



# The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 4 Issue 9

November–December 2013



## *It's Not a Fad ...* *It's a Trend ...* **the Author U Highway**

### *What's Inside ...*

**How To Do Your Own eBook Distribution**

**Amazon's Matchbook Program ... Hot!**

**How to Blend Keywords into Your Website Copy**

**What Authors Need to Know About eBooks**

**Why Editing and Proofreading Still Matter**

**Meet New Shelves**



# The **AUTHOR RESOURCE** Book Publishing News eMagazine

Author U is the premier authoring resource in the country, creating community, education, guidance, vision, and success for the serious author.

Vol. 4, No. 9

www.AuthorU.org

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## It's Not a Fad ... It's a Trend...the Author U Highway

Judith Briles, Author U Founder



A distinct trend has surfaced with book shepherding clients I've worked with this past year. These successful, traditionally published authors are choosing to bypass New York. Yes, if they offered their ideas, their manuscripts to the traditional publishing community via their agents, the odds were extremely high that they would receive a hefty offer to publish the new book. Yet, these authors chose not to. Why?

For years, I've been talking about the four primary reasons I left traditional publishing: control, quality, timing, and money. Their reasons matched mine. What publishers do in support of authors has declined to a minor fraction of just 10 years ago; in fact, most have turned into quasi printing houses that include cover design and minor editing only. Marketing has been pushed to the author with the expectation that if an advance had been paid, it would be used to promote the book. Publishing corners have been cut from the quality of paper and covers to the amount of glue in the spines. And authors have awakened to the fact that publishers are leaving a lot of money out of their pockets.

Just as kids grow up, express their independence, and get their drivers' licenses, authors now want the keys to the publishing car. And it's long overdue.

That's where Author U comes in. You have the keys—with your hands on the wheel, you can go anywhere. The "anywhere" will be based on your platform, your vision, and your commitment. Along the way, Author U will introduce you to pit stops that will fuel your journey. You just have to keep refueling in the process. That's where the Author U community comes into play along with the variety of programs that are



Continued on page 2 ...

**Author U Highway ...** Continued from page 1 ....

available—some in person, others via computer.

Throughout the summer, the Tech Tool Box, Monday Evening Salons, and Mentoring Mondays and take Flight Thursdays have been active—book creation and book marketing don't take vacations. Participating in them gives our members the up-front and personal attention by the presenters to dig down, learn the concept or tool, and implement them. Webinars have plenty of seats; Salons and Tech Tool Boxes are limited, with each being sold out. Make sure you check the dates and topics for each within *The Author Resource* newsletter and on the Author U website and sign up early.

The rest of the Author U year is in the works. Brunch N Learn dates are set for January through March. Patrice Baum explodes all the old theories about Author Branding on January 11th—DON'T MISS THIS—come with your list of questions—you will be reshaping what you do. The November 16th BootCamp will be peppered with the latest info on how to become THE influencer in your field ... how cool is that? ... and reveals a variety of “how-tos” in the Tech World, identifying the right partners and how to make your soar.

For those in Colorado, don't forget our always fun Holiday feast—this year it's on Saturday, December 14th, and your appetite will enjoy a Vietnamese feast.

There's lots on the Author U Highway ... choose which pit stops will supply the fuel that you and your book needs. For all upcoming events, just click on the “Event” tab on the AuthorU.org Home page. Get your keys out, turn the ignition, and push the pedal.

As we close our third year on the Author U Highway, the journey expands and new roads open. The Holidays are upon us, and we always combine the November-December issue and reduce the size—after all, you've got lots going on as you spend this time of the year with your friends and families. Your Boards will be meeting, planning the May Extravaganza, and mapping out next year. I'm looking forward to my annual Authors' Fall Tea on November 24th—if you are in town, do come.

Please remember to reach out and let those you care for know that you care for them. Several in the Author U family have lost loved ones and our warm thoughts and prayers are sent their way for healing and support.

*Judith*



## 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 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

**ADVISORY BOARD:**

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Rick Frishman / Brian Jud  
John Kremer / Penny Sansevieri /  
Marcella Smith / Susan RoAne  
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## Mark Your 2013 Calendars ... *Save the Dates!*

Visit our online Calendar on Author U - go to: <http://tinyurl.com/AUdates>

### November

*Every Monday*

#### **Author Mentoring Mondays**

Call 10 a.m. Mountain, noon Eastern: 605-475-5920; access code ... 3252604#

7, 21

#### **Take Flight Thursdays** (for pre-registered 2014 Extravaganza attendees)

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#### **Monday Evening Salon**

*Every Thursday*

Author U *Your Guide to Book Publishing* radio

### December

*Every Monday*

#### **Author Mentoring Mondays**

Call 10 a.m. Mountain, noon Eastern: 605-475-5920; access code ... 3252604#

14

#### **Author U Holiday Party**

5, 19

#### **Take Flight Thursdays Final Sessions** (for pre-registered 2014 Extravaganza attendees)

21

#### *Author YOU Circles*

*Every Thursday*

Author U *Your Guide to Book Publishing* radio

### Coming in 2014

**January 11**

Brunch & Learn – Author Branding with Patrice Baum

**February 8**

Brunch & Learn – Author and Book Findability with Heather Lutze

**March 15**

Brunch & Learn – Author U 101 Hot Tips Panel

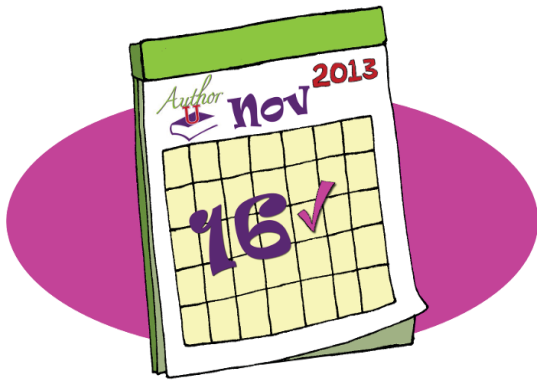
**May 1-3**

Extravaganza, Hyatt Hotel-Denver Tech Center - Colorado



## Check out Mondays at Author U for Author U On the Air.

Judith Briles will be the primary host, reaching out to our amazing Author U community, including the excellent speakers and Exhibitors from the Extravaganza. On the Air will stream immediately through YouTube, and you can watch live or later.



