda Lane



Doctors must go to school before they can practice medicine. Attorneys must pass the bar before they can practice law. Many other professions have specific educational requirements. What about writers?

Many thousands of new books are published each year. Who “qualifies” their writers as professionals? What kind of education transforms a mediocre, run-of-the-mill writer into a great author?

All writers need editors to polish their work, no matter how well written they think it is—and being an expert in a field does *not* make one an expert *writer* in that field. Editors, however, are expensive. And for each new book, that high cost recurs . . . and recurs . . . and recurs. But that need not be the case.

Book coaches, consultants, shepherds—whatever the name—offer huge, money-saving services to serious writers who want to minimize their costs and maximize their images as go-to professionals—whether fiction or nonfiction. The services they offer are an investment in the author’s future—one that will save thousands of dollars over the life of a writing career. How so? Coaches teach the writer word art—the ability to create incredible images/ideas in the minds of readers. They are guides who impart brilliance, shading, shadowing, vibrancy, pastels, and much more that turn language into an art form.

For writers to become great, they must win their audiences with their words. They must become the Michelangelos, the Rembrandts, the Monets, the Dalis of the written page. Are you an artist? Have you won your audience with words? Who is your coach?

Questions? Contact **Linda Lane** at 303-578-2138 or through the editing branch of Pen & Sword Publishers Ltd. – [www.DenverEditor.com](http://www.DenverEditor.com)



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## Write Raw! Didn't Disappoint!



Anne Randolph had a packed room in November as she worked 20 Author U members (meaning sold out!) through a series of exercises that opened up attendees' creative juices. She calls this approach "kitchen table writing." Anne would throw out key words and phrases that then were built upon. One exercise had everyone write down five vegetables—followed up with a quick essay—think speed writing—that had to include one of them as the theme/metaphor. Hoots of laughter and ahas filled the room as a few members read aloud what they'd written.



Anne says, "The essence of Kitchen Table Writing is to allow the pen to guide. Let whatever comes off of your hand, your pen, hit the page ... free your writing spirit and let what needs to come through your subconscious erupt on the page."



One of the ahas that came from the Salon evening was her response when several really wanted to just write via the computer. Anne's replied, "The kinesthetic experience of hand writing allows energy to flow from the heart to the page." We were all encouraged to let our minds be led by the hand and heart ... and see what happened. What happened were surprises and fun ... and some amazing essays.

*"Thank YOU again for opening your lovely house to us. It was a great evening!"*  
Sherri Storz

Anne leads ongoing writing groups in the *Soup Kitchen Table Writing* series. Contact her at [Info@AnneRandolph.com](mailto:Info@AnneRandolph.com). Her website is [www.KitchenTableWriting.com](http://www.KitchenTableWriting.com) and phone number 303-758-3426.



Next Monday Evening Salon

## The Basics of WordPress

January 23rd, 6:00 PM

(Members Only - Seating is limited  
Bring your laptop!

R.S.V.P.

<http://authoru.org/jan-23-monday-evening-salon.html>



# Best Practices Checklist for eMail Marketing

by Daniel Hall



In spite of the fact that email deliverability has become more difficult, emailing your list can still be a very potent and effective marketing tool. Be that as it may, the use of “best practices” will help ensure that every email stands the best chance of hitting its intended mark. Accordingly, what follows is a checklist designed to be used before sending any email.

Use it yourself or provide this list to whomever sends your email. Some of these suggestions may seem like common sense, but I found this list to be very useful, ensuring that nothing is forgotten.

1. Re-read and spell check. Obviously your email must be understandable and professional. If you want your emails and messages to be taken seriously, they must be free of misspellings and grammatical mistakes. Therefore, re-read your emails several times. To catch more potential mistakes, read your messages backwards. This will give you more focus, and you will be less likely to “read” a word that is not there. As the writer of the email, you are likely to input the missing word, even if it’s not there. Finally, do either a spell check with a word processing program or write your email in a browser program like Mozilla Firefox, which has a built-in spell checker for one last check for possible errors.

2. Double-check dates and times. Common email mistakes include errors in times and dates. The most frequent trip-up is in calculating time zones. In fact, the day I wrote this article, I made a two-hour mistake in calculating the difference between Pacific time and Central time. It happens ... even when you are double-checking things. The rub is (hopefully) mistakes happen less frequently.