## November 16th BookCamp ... It's TechFest Time!

### What Every Author Needs To Know Today about Social Media Promotion, Klout & Marketing Your Books

The author's world is not the same as in the past. Today, the major publishing houses are confronting problems as never before. The world of social media has changed the landscape and flipped it upside down and inside out. What worked five years ago has changed dramatically, and you as an author need to know what to do.



Klout and your Klout Score will play a big role in your success today. Knowing what it is and how to best use it in your social media work can make the difference between success and failure. Strong influence translates to more business. Period.

Terry Brock and Gina Carr from Orlando, Florida, are making a special appearance for this program here in Denver ... just for Author U. You'll learn principles from

their new book from McGraw-Hill, *Klout Matters: How to Engage Customers, Build*

*Your Digital Influence—and Raise Your Klout Score for Success!*

**BONUS ALERT:** ALL attendees will receive a copy of just-off-the-press *Klout Matters* with their registration.

Terry and Gina are recognized as top influencers amongst the who's who in the social media world. And you get them—both—for a solid day of deep diving and learning new technologies that can help you as an author and thought leader.

Register: <http://bit.ly/150XtFG>

#### Topics To Be Covered Include

- How authors can use social media to get more business right now.
- What the heck is this Klout and Kred thing, and what do you need to know about it to sell more books?
- How Klout matters today for writers and authors and what else you need to know about it.
- What specific actions can you take to enhance your Klout score?
- What are you doing now that could be done in a slightly different way, which can enhance not only your Klout score, but your influence and your bottom line?
- Key steps to take on Facebook to enhance your Klout Score and generate more influence.
- What you need to know about Twitter and how it is tied into Klout.
- Effective steps you can take on LinkedIn to connect with others more, generate more business and sales—and raise your Klout Score.
- Key tools and technologies that can help you as an author in 2014.



This is a program you can't afford to miss. Cancel your other engagements and be here for this one. You'll be glad you did. Prepare yourself to have "more fun than the law will allow" ... (Of course, laws are different in Florida where the Terry and Gina are from!)

**Cost:** \$109 for members Non-members, \$159  
**Date:** November 16th  
**Time:** 8.30 a.m. to 4.30 p.m.  
**Register:** <http://bit.ly/150XtFG>

## Meet Gina Carr, MBA

Gina is an Entrepreneur, Speaker, and Marketing Consultant who works with Thought Leaders—speakers, authors, and CEOs—to leverage social media marketing for more publicity, profits, and success. Combining her street-smarts learned as a small business owner with her book-smarts learned at the Harvard Business School and Georgia Tech, Gina helps business owners turn great ideas into profitable, money-making machines. Best known as “The Tribe Builder,” Gina is a pro when it comes to helping passionate people build powerful tribes of raving fans for their businesses or non-profits.

## Terry Brock, MBA, CSP, CPAE

Terry is known internationally as a marketing and technology expert. He knows how to take technology, social media, and marketing ideas to help speakers, authors, and coaches achieve bottom-line results—and have fun! He's the former Chief Enterprise Blogger for Skype and former Editor-in-Chief for AT&T's huge business blog (over 100 authors). Come to this entertaining and informative presentation to get the information you need to sell more books in today's "never-like-this-before" world. Here's Terry's webpage: <http://terrybrock.com/meetingplanners/>. Check out his energy. ... The BookCamp will rock with Gina and Terry's know-how in social media ... guaranteed, the day will deliver beyond your expectations.

## People are talking about Klout Matters ...

*“How much clout do you have through your social media presence? Terry Brock and Gina Carr score big when it comes to showing you how to engage with customers in this fast-paced, ever-changing field. Use their proven principles to make your Klout Score rise to the top.” ~Harvey Mackay, New York Times #1 best-selling author of *Swim with The Sharks Without Being Eaten Alive**

*“Everyone wants more impact, influence, branding, and recognition. On the Internet it's known as Klout. For many, Klout scores have remained a mystery UNTIL NOW. Terry Brock and Gina Carr have written the benchmark book, Klout Matters, and reveal the importance, the relevance, and the secrets behind this Internet imperative. As a Klout thought leader myself, I recommend that you buy this book and implement the ideas and strategies so that you go from Klout to significance.” ~Jeffrey Gitomer, New York Times Best Selling Author of *The Little Red Book of Selling* and *21.5 Unbreakable Laws of Selling**

*“I've had my doubts about systems that create 'arbitrary' social media scores. What if someone has tremendous influence in the 'offline' world, yet isn't that active on social sites? Well, the truth is we now live in an age of influence marketing; and, in order for your business to really thrive, it's critical to be strategically active on all the major social sites. In Klout Matters, Gina and Terry walk you through the exact steps needed to build a sizable platform, leverage key relationships, and create real influence for greater success. This book is a must-read for anyone striving to become a respected thought leader.” ~Mari Smith, Forbes' Top Ten Social Media Power Influencer 2011-2013+, Speaker, Author of *The New Relationship Marketing*, and *Facebook Marketing: An Hour A Day**

## Your Guide to BOOK PUBLISHING



*Everything You Want to Know, But Didn't Know What to Ask* launched live last year and now has over 18,000 downloads each month. Every Thursday, Judith hosts 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. Listen live or click on the podcast from the website. Recent programs focused on how to maximize social media, how to create book publicity, how to market globally, beyond Amazon, how to market fiction, and so much more.

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 who 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. <http://togi.us/authoru>



**Ho ... Ho ... Ho ...**

## Time for the Author U Holiday Party

It's that time of the year again: Fun, Laughter, Great Food, Interesting Gifts, and Amazing Conversations

The Author U Holiday Party will be held on **Saturday, December 14th**, from 6: 30 to ???

**Location:** Judith and John's, 14160 E Bellewood Dr., Aurora, CO 80015

**Cost:** \$25 per person or \$45 per couple ... includes dinner and drinks (no tipping - it's catered this year)!

**Gifts:** We do an exchange; please keep your cost value to less than \$15. Hot items in the past: wine, nifty gadgets from Home Depot and Costco, sports stuff, movie tickets. Goofy and quirky can be fun ... as long as it isn't a clear reject from something past.

**Register on line today!**  
<http://bit.ly/1fjAdHZ>

**Individual:** \$25  
**Couple:** \$45



## Tech Toolboxes for the Fall Time

*All Tech Tool Boxes are for Author U paid up members only and limited to 8 participants to allow for in-depth work with each and are led by Kelly Johnson and Judith Briles.*

All Tech Tool Boxes are for Author U paid-up members only and limited to 8 participants to allow for in-depth work with each. They are led by Kelly Johnson and Judith Briles.



**November 19th**

### Click on the Wild Side – Demos of Online Tools for Authors, Books, and Publishing

This workshop will take you through demos of programs that teach simple-to-use business tools, such as ShortKeys, Wufoo, and others – you'll be clicking away and using new tech tools in no time!

**January 14th**

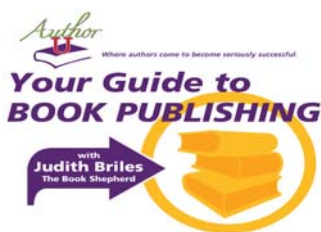
### Instagram and Infographics - Share Knowledge or Tell a Story Through Images and Instant info to all things Cyberland and Beyond!

Information Graphics or Infographics is a method to share knowledge or tell a story about a topic through a graphic image. Since “a picture is worth a thousand words,” infographics allow you to present details and content in a compact, easy-to-understand way. Demos of programs to create your own infographics will be covered in the workshop. Instagram is fast and fun. You will laugh and learn this afternoon!

**ONE SESSION is \$60 ... Any TWO for \$100**

- Time:** 3 to 6 p.m.  
**Location:** Judith Briles' Office in Aurora (you will get directions the day before and what to bring for each session)  
**Cost:** ONE is \$60 ... Any TWO for \$100 ... All THREE for \$140  
**Register:** <http://bit.ly/12IHw9t>

(Go to [www.AuthorU.org](http://www.AuthorU.org), click on Events, and then on “View All Upcoming Events” ... select ToolBox events)



## Did you miss a show?

Go to: <http://bit.ly/tTUpGH> and catch up!



Monday, November 25th 6 – 9 p.m.



## Monday Evening Salon

**Twitter is one of the powerhouses for social media presence and marketing.**

**Tweets can carry your words to mega thousands...**

they will after this Salon. November 25th is the date to either get you going, kickstart a limp performance or move into high gear. Judith Briles will be your guide. Salons are limited to 20 in attendance, include dinner and are for Author U paid up members only.

- Why you need Twitter in your author/book world
- How to book market with Twitter
- How to manage your postings without losing your life and sanity
- Using Hashtags and claiming your own
- Lots more...

**When:** November 25th

**Time:** 6 – 9p.m. Includes dinner

**Cost:** \$27 Where: Judith Briles' offices

**Register:** <http://bit.ly/1cHXCmt>



## Take Flight THURSDAYS

### Take Flight Thursdays

3 p.m. Eastern, 2 p.m. Central,  
1 p.m. Mountain, 12 noon Pacific.

**Specifically created for those who pre-signed up for Extravaganza 2014**, Take Flight Thursdays helps 40 authors soar into the book stratosphere with Mary Agnes Antonopolous and Judith Briles via webinar or teleseminar.



We will be starting our **Google Hangout Air** program in October, *Author U On the Air*. Dates will be announced in the Monday Morning at Author U eblast.

**Judith Briles will be the primary host**, reaching out to our amazing Author U community. Guest co-hosts will include the excellent speakers and exhibitors from the Extravaganza. *On the Air* will stream immediately through YouTube, and you can watch live or later.

January 11, 2014

# Nail Your Brand!™

## A 5-Step System to Brand Your Business



Have you started a new business? Changed direction? Even if you've been in business for years, it's critical to clarify your brand. Your clear brand provides a solid foundation for your hardworking marketing toolkit: a strategic website, speaker/author one-sheet, and even your elevator pitch!

In short, your clear brand is the launchpad to promote and grow your business. Join this hands-on workshop to learn an easy, do-it-yourself branding process, specifically created for small business owners who consult, speak, coach, and author books.

### Key take-aways:

- Gain a clear, simple understanding of branding
- Experience a step-by-step process to clarify your unique brand so you shine as the expert you are
- Clarify your Brand Elements™ so you can present consistent messages and design throughout your marketing tools, including your website

### About Patrice Rhoades-Baum

#### Marketing Consultant & Branding Expert



Patrice Rhoades-Baum developed her Nail Your Brand!™ system while clarifying the brand for her own business. Since then, she has teamed with hundreds of consultants, professional speakers, and other business owners to clarify their brand. Next, Patrice and her team create the website and speaker/author one-sheet – the most important tools in your marketing toolkit.

Patrice's experience includes 25 years of high-tech corporate marketing, where she managed big-budget advertising and direct-mail campaigns. Plus, she has been the branding strategist, project manager, and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in Fortune magazine.

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“Author U is the premier authoring resource in the country, creating community, education, guidance, vision, and success for the serious author.”

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# Author U Extravaganza Pre-Sign Up Special

## May 1–3, 2014



3 jam-packed days starting at NOON on May 1st. You will be working with amazing book-marketing strategists, publicists, Internet gurus ... all done in an intense workshop environment. The Deep Dive Dinner workshop will feature Penny Sansevieri, known as the BookGal, a top Internet Book Marketing Strategist, popular book columnist with the *Huffington Post*, and author of *Red Hot Internet Publicity*. Mark Coker, President of Smashwords, will be the opening keynote on Friday. Eagles (advanced) and Eaglet (newbies) workshops will begin Thursday noon and end just before Penny's session, Deep Dive Dinner Workshop. On Saturday, the social media and marketing visionary Joel Comm will keynote the morning.

Block the dates on your calendar for 3 days that will unravel the secrets to the Author Matrix. Author U feeds the "belly" and the "brain." Most meals included. The Full Agenda with times will be posted this fall on the website. **BONUS:** You may register family members or co-workers at a discounted fee\*\* if they are not already Author U members.

**\$100 reserves each spot.** It is non-refundable and is due **NOW**. You may register additional friends, colleagues, or family members for a reduced fee if they are not already Author U members at a \$100 deposit per person. Most meals are included. You will be invoiced, and then your credit card charged for the balance—split in two payments—in November and February.

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### Count me in for the Author U Extravaganza 2014!