3. Format at 45 or 50 characters. Ever get an email from someone that looks like this?

*Hello Subscriber - Ever wish you could make money while you sleep? Well now you can with our new Clickbank product called ClickBank SlumberParty.*

This improper formatting makes you look like an amateur, not a professional. Generally speaking, your emails should be evenly formatted at either 45 or 50 characters per line. You could do this by hand (which I don’t really recommend), or you could use a formatting service.

A good, free web-based formatting service can be found at [www.Formatit.com](http://www.Formatit.com). With this service, you can simply write your email in any word processing program you like – and use its spell checker as above. Save your email. Then copy and paste your text into [www.Formatit.com](http://www.Formatit.com) and set the characters per line at either 45 or 50. Click the “submit” button.

The service will then format it. Now copy and paste the newly formatted email into a *.txt* document, using something like Notepad or Wordpad, and save it for your archive. Now paste the newly formatted email into whatever email service you use. Best Practices Checklist for Email Marketing

That’s it. Now your emails will look fantastic!

4. Check against spam filters. Deliverability today is a constant problem. To the extent you can, you want to mitigate this problem by checking all your emails before you send them against a spam check. Most email services have a spam checkers built in. I know, for example, that the email services I have accounts

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**eMail Marketing:** Continued from page 26 ....

with – My Kick Start Cart (a private label of 1 Shopping Cart), iContact, and aWeber – have built-in spam checkers. Use them and make any corrections that these applications recommend.

5. Recheck any links within your email. In most cases, emails are sent to drive traffic to one of your sites. Double-check every link in your email **BEFORE** sending it to make sure it works and the link takes your subscribers to where you want them to be. Also, links sometimes break for no apparent reason; so even if you recognize the link or you have sent it in the past, **ALWAYS** re-check before sending to insure that it is working today.

6. Double-check that links or forms on landing pages work. As a close corollary to rechecking your links, you must also recheck the landing site to make sure it is working properly. That is, just as links spontaneously break, sometimes pages break, as well. For example, your email may contain a link that sends your subscriber to a squeeze page form. The link may work, but the opt-in form on the page may not. So double-check opt-in forms, “add to cart” buttons, or any other link or mechanism of action you want your subscriber to take.

Case in point, recently I did not recheck a webinar replay page (which was where the link in my email was driving traffic to), and people could not watch the replay because of an errant opt-in pop-up that flew in, stopped right over the video, and could not be closed. This prevented my subscribers from doing what I wanted them to do, which was watch my webinar replay and then invest in my product.

7. Make sure your emails are CAN-Spam compliant. Obviously you do not want to ever be perceived as a spammer or get into hot water with the FTC. Most legitimate email services won't let you send a message that is not compliant. Be that as it may, it would be helpful to know what is expected. The following is a brief list to follow to ensure all your emails are compliant.

- Don't use false or misleading header information.
- Don't use deceptive subject lines.
- Identify the message as an ad.
- Tell recipients where you're located.
- Tell recipients how to opt out of receiving future email from you.



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Continued on page 6 ....

**Warning Signs:** Continued from page 27 ....

- Honor opt-out requests promptly.
- Monitor what others are doing on your behalf.

If you wish to have a further explanation on ensuring you are CAN-Spam compliant, check out this FTC link: <http://bit.ly/sNILRs>

8. Consider using an HTML or MIME to better track statistics and open rates. Most email services can only track deliverability and open rates if you are sending your emails in html formatting (versus plain text). This is not that difficult to do. All it takes is using the free WYSIWYG html editor that most email service providers have built in (you can usually toggle between html and visual editors) or by using an editor like NVU, available free from this link: <http://www.nvu.com/>.

Obviously, you should make sure that each line is between 45 to 50 characters and that all your links are, in fact, hyperlinked so that when a subscriber opens your message, the displayed link will actually be clickable.

Additionally, be mindful that some of your subscribers have set to their email preferences to NOT view html emails. In this case I would recommend you send your messages as a MIME, which basically means you send both text and html formatted email messages. Then, if a subscriber has chosen not to received html messages, your email service will serve up the text message version.

9. Preview and/or put yourself on the list so you can see what your subscribers see, preferably BEFORE you send the email. Again, most email services like My Kick Start Cart, iContact, and aWeber have a way to preview your message before sending it. ALWAYS take advantage of this capability. I cannot tell you how many times this step has saved my bacon.