If you want to print out and mail in:

I'm registering for the Extravaganza plus the Deep-Dive session w/ Penny Sansevieri on May 1-3

\_\_\_\_\_ @ \$375 (AU Member) \* or

\_\_\_\_\_ @ \$485 (Non-Member)\*

\_\_\_\_\_ @ \$225 (AU Member) \*\* or

\_\_\_\_\_ @ \$275 (Non-Member)\*\* (*discounted*)

**\*first registration    \*\*each additional family    \*\*\*Author U membership is \$99 per year**

I'm also registering for the Pre-Extravaganza Eaglet and Eagle Workshop on May 1st from 12:00 p.m. to 4:30 p.m.

\_\_\_\_\_ @ \$55 (AU Member) \_\_\_\_\_ @ \$75 (Non-Member) Eaglet and/or Eagle (Circle choice)

**Total Extravaganza 2014 Registrations:** \_\_\_\_\_

**Please add me as a new member for \$99** \_\_\_\_\_

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

Zip \_\_\_\_\_

eMail \_\_\_\_\_

Cell Phone \_\_\_\_\_

Day Phone \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp \_\_\_\_\_

CVV \_\_\_\_\_

**How to Register for Extravaganza 2014** – online <http://ow.ly/kWLjJ>; phone (303-885-2207); fax (303-627-9184); or mail (Author U c/o Judith Briles ~ 14160 E Bellewood Dr. ~ Aurora CO 80015)

As Dr Lynn Hellerstein says: *See It. Say It. Do It!* ... and put it on your calendar now.

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## Amazon's Matchbook Program ... Hot!

By Judith Briles, The Book Shepherd

This is hot, and it puts Indie Authors in the catbird seat ... Amazon came up with a program last month that pushes print books ... the bonus is that you get the e-book at a deep discount.

Matchbook bundles the print book with the e-book. The customer gets a deeply discounted or free Kindle version of the same book. It's similar to what Amazon's audiobook program.

Traditional publishers are doing something that sounds like this ... but isn't. Many are offering "enhanced hardcovers"—they bundle the more expensive hardcover books with an e-book, for a 25 percent greater charge. So, if you purchased a new hardcover release for \$25, you could choose to pay an additional \$6.25 to receive the e-book, as well. If you purchase the much cheaper paperback, all you get is the paperback. Big deal—you can do better with a discount at Costco or Sam's Club and get the e-book on a separate purchase.

With Amazon's Matchbook program, if you purchase the book, you can have the e-book included for any price-point between \$0 to \$2.99, depending on what the standard price of the e-book is and which discount level the author has selected. For instance, if the e-book normally costs \$1.25, the bundled e-book would be free. But if the e-book normally costs \$6.99, you'd be able to get it for \$2.99, \$1.99, \$0.99, or free, depending on what price the author's selected.

**Here's a bonus...** *you don't have to be exclusive with Amazon in order to enroll in the Matchbook program. And for Indie Author who only creates e-books, Amazon's Matchbook program is the perfect incentive to get print versions of their books up and running. Hello, POD, for those who don't want to run a full run. Take advantage of this!*

kindle matchbook  
Launching in October



Shannon Parish

IllustratingYou, online & offline

Cartoons - Websites - Illustrations  
Graphic Recording

(720) 295-7409

Shannon@ShannonParish.com



**Publishing at Sea™ Presents ...**  
**Create the Ultimate Bestseller at Sea!**



Join Judith Briles, Joan Stewart, Amy Collins, and Georgia McCabe for 5 days that will change your publishing and authoring life.

It's a working, learning vacation! [www.PublishingAtSea.com](http://www.PublishingAtSea.com)

Cost: \$1200 includes for Balcony and \$1100 for Outside Deluxe cabin PER PERSON  
 You Get: Cruise on Royal Caribbean's Brilliance of the Seas departing from Tampa, FL, all taxes, gratuities, amazing workshops, one-on-one coaching from Judith, Joan, Amy, and Georgia

**Itinerary:**

- January 18 Depart Tampa, FL, at 4 p.m.
- January 19 At Sea
- January 20 George Town, Grand Cayman
- January 21 Cozumel Mexico
- January 22 At Sea
- January 23 Return to Tampa, FL, 7 a.m.

There will be workshops EVERY DAY ... when we are in PORT, you are on your own to play and enjoy.

Dates: January 18 – 23, 2014

Deposit need NOW: \$200 per person holds your spot ...

\$1200 per person for All Workshops, Cruise, Taxes, Gratuities --- Balcony

\$1100 per person for All Workshops, Cruise, Taxes, Gratuities --- Outside, Oceanview

Lifesaver – Pay via PayPal with NO interest for 6 mos ... Call Judith at 303-885-2207 for Info

\$550 by October 30; \$350 Nov 15th; balance December 15th

Enclosed is \$ \_\_\_\_\_ for \_\_\_\_\_ Spot(s).

I want a cabin for 2 \_\_\_\_\_ I need a roommate \_\_\_\_\_

[www.PublishingAtSea.com](http://www.PublishingAtSea.com) Enclosed is \$ \_\_\_\_\_ for \_\_\_\_\_ Spot(s).

**I want a cabin for 2 \_\_\_\_\_ I need a roommate \_\_\_\_\_**

**Name(s)** \_\_\_\_\_

**Name(s)** \_\_\_\_\_

**Credit Card** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_ **CVV** \_\_\_\_\_

**Street** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Create The Ultimate Bestseller at Sea!**

*Publishing at Sea*

January 18 - 23, 2014

Judith Joan Amy Georgia

## Smooth Sailing for You and Your Book

**Five days with five publishing experts** that will take you through a complete program to bring your book from where it is to where you want it to be! Take a dream trip to turn your dream of being a bestselling author into reality.

Learn everything you need to know about publishing at once—and at sea! You will have complete access to five top book industry experts for several days to answer any and all your publishing questions.

**Take the next steps with your book and access proven expertise on what to do next!**

*Join us ...*

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

- Creating the Author and Book GamePlans
- How to Craft a Talk that Sells Thousands of Copies
- CrowdFunding 101 for Authors and Books
- Tools for Market Research ... How to take the guesswork out
- Design and Packaging and Marketing
- How to Sell Books by the Truckload on Amazon
- How to Maximize and Monetize Social Media
- Fast, Free, Easy Ways to Research Journalists, Broadcasters, and Bloggers
- Move Your Books ... Brick and Mortar Sales and Distribution
- Where to Find Millions of Readers Online
- Quick and Dirty Blog Posts When You Don't Have Time to Write
- Tips and Tricks to Look and Sound Human in All Your Book Promotions
- The Good, The Bad, The Ugly (very ugly) in Social Media
- Social Media ... How to Stay Visible Without Losing Yourself and Your Day
- Getting Your Land-legs and Putting it All Together

## Free Guide: BookBaby's How-To Guide for Writers

BookBaby's *How-To Guide for Writers* goes beyond the e-book basics to help you create a digital masterpiece. Whether you're a rookie or an experienced pro in the e-book world, BookBaby's newest guide has something for everyone.

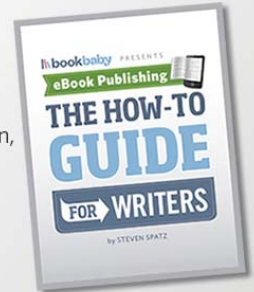
### Topics include

Pricing strategies and tactics  
The value of editing or cover design  
How metadata is vital to your online sales success  
And much more

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### eBook Publishing The How-To Guide For Writers

Learn the secrets of eBook production, pricing, marketing, and more.



Do you want a powerful, integrated online presence that gets results and showcases you as the go-to authority in your industry?

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AMBER LUDWIG Your Get-It-Done Girl

# How to Prepare for a 30-Day Writing Challenge

By Nina Amir



I hope you have decided to take the Write Nonfiction in November Challenge and join in the excitement of National Nonfiction Writing Month. (If you write fiction, you can try National Novel Writing Month.) When you set a goal to start and finish a work of nonfiction in a month, whether it's a full-length book, a short e-book, an article, an essay, or some sort of report or proposal, preparation helps you achieve success. Today I want to discuss a few of the different types of preparation you might undertake.

## Research:

If your project entails any type of research, it will help you write quickly if you have gathered your research prior to November 1 and organized it well so you can easily access whatever you need as you write. If you find you don't have necessary research, don't stop writing, if possible; instead, place a bracket in your manuscript with the words *add research here* and just keep writing.

## Outline:

Take the time to create an outline of your project. For a book, this could be a table of contents, and you could break the table of contents into smaller bits, like subheadings. For an article or essay, you might determine the major points you will discuss, arguments you will make, or memories you will describe. Brainstorming your content and organizing it in advance allows you to power through your writing periods without wondering what you will write.

## Materials:

Make sure you have all the materials you need at hand. This includes, of course, your computer. Also consider whether your printer has enough ink in the cartridge and whether you need pens or pencils, paper, certain books, or a binder for your printed pages. You might also want to stock up on your favorite snacks and drinks.

## Schedule:

One of the most common reasons people don't follow through on their plans to write anything tends to be lack of time or "other commitments." Plan out your schedule for the next month so you have ample time to meet your 30-day writing goal. Consider what can be put on the back burner for a month, how you will rearrange your life, and in what ways you will make time even when it seems you have none or little for this writing challenge.

## Attitude:

Attitude makes a huge difference in whether or not you achieve your goals. Take some time prior to the start of the challenge to consider whether you have self-defeating thoughts, such as

"I don't really think I'll complete my project, but I'll see how far I get."

"I never finish anything I start."

Continued on page 16...



**30 Day Writing Challenge:** Continued from page 15....

“I never have enough time to challenges like this.”

“My writing is no good; I don’t know why I try.”

“I have nothing to say worth reading.”

If you do, now is the time to change them into positive affirmations. When you believe you *can* do something, you will—or you’ll find a way. Successful writers have willingness, optimism, objectivity, and tenacity. You will need all of these this month, so you

- Do whatever it takes to meet your goal.
- See obstacles as challenges and meet them head on.
- Offer yourself encouragement rather than self-criticism about your work.
- Act with persistence, determination, and perseverance.

*Nina Amir, the author of How to Blog a Book and The Author Training Manual (Writer’s Digest Books, 2014), inspires people to combine their purpose and passion so they **achieve more inspired results** in work and life. She motivates people to create publishable and published products and careers as authors, as well as to achieve their goals and fulfill their potential.*

*The founder of National Nonfiction Writing Month (NaNonFiWriMo), aka the Write Nonfiction in November (WNFIN) Challenge, Amir is a developmental editor, proposal consultant and author, book and blog-to-book coach with 35 years experience. Some of her clients have sold 230,000+ copies of their books and been published by major publishing houses. She writes four blogs and has self-published 12 books. [www.ninaamir.com](http://www.ninaamir.com)*

## Have You Met Author U’s Premier Partners and Associates?



Have you checked out Author U’s Premier Partners and Associate Services pages on the website?

Recommended providers from shipping to printing and everything in between.

Check them out! <http://ow.ly/df1Yi>



**Supporting the foundation  
of your business.**



**The Author Resource**  
 Blog  
 Video Blog  
 Events  
 Service Providers  
 Radio Shows

# Book Marketing Myth #1: It's Not for Me ... Really ... *If not for you, then who?*

I need a “professional” to market my book is what too many authors think and say. Stop it. Reframe your thinking and your marketing strategies. Whoever put that out had to be a “professional book marketer” ... it's utter nonsense. Of course you can market—and should market—your book.

- Who best knows it?
- Who best has the passion for it?
- Who best gets the agony and ecstasy?
- Who best understands why your protagonist did what he did?
- Who best can feel the desperation of a situation that you've become an expert in because of your personal experiences?
- Who best ...?



YOU, that's who. You may not have the perfect pitch down, but you will ... with practice. Rethink, or “re-frame” your position. Mostly likely, if you had your druthers, you would rather be writing your next book. I get that ... and you can. Just not full-time. If ever the phrase “target marketing,” pops up, it's now.

What if your book relieves someone from the doldrums of a slow day; a bummer of a situation; the numbing of a commute; or just tickles, entertains, thrills, or has the reader marveling at the twists and turns, who best but YOU to let them know about the delights and hoots between the covers of your book?



What if your book delivers the answers to a problem or situation that is commonplace, or even not so common?

What if you can explain why it is happening in a format that is easily grasped and then roll out the solution(s) in a one-two-three punch that the reader will do a happy dance to have at her fingertips?