Don't try to send emails when you are in a hurry. This alone may be the most important step you take before sending an email. Even though you are using this comprehensive checklist, you are much more prone to making mistakes when you are in a hurry. Slow down. Make sure you are doing things thoroughly and correctly.

That's it. Use this list until it becomes second nature to you. To make it easier to use, you may want to create an abbreviated version that's specific to you. Perhaps make a post-it and stick it next to your monitor.

Daniel will be delivering February's webinar on The Secret of Creating Successful Webinars. Check [www.AuthorU.org](http://www.AuthorU.org)

**Daniel Hall** is a prolific creator and presenter of Webinars and will present February's Webinars R Us on creating successful webinars. Information is available on his websites: [www.RealFastBook.com](http://www.RealFastBook.com) and [www.DanielHallWebinars.com](http://www.DanielHallWebinars.com).



## Book Marketing Q&A with Brian Jud

Webinars are FREE to Author U members only.

**When:** Wednesday, January 11th at 3:30 p.m. MST / **RSVP:** <http://bit.ly/sqGrwr>

# Engage Fans and Build Community with Facebook Apps

By Melody Jones



Engage your fans and keep them coming back by customizing your Facebook fan page. By utilizing easy-to-use apps, you can enhance user experience while adding only minimal work to your social media schedule.

Because there are literally thousands of apps out there, I've narrowed it down to a few that can be useful for authors. If you are interested in additional apps, I encourage you to read Facebook expert Mari Smith's article [Top 75 Apps for Enhancing Your Facebook Page](http://www.socialmediaexaminer.com/facebook-apps/). (<http://www.socialmediaexaminer.com/facebook-apps/>)

## 1. Scribd for Pages

Many authors use Scribd, a web-based, document-sharing website, to share information, stories, tips, newsletters, photos, PowerPoint presentations, and more. Now you can share directly on your Facebook business page using the app located at [http://apps.facebook.com/involver\\_epdmxwnq/](http://apps.facebook.com/involver_epdmxwnq/). Fans appreciate being able to view and even download your document right from your page, and they build community by commenting on it. If you don't know what Scribd is, read about author Hyla Molander in [How One Author is Using Scribd to Find Readers](http://bit.ly/A8f6m1) (<http://bit.ly/A8f6m1>).

## 2. Fan of the Week for Pages

Recognize your most active fan every week. High engagement is rewarded with public recognition posted on your page automatically by this app, and you can easily sweeten the pot with a freebie for weekly winners. I've noticed it builds community because others see it and congratulate the winner. The basic version works just fine, although you can customize it by paying for advanced features. Download at <http://apps.facebook.com/fanofthe/>. One thing I learned: add the app to your page at the specific time of day you want it to post the weekly winner. If you add it at 2:00 a.m., that's what time it will post your winner.

## 3. FAQ Page

How does this engage your fans? People love getting to know the person behind the name. Add common questions and answers to this tab and then refer fans to it for clarification. You can also use it for fun stuff your fans love to know: where you were born, favorite author, writing tips, inspiration for your book, or why you are a die-hard fan of a certain team or brand of ice cream. Once questions are added, you cannot change the order, so plan ahead.

Download it at <https://www.facebook.com/faqpage>.

Don't forget: for best fan engagement and community building, you must show up in person on your page. If you automate everything, they'll know it and they won't like it. Carry on.

**Melody Jones**—owner of *Social Media Management Services*, where she takes care of the day-to-day so you don't have to—is founder of *Social Media Coffee*, a monthly social media education and networking group in Parker, CO. Her writing and poetry will be published in an upcoming anthology. Join her Facebook pages: [www.facebook.com/melodysocialmedia](http://www.facebook.com/melodysocialmedia) and [www.facebook.com/socialmediacoffeeCO](http://www.facebook.com/socialmediacoffeeCO). Email her at [SocialMediaCoffee@gmail.com](mailto:SocialMediaCoffee@gmail.com).

**Note:** Melody will lead a dynamic social media program at next month's Dinner and a Program on February 23.

## Member News



Flash! **Kitty Migaki** scored a major homerun with front page coverage from the *Denver Post* for her just released *Alphabet Denver: A GPS Alphabet Hunt Book*. The *Post* even included a call for readers to take their own photos and send into a special email address—they will post all.

Read article here: [http://www.denverpost.com/lifestyles/ci\\_19549379](http://www.denverpost.com/lifestyles/ci_19549379)



More Flash! ... **Mara Purl** gets *Publishers Weekly* Review!