How did you get so smart?—I bet because you lived and experienced it. You have a PhD in life, or maybe the educational degree ... and you know the rollercoaster that you went through. Who best but YOU to let others know about the ins and outs and how to relieve the pain ... or get healthy ... or find balance ... or ...?

Author Book Marketing is about sharing and telling people about what you care about, what you are passionate about.

It is work, yet it doesn't have to be the drudge of it all. When you know that your poetry touches the hearts of many and seeds their inspiration; when you know that words tickle the funny bone; when you know that your storyline delivers an aha and OMG experience; when you know that your how-to is exactly what a specific workplace needs; when you know that you've created a unique twist for something/anything that affects many ... who best to spearhead the book marketing than you, the author?

When authors talk about their books, it's marketing. People listen.

Book marketing today is like going to cereal aisle at a grocery store—all six shelves of it in a 60 foot row, packed with every imaginable type of cereal. Some are for kids; some for adults; some hot; some cold;

**Book Marketing Myth #1:** Continued from page 17....

some created for specific diets; some loaded with eye-candy—ingredients to get the consumers taste buds salivating. A lot of “somes.”

Today’s book-marketing grocery store is centered on the Internet. Marketing is about connecting—finding those who want to hear your story, need your insights, or just want a good read.

Your audience is clickable. They are hanging out on the Internet. They may be at a Meetup group around the corner or a coffee shop. They could be glued to a specific social media platform. They could belong to an association. They could be anywhere and everywhere. You can hire someone to find them ... but to connect, it’s YOU. Book Marketing 101. Bust the Myth.



**Judith Briles** is known as *The Book Shepherd* ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)), an author and book publishing expert, and the Founder of Author U ([www.AuthorU.org](http://www.AuthorU.org)), a membership organization created for the author who wants to be seriously successful. She’s been writing about and conducting workshops on publishing since the 80s.

*Judith is the author of 30 books. Her latest, Author YOU: Creating and Building Your Author and Book Platforms is just out. Join Judith live on Thursdays at 6 p.m. EST for Your Guide to Book publishing on the [www.RockStarRadioNetwork.com](http://www.RockStarRadioNetwork.com). Follow @AuthorU and @MyBookShepherd on Twitter and do a “Like” at AuthorU and TheBookShepherd on Facebook. If you want to create a book that has no regrets, contact her at [Judith@Briles.com](mailto:Judith@Briles.com).*



Englewood Public Library has its annual celebration of Colorado authors Meet the Faces Behind the Books in April for new titles published between January 2013 through March 1st, 2014. Sell and sign your books.

**There is a deadline for submissions  
November 30th ...**

#### **Details:**

We are currently accepting submissions for the 2014 Meet the Faces - Colorado Author Open House event.

April 27, 2014 is the date for the event.

Author reception will be at noon, with check-in and set up beginning at 10:30 a.m. The doors will open to the public at 1:00 and we will finish up at 4:00 p.m.

Qualifying titles must be new to our event and published between January 2013 - March 1st, 2014.

We need titles, publication dates, cover art, and either 1) a copy of the book (it can be an advanced reader copy), or 2) an electronic copy of the book(s). We have a team to review and decide on the final list of authors. We try hard to get a good mix of all genres and interests. Submissions are due by November 30th to my (Deb Parker) attention at the address below to be considered.

Deb Parker - Executive Assistant/Events & Programs Coordinator at the Englewood Library  
<mailto:dparker@englewoodgov.org>).

# Are you ready ... to dive ... into the Author U Matrix?



**May 1<sup>st</sup> • 6 to 9 p.m.**

after the Eagle and Eaglet sessions, after the opening of the Author U Trade Show, after a nibble or two at the food stations ... it's ...

## How to Sell More Books ... Now!

By Penny Sansevieri

At the end of the day, for all the marketing we do, for all the Tweeting, Facebook-ing, and blogging we really just want to know if it's paying off. Does any of this sell books?

Have you ever asked yourself these questions:

- How do I know if they are the right things to market my book?
- I don't want to spend my life marketing, how can I get the most out of my efforts?
- Will any of this help me sell more books?

You'll learn the following:

- How to identify your exact right market, and how to effectively and efficiently go after it. We'll also look at how to find reader groups, book groups, and reviewers online.
- How to find more readers for your book.
- Is your website selling effectively? Here's how you'll know.
- Facebook, Twitter, Pinterest: which social site is right for me? If you've ever wondered "Do I have to be on all of these sites?" the answer is no—we'll show you which ones are perfect for your book.
- e-books: should you have one and how can you effectively market an e-book
- Marketing offline: pitching yourself to radio, TV, and print
- How to get more book reviews for your book!



It's a Deep Dive Workshop you won't want to miss! The Deep Dive Dinner Workshop is Early, Early Bird until December 31<sup>st</sup> • \$50 for Members; \$75 for Non-Members

Contact Judith for more information (<mailto:Judith@Briles.com>) or visit [www.AuthorU.org](http://www.AuthorU.org)

**Penny C. Sansevieri** is the Founder and CEO of Author Marketing Experts, Inc., a best-selling author and internationally recognized book marketing and media relations expert. She is an Adjunct Professor teaching Self-Publishing for NYU. Her company is one of the leaders in the publishing industry and has developed some of the most innovative Social Media/Internet book marketing campaigns. She is the author of twelve books, including *How to Sell Your Books by the Truckload* on Amazon and *Red Hot Internet Publicity*, which has been called the "leading guide to everything Internet." AME was the first book marketing and publicity firm to use Internet promotion to its full impact through The Virtual Author Tour™, which strategically harnesses social networking sites, Twitter, blogs, book videos, and relevant sites in order to push an author's message into the online community. AME has had eleven recent books top bestseller lists, including those of the New York Times, USA Today, and Wall Street Journal. To learn more about Penny's books or her promotional services, you can visit her web site at [www.AMarketingExpert.com](http://www.AMarketingExpert.com).

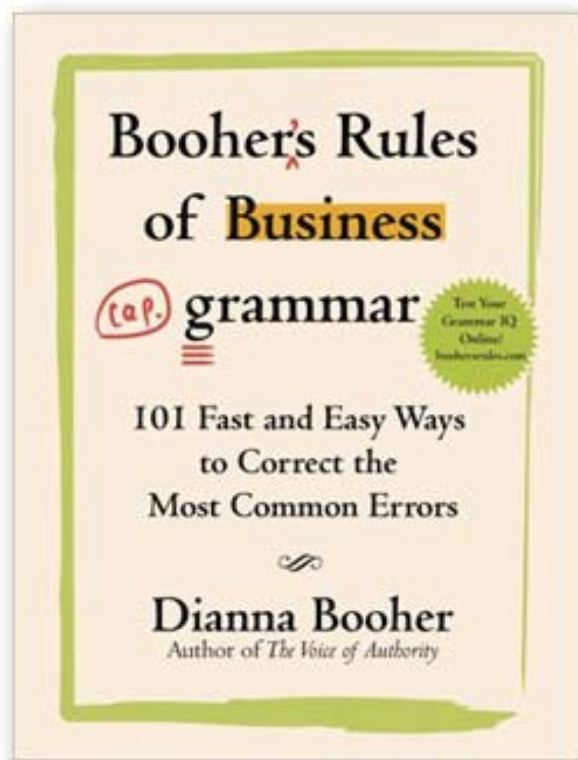


# BookSmarts

## Booher's Rules of Business Grammar

### 101 Fast and Easy Ways to Correct the Most Common Errors

by Dianna Booher



There are plenty of books out there on grammar. What sets *Booher's Rules of Business Grammar* apart from the great majority is its readability versus classroom drilldown. Oh, there are the dos and don'ts ... you want them. Through the author's eye and voice, you pick up on her humor and love of the written word, sentence, paragraph—the works. And that's what makes it different. She knows her stuff inside and out ... as do most 4<sup>th</sup> grade school teachers. Booher's added gift is that she presents her sage advice with a little fun in addition to the wisdom.

What I like about Dianna Booher is she herself has authored dozens of books—not just the “how to” variety of getting words correct. She's in the trenches with us. One of her bestselling classics is *Communicate with Confidence! How to Say It Right the First Time and Every Time Rev. Ed.* Forewarning: it's a tome of a book, but if you want one that delves into, around, and through how to communicate effectively, this is the go-to masterpiece.

All authors are communicators. As authors, your words—and today, it is the written word—your connectors, your voice, your livelihood. It's a rare author who doesn't text quick (and sometimes lengthy) written messages; think of the posts—those blogs, Tweets, Facebook, Google+, LinkedIn, website copy and updates, emails, and every other item that flows from your head through your fingers via some electronic connection. What about articles, white papers, descriptions, or anything else that you are required to pump out routinely?

Don't let the word “business” stop you from getting this book—after all, aren't authoring and publishing *business*? Aren't your sentences, paragraphs, chapters, books, articles, blogs, etc., *business* as they connect you with your readers and followers?

It's all about communicating—using grammar that matches who you want the world to see you as—someone who can walk, talk, write ... and chew gum at the same time! Highly recommended.

# How To Do Your Own eBook Distribution

By Amy Collins

## Kindle, Kobo, iBooks, Nook, Sony, Blio....

Here are some questions that keep authors up nights:

1. What is the best way to get my e-book up on all the major platforms?
2. How do I get set up?
3. What files do I use?
4. Do I use Smashwords? BookBaby?
5. Must I pay someone a cut or a fee to do my e-book distribution?

**AAAAAAAAAAARRRRRRRRRRRRGGGGGGGGGHHHHHHH!**

### Here are the answers:

1. The best way to get your e-book up on all major platforms is to spend an hour setting up accounts with Kindle, Nook, Kobo, Googlebooks, and iTunes. The rest can wait. Seriously. Kindle alone accounts for over 90% of e-book sales; so with Nook, Kobo, Googlebooks, and iTunes included, you are ALL SET.

2. How do I get set up? EASY! Here are the links you need to set up your own accounts:

**KINDLE** - <https://kdp.amazon.com/self-publishing/signin>

**NOOK** - <http://pubit.barnesandnoble.com/>

**KOBO** - <https://secure.kobobooks.com/auth/Kobo/login>

**iBOOKS** - <https://itunesconnect.apple.com/> (make sure you have a MAC for this one... they do not let PC's upload files)

**GOOGLEBOOKS** - <https://books.google.com/partner/add-books-form>

3. The files you will need are .epub and .prc. Most e-book platforms use .epub, but Kindle needs a .prc (or .mobi) file to look really good.

If you don't know anyone who can turn your word document or pdf into a .epub or .prc file, e-mail me at <mailto:info@newshelves.com>, and I will get you hooked up. DO NOT pay more than \$1 a page for this service. Too many authors are paying WAY too much!

4. You CAN use BookBaby and Smashwords to do your book. They are both great companies, but they take a cut of your sales and very often the look of your e-book is not as professional or as top line as it should be. If you don't mind giving up a percentage of your sales, they are a good option.

5. For about an hour of your time as an investment, however, you can EASILY set up your own accounts. *(At this point, I want to remind you all of something: we here at New Shelves OFFER E-BOOK DISTRIBUTION. We do it every day. I am telling you, you DO NOT NEED US to do your e-book distribution.... You can do it yourselves and save yourself the 50 cents a unit we charge or the hefty percentage that our competition charges. You can do it.)*

6. As for the AAAARRRRGGGGHHHHH portion of the process? Here is an e-book account set up worksheet (<http://bit.ly/1hEOUJI>) that will allow you to pull all of the information you need into one place before you start so you can move easily through the set-up process on each platform.

**Amy Collins** began as a book buyer for Village Green Books in upstate New York and is the CEO of New Shelves Publishing Services. In 1996, she worked as National Account Rep for Prima Publishing. In 2001, she was named Director of Sales at Adams Media in Boston and quickly rose to the Special Sales Director for parent company, F+W Media. Amy is CEO of one of the fastest-growing book distribution companies in North America, New Shelves Distribution, where she now offers her sales experience to small publishers and self-published authors.