Just thought I'd share the news my publishers just shared with me. *What the Heart Knows* received an excellent review from Publishers Weekly, the key trade publication for the publishing industry!

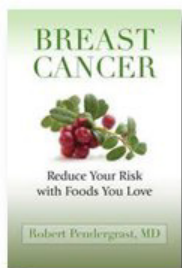
“Former *Days of Our Lives* star Purl presents the first novel in her Milford-Haven series, which, like most women’s fiction, features a setting of unadulterated beauty—the small coastal town of Milford-Haven, CA in the prosperous mid-90s—and a cast of successful, sexy, sometimes quirkily independent characters. Protagonist Miranda Jones—a young, beautiful artist nearing the end of her “struggling” phase—has recently escaped from city life. The town and community provide many possible future story lines, and Purl introduces 26 characters here. Readers will find details galore—simple activities or outfits get a whole paragraph—and the novel’s many inner monologues reveal scheming, secretly confused, or flawed personalities. Thus far, Milford-Haven offers depictions of daily life, hints of possible future romance, the threat of scandal, and carefully parsed out mystery. Considering all of the problems and questions so cleverly left unanswered, the novel is poised to convince readers to continue with the series.”



**Suzy Shride** reports that Midwest Book Review has just published their review of *Lucy Dakota: Adventures of a Modern Explorer Book 1-Rocky Mountain Beginnings*. Here’s what they had to say:

“Exploration is more than knowing something’s there; it’s truly discovering it for yourself. *Lucy Dakota: Rocky Mountain Beginnings* is a modern adventure novel following the story of Lucy, an adventurous girl who embarks on a journey throughout the Rocky mountains and sees a good dose of the rest of the natural world. Sure to be a treat for any young readers who have a fascination with the giant world we live in, *Lucy Dakota* is a fine pick and much recommended addition to any young adult fiction collection.”

## Member News



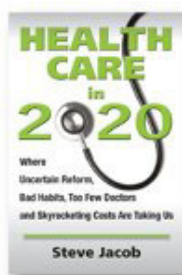
**Robert Pendergrast** reports that the latest kudos for his book came from a review in November's Midwest Book Reviews. "Fighting cancer is an effort of good Health. ***Breast Cancer: Reduce Your Risk with Foods You Love*** is a guide for greater health from Robert Pendergrast as he advises readers on how to tailor their diet to stand against breast cancer, stating that all the way from puberty onwards is the time to start thinking about good prevention for years to come. ***Breast Cancer*** is a very much choice read, not to be overlooked by anyone strongly concerned about breast health."

[http://www.midwestbookreview.com/sbw/nov\\_11.htm#Health/Medicine](http://www.midwestbookreview.com/sbw/nov_11.htm#Health/Medicine)



**Paul Vincent Rodriguez** was featured in the Winter issue of *City and Mountain Views* magazine. You can get them free at all Jeffco Libraries and other places in Jefferson County. This came from his being one of 40 Colorado authors invited to the Jeffco Library Meet and Greet in September. Over 200 authors requested to be there.

**Judy Ponsford**, BSN, RN, WHNP announces a late December, 2011 release of her new book *You, GOD, Hormones, and Health, An Informative and Inspirational Guide to Wellness*. WestBow Press, Inc, the self-publishing imprint of Thomas Nelson, Inc., is the publisher. Judy is a Women's Health Nurse Practitioner, hormone specialist, holistic and preventative health care provider, and speaker. Her book has taken a number of popular health subjects among women, such as hormones, heart health, thyroid, the digestive system, the adrenals, systemic yeast, environmental toxicity, and much more, and placed them all under one cover. This informative resource provides solid health principles that will improve one's overall general health and support the anti-aging process. Additionally, Judy is firmly convinced that we are more than just a body or physical being. Faith and spirituality play a momentous role in health and healing. Her book will also touch the spirit and inspire women to become all God intended them to be physically, emotionally, and spiritually!



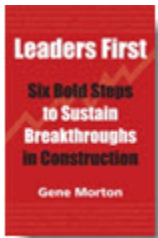
**Steve Jacob's** book, *Health Care in 2020: Where Uncertain Reform, Bad Habits, Too Few Doctors and Skyrocketing Costs Are Taking Us*, has been sent to Midpoint Trade for national distribution.

According to Steve, more than 90 million Americans lack basic health literacy to the detriment of their well-being. Amazingly, 26 percent of all Americans classify the preparation of food and drink as "moderate exercise activity."

*Health Care in 2020* delivers plenty of good medicine that is cost-effective. And it shows how health-care consumers can seize greater control over their health care and skyrocketing costs.

He is planning an extensive publicity campaign around it. With his journalistic background and contacts, he should get plenty of attention.

## Member News

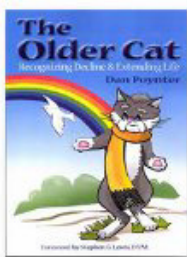


**Gene Morton** reports that, at last, the final printing is completed and

*Leaders First: Six Bold Steps to Sustain Breakthroughs in Construction* will be available in January.



**Dr. Roger Frame** presented his book, *Don't Carve the Turkey with a Chainsaw: Resolving Family Conflict* on Gary Pozsik's radio show, *Health, Wealth, and Happiness* out of Columbia, SC. His first 15-minute appearance resulted in a second 30 minute appearance to further discuss conflict management concepts. Dr. Frame will also be presenting two 3-hour workshops on his book in January to the Illinois School Psychologists Association. Roger has received confirmation from the US Trademark office that *The Conflict Whisperer®* is now officially his registered trademark.

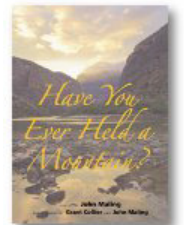


**Dan Poynter's** *The Older Cat* will be published in Japanese. Iwanami Shoten Publishers of Tokyo published the Japanese-language edition of *The Older Cat* in November of 2011. The retail price is JPY 1,700/USD \$21. The book describes recognizing decline and extending life

Cat Tip from Dan: "If your cat stops eating for three days, take your pet to the vet. Cats will go into irreversible decline if their appetite is not jump-started."



**John Maling's** book, *Have Your Ever Held a Mountain?*, found its way into the hands of *24* and *Transformer* actor Glenn Morshower—who was heading to a meeting with Tom Hanks for his latest film. Oh, the company some people keep!



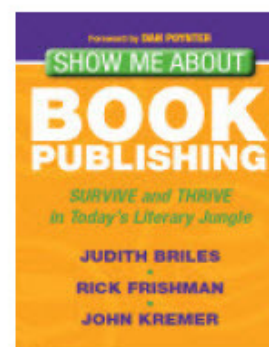
### *Amazon Best Seller!*

#### **Publishing is morphing on a daily basis ...**

If you are a new author, you've got publishing questions. Plenty of them. If you are an already published author, you should have publishing questions. Plenty of them. *Show Me About Book Publishing* has the answers.

Learn how to Author Smart ... Learn how to Publish Smart ...  
Judith Briles, John Kremer and Rick Frishman are your guides.  
Get your copy now! Available in pBook and eBook formats:

<http://amzn.to/jS3jAy>



## Member News



**Linda Lane**, editor of *The Resource*, is trading in her book-editing pen for her “win-your-audience-with-words” workshops to help authors take the leap from writers to wordsmiths.

**Fact:** all writers need editors.

**Fact:** a competent, professional editor is expensive.

**Fact:** over the lifetime of one’s writing career, a writer who wants to be accepted as a professional will spend thousands of dollars on editing.

**Fact:** learning the tricks of using words well will keep a significant number of those dollars in the writer’s pocket because well-written works require less of that expensive editing.

Her impressive team of experts in various genres—fiction, nonfiction, screenwriting, and poetry—meet one-on-one online with writers everywhere who want to maximize their writing skills and enhance their reputations as go-to authors “not to miss.” She begins marketing this new opportunity for writers in January 2012.



## Welcome Our New Members!

Send your news in ... other members love to hear what you are doing!

### Paula Mitchell



Combining her interest in wine and love of Colorado, Paula has written a book called ***Exploring Colorado Wineries***. This guidebook and journal is the only up-to-date, comprehensive book available that highlights Colorado’s wineries. With detailed information and maps, it is a “must have” for people who like wine. This all-encompassing book will not only assist you in discovering all of Colorado’s wineries, but through the “fundamentals” section can help you increase your knowledge of wine, tasting, and terminology.

Purchase your copy today at [www. ExploringColoradoWineries.com](http://www.ExploringColoradoWineries.com) and begin to Enjoy and Explore!