## Your Guide to BOOK PUBLISHING

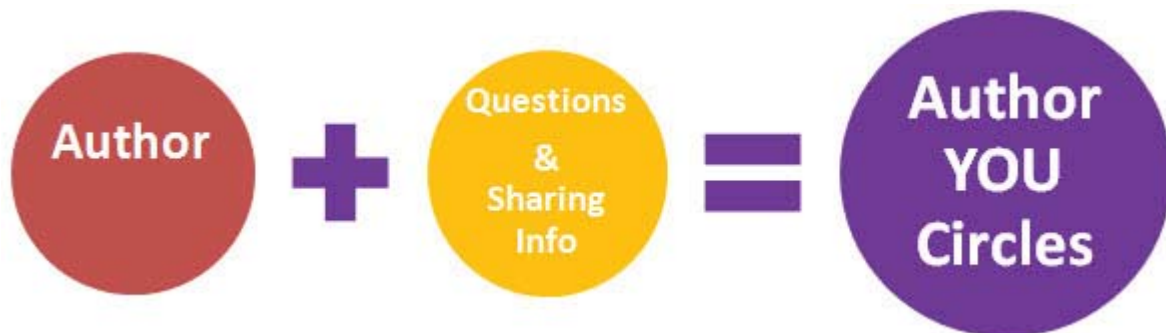


### Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know

**What to Ask** launched live last year and now has over 18,000 downloads each month. Every Thursday, Judith hosts 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. Listen live or click on the podcast from the website. Recent programs focused on how to maximize social media, how to create book publicity, how to market globally, beyond Amazon, how to market fiction, and so much more.

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.

<http://rockstarradionetwork.com/shows/yourguidetobookpublishing>



Are you in Colorado? Did you know that there is a special "Author YOU Circle" once a month for authors with inquiring minds—be it about publishing, writing, social media, you name it—that Judith Briles hosts in her living room and kitchen?

Always held on a Saturday morning from 9 to Noon—the coffee and tea are hot when you arrive. The cost is FREE ... what you need to bring is a healthy snack to share and yourself, along with enthusiasm, questions, and the willingness to share info if you can provide it when a topic is in the Circle. Created in a loose-structure format, there is no set agenda ... the topics are created via posts on a flip chart as people arrive: what you want or need help in.

It's simple; it's fun; it's highly informative; and it's FREE. As Author YOU Circle member Gene Morton says, "It's like a personalized MasterMind group—I always walk away with information that I can immediately use."

**The next one is slated for Saturday, November 23rd.**

You need to join **Author YOU Circles** via [www.Meetup.com](http://www.Meetup.com), sign up to come. Here's where to register: <http://www.meetup.com/AuthorYOU/>

# How to Blend Keywords into Your Website Copy

By Casey Demchak – Copywriter & Consultant

Congratulations! You've written a really great book, and now it's time to market the heck out of it. To begin with, your book needs a place to call its own online, and this means having a well-crafted website that draws a ton of traffic.

Now, your site needs to be visually appealing to visitors. That's a given. But you also need great marketing copy and an essential part of your strategy is incorporating keywords into your site.

Google Keyword Planner is an excellent free online tool you can use that makes it simple to develop your keyword list.

When you write marketing copy for your book's website, always keep your list at your fingertips and follow these fundamental tips for blending keywords into your pages.



Include keywords in headlines and subheads. Headlines are the most valuable real estate in sales writing, so make sure you seed them with your primary keywords.

Mix vital keywords into your home page. The hub of your site is your home page, so it's a must that you integrate your top keywords here.

Focus keywords on the top of your page. There's no such thing as dramatic buildup with keywords. Get to them quickly and be sure they're prominent "above the fold" of each page.

Concentrate keywords in the first half of paragraphs. The first half of your first two sentences in each paragraph should be robust with keywords—with special emphasis on the first five words of each sentence.

Boldface your keywords. This technique can make your keywords stand out with Google, but don't overdo it. Headlines are a natural place to bold words, so take advantage of this. The flip side of this trick is to avoid bolding non-keywords.

Keep your pages specific to one topic. If you're an author who is also a speaker and a coach, create separate pages for each of these things and seed your keywords appropriately. Mixing pages with too many topics and different sets of keywords is always a bad strategy with Google.

Blend, but don't force your keywords. Google is smart. It can tell if you're unnaturally stuffing keywords into your content. Be sure to incorporate them seamlessly into the natural flow of your copy so readers have no idea you're seeding your copy.

A simple trick for incorporating keywords into your copy is to think "top left." Review my tips again and you'll notice that keywords should predominantly be in headlines, near the top of pages and in the first half of your first two sentences in each paragraph.

Top left is where we tend to focus our eyes when we first glance at a page, so it stands to reason that this is where you want to concentrate your keywords.

Utilize my fundamental keyword strategies when you create or revise pages for your book's web site—and you may just see a nice little spike in traffic.

**Casey Demchak** is an award-winning copywriter & consultant who specializes in writing marketing materials that sell books. You can learn more about him at [www.CaseyDemchak.com](http://www.CaseyDemchak.com); or you can just give him a call at (303) 697.4793.



# Why Editing and Proofreading Still Matter

By Michele DeFilippo



The topic of errors in books surfaces occasionally in the Facebook and LinkedIn groups to which I belong. “If I find typos, I won’t buy another book from that author!” was one group’s consensus, while the editorial group debated the demise of the English language—did anyone care if books contain errors? Some felt the general tolerance level for typos had increased; and while their tolerance level was zero (they were editors after all!), they felt that the state of our education system, combined with the new “language” around texting and Twitter, had contributed to readers’ being unable to recognize a typo when they saw one.

I’ve also noticed an increase in errors—in best-selling books from top authors and publishers. Recently, I read two best-sellers. I won’t mention titles or authors, but safe to say that they were well-known. And yet I found errors. In one book the author repeated the same sentence within two pages. The repetition was not meant for dramatic effect; it was clearly an error. In the other book, the author introduced character X to character Y, and then several pages later introduced character X to the reader for the first time! No time travel was involved; again, it was an error. And each book contained a few typos, which quite frankly I now expect. Another best-seller contained so many errors that I’ve never read another of the author’s books. He’s lost a fan for good.

The 1106 Design team copyedits and proofs books for our clients, and some of the errors we find would be embarrassing if they made it into print. (For example, our editor discovered that, in a recipe book where the featured ingredient was cooked chicken, the author told the reader to use cooked chicken only once—in the front matter—not in each recipe! In this case, the book may not have caused embarrassment as much as actual illness.) It is difficult, if not impossible, for authors to edit their own work. Authors are too close to their manuscripts to catch mistakes