### Jacqueline Birdsall

A finance and accounting consultant, Jacqueline has been contemplating writing for years and has finally taken the plunge. Her interest lies in inspirational stories. She lives in Aurora and has two married daughters and a granddaughter.







## Welcome Our New Members!

Send your news in ... other members love to hear what you are doing!

### Kathi McKnight



What does your handwriting say about you? Kathi McKnight can tell you. As an author, speaker, and master certified graphologist, aka expert handwriting analyst, Kathi has analyzed many thousands of handwriting samples since 1991. Still passionate after all these years, she loves sharing how this uncannily accurate, ancient science is used today as a cutting edge tool to empower individuals in all of their personal and professional relationships. Taking it beyond the scope of forensics, she consults, speaks, and writes about the fascinating insights that your signature and the rest of your writing reveals about y.o.u.

While over 5,000 different traits are revealed by handwriting, perhaps only 4 are not. President and owner of the Rocky Mountain Graphology Association, Kathi has been sought out and featured in various media such as the *Today Show*, Fox TV, *Washington Post*, *Real Simple Magazine*, *TEEN magazine*, and featured in a television interview analyzing Jennifer Aniston's handwriting. Her opinion was sought out for a high profile murder trial, and she has been interviewed on TV and radio internationally in front of millions. She offers private consults and workshops on this ancient science, showing how it reveals the deepest, most authentic insights into your very soul and includes how to change your writing to change your life. Author of *Handwriting Analysis: The Good, "Un-good" and the Unexpected*, she writes an international newsletter and publishes an online course to learn graphology. Visit [www.TheHandwritingExpert.com](http://www.TheHandwritingExpert.com) for Little Known Handwriting Analysis Secrets - Free Weekly Tips.

### Laura JK Chamberlain

Author of *The Story of Norman*, a children's picture book that was released in the spring of 2011. Her essay, "They Built a Family," was accepted by National Public Radio and printed in their 2010 book, *This I Believe On Love*. Besides writing for trade journals and newspapers, Laura enjoys memoir and remembering Littleton as it was in the 1950s. Her future plans are to write the next volume of the *Norman* series and to complete a book project started last year, *This, Too, My Right*, which is a compilation of women's stories and the celebration of life.

Laura has five grown children and soon will have six grandchildren. She is married to Dr. Kevin Z. Dawson, a Littleton, Colorado, dentist.



### Melissa McLean Jory, MNT



A nutrition therapist and gluten-free lifestyle expert, Melissa has a degree in exercise science, a certification to teach yoga, a passion for telemark skiing and wilderness adventure, and is the founder of the blog, *Gluten Free for Good*. Her first book will be released in the spring of 2012.

She says, "Carol Fenster suggested I join AuthorU. I have a book contract and am fairly clueless about the process. The book will be released next spring, and I need all the help I can get to market it!" Her website is [www.GlutenFreeForGood.com](http://www.GlutenFreeForGood.com). Her blog is: <http://www.glutenfreeforgood.com/blog/>



## Welcome Our New Members!

Send your news in ... other members love to hear what you are doing!

### Grant Williams



In addition to working a great number of undesirable jobs, Grant Williams spent many years as a counselor for adolescents with behavioral problems. He is now back in school, earning an MBA and working as a bartender while doing so. A native of Colorado, he has lived along the Front Range for his entire thirty years.

If you were to ask him, he would tell you he writes strange fiction. His latest manuscript resembles an adult version of the “choose your own adventure” books many of us found popular as kids. Aside from a few short stories posted online and a wild adventure in self-publishing, he’s a first time author who’s thrilled to be a member of the AuthorU community and looks forward to learning from everyone.

### Lynne Farrow



Health Information Investigator Lynne Farrow is the foremost authority and speaker on the history of iodine as a traditional medicine. As an independent scholar working with the Grass Roots Iodine Movement, her research has helped inform thousands on the benefits of iodine as a transforming nutrient in our iodine-deficient society. She currently serves as Director of Breast Cancer Choices, Inc, an organization devoted to scrutinizing medical information. Lynne has worked in journalism and as a professor of sociology, following a short-lived career in comedy. She is a passionate autodidact and activist for social change. Her book in progress is *The Iodine Solution*.

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## Got an iPhone?— 3 Cool Apps to Use ...



**DRAGON GO is for** anyone who has an iPod Touch or older iPhone and are tired of hearing about Siri from iPhone 4S owners can find relief with this genius little app. Touch a button and tell **Dragon Go!** (<http://bit.ly/vFiFGK>) (free) what you need, and it scans the Web for results. Say “great sushi” or “great plumbers,” and it’ll suggest nearby restaurants and contractors. You can sort results quickly, so if you just want a Wikipedia entry or a YouTube video, a flick of the thumb will get you there. Dragon Go! won’t speak cute answers to your cute questions, but as a productivity tool, it’s a winner.



**PhotoSynth creates** panorama technology from Microsoft is highly refined and a breeze to use. Stand in place and point the phone’s camera straight ahead, and **Photosynth** (<http://bit.ly/sj5Hrp>) (free) snaps a picture. It then prompts you to drift in different directions and to stop when it detects the next photo in the panorama sequence. The app takes a minute or two to process the shot, but when it’s done, you have an amazing photo that you can rotate in any direction, enlarge and share as you would any iPhone image.



**Wunderlist Awesome Note** (<http://bit.ly/rMqpOi>) is in the iPhone App Hall of Fame for good reason, but it offers more features than many people need, and it costs \$4. For a simple, elegant and free app that’ll help you build to-do lists and send reminders to all your devices, **Wunderlist** (<http://bit.ly/rHQH9a>) (free) is ideal. The app makes it easy to set up a task list and prioritize and organize items. The layout is clean and attractive, and the app has intelligent flourishes, including a feature that lets users add tasks through e-mail.

## Cool Gadgets, Products, Services and Software



### Squeezable Tubes for Travel

**GoToobs** (<http://bit.ly/vtwj2G>) are innovative and brilliantly designed squeezable tubes to pack lotions, creams, etc. in your carry-on luggage. Made in three sizes, even the largest complies with FDA requirements (at least today). Available on Amazon and elsewhere.



**All My Favves** ([www.AllMyFavves.com](http://www.AllMyFavves.com)) is a great compilation of key websites; weekly favorites, video, news, weather, travel, and much more!



### Oh-Oh ... You Know Who (Amazon) Will Probably Be On the List!

The US Department of Justice (DOJ) plans to investigate the price of eBooks, just days after its European counterpart (EU) announced a similar antitrust probe.

The EU has questioned whether firms have “engaged in anticompetitive practices” re pricing of eBooks, “possibly with the help of Apple.” A no-no per EU antitrust regulations. It got the regs attention after five publishers adopted the agency model which saw them setting the price for eBooks sold through Apple’s store, iBook, with the revenue split between the publisher and Apple.

Details here: <http://bit.ly/rCtDkN> [www.EyeJot.com](http://www.EyeJot.com) is a great resource to communicate via video. Use it for connecting with partners, clients while and after working with them. The professional level is ideal because it enables you to customize the “look” of the video email to fit your brand. After doing a webinar, any type of presentation—heck, just pitching your book, you can send a video thanking them or with a reminder of key points.

# Tips



## The Big Six and DRM

Whenever Author U does a program on eBooks, the question of piracy surfaces and DRM—Digital Rights Management (locking eBooks) ... will using DRM prevent someone from stealing my book? Yes Virginia, there is the fear factor that someone will steal the eBook. Now the Big Six Publishers (Penguin Group, Random House, Simon & Schuster, Hachette Book Group, Macmillan and HarperCollins) are insisting that all their eBooks have a DRM component.

Until 2008, eBooks were a mere hiccup to eBooks with under one percent—a big yawn to traditional publishers. eBook sales found their groove in 2009, with sales rising and now representing more than 20 percent of all fiction sales. Some areas are even greater. Amazon owns 80 percent of the market.

The biggest eBook-related threat to the Big Six publishers is called *Amazon.com*. DRM on eBooks gives Amazon a great tool for locking eBook customers into the Kindle platform. If you buy a book that you can only read on the Kindle, you're naturally going to be reluctant to move to other eBook platforms that can't read those locked Kindle eBooks—translation—you can't get it on Nook, iPad or anything else ... just Kindle.

The Big Six's bull-headed approach will most likely yield even more sales to the Amazon platform. Details here: <http://bit.ly/tL0qH3>

Will Amazon become one of "them"? On its game plan, it will publish 122 books this fall in a multitude of genres, in both physical and eBook form.



## Blogs Going Viral!

Here's a cheat sheet to get some traction with your blogs: <http://bit.ly/se1IF9>



## Amazon Wants It All ...

Amazon launched a broadside against other eBook retailers when it introduced a new program that requires authors to remove their books from competing retailers. The new service offering, *KDP Select*, promising authors a shot at earning their share of a \$500,000 monthly pool of cash. Sounds great ... but there are a few catches. Check them out in Amazon's Terms and Conditions for the program. Start with the details here: <http://huff.to/szGgFs>



## FedEx and UPS Are Bumping Rates Up in 2012

Beginning in January, the cost of envelope and small package shipping via FedEx or UPS is going up. Ground shipping rates for both will increase by a net average 4.9 percent.



Details: <http://news.bookweb.org/news/fedex-and-ups-raise-rates-2012>



[www.EyeJot.com](http://www.EyeJot.com) is a great resource to communicate via video. Use it for connecting with partners, clients while and after working with them. The professional level is ideal because it enables you to customize the "look" of the video email to fit your brand. After doing a webinar, any type of presentation—heck, just pitching your book, you can send a video thanking them or with a reminder of key points.



**REMEMBER:** Visit [www.AuthorU.org](http://www.AuthorU.org) often and check out the Members Area - Benefits, Special Events and Information are updated often!



### ***Navigating Among Application Icons On The Taskbar in Windows 7***

In Windows 7, application icons can be pinned to the Taskbar for easy opening. In addition, when an application which is not already pinned to the Taskbar is opened during a session for the first time, its icon appears on the left side of the Taskbar. The Windows 7 Interface provides a slick keyboard shortcut to navigate through the icons to find the one you want. In Windows 7, application icons can be pinned to the Taskbar for easy opening. In addition, when an application which is not already pinned to the Taskbar is opened during a session for the first time, its icon appears on the the left side of the Taskbar. Below is an example of the left side of the Windows 7 Taskbar.



Note that the icons are directly to the right of the Start button.



The Windows 7 interface provides a simple shortcut method for opening these applications, or, if the application is already open, to activate the last active window of the application. First, note the numerical order of the icons as illustrated below.

By holding down the Windows Key and pressing the corresponding number, the application is opened, or, activated and brought to the front if it is already open. For applications with multiple documents open, and therefore multiple thumbnells appear, continue holding down the Windows key and pressing the corresponding number to cycle through them until you find the one you want.

A neat trick, but note that it only works with the first 10 icons (use "0" for the tenth icon). Thanks to John Melton of Top Hat Techs for this tip.



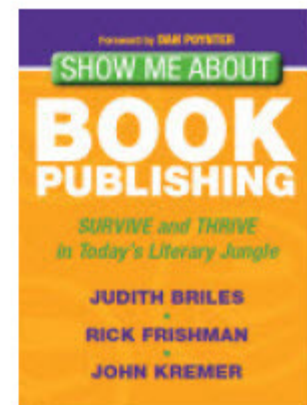
*Amazon Best Seller!*

### **Publishing is morphing on a daily basis ...**

If you are a new author, you've got publishing questions. Plenty of them. If you are an already published author, you should have publishing questions. Plenty of them. *Show Me About Book Publishing* has the answers.

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Judith Briles, John Kremer and Rick Frishman are your guides.  
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- Book Printing discounts and perks: *Sheridan Books, Friesens Corporation, Thomson-Shore, Color House Graphics, King Printing, Total Systems Printing, Four Colour Print Group*
- Legal assistance for authors and publishers: *Replin; Rhodes, LLC*
- Printing of flyers, business cards, postcards: *Tu-Vets Printing*
- Interior Designs for books discounts: *WESType Publishing, NZ Graphics*
- eBooks, Audio book discounts: *DarkFire Productions*
- National Book Distribution discounts: *Midpoint Trade, Book Masters*
- Graphics and Book Cover design discounts: *NZ Graphics*
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- Webinar design and implementation discounts: *The Webinar Mentor, IllustratingYou, LLC*
- Virtual office assistance discounts: *Cornerstone Virtual Assistant*
- Book and Publishing coaching discounts: *The Book Shepherd*
- Website design discounts: *Here Next Year*
- Mentor program
- The list continues to grow!

Plus, at renewal, you will receive a Bonus via a PDF of Judith's entire Resource section (37 pages of contacts, websites, and detailed book and publishing info) from her newest book, co-written with John Kremer and Rick Frishman, *Show Me About Book Publishing*.

All of us at Author U look forward to the expansion of our community. Tell your friends ... \$89 is a very small amount to invest for your success.

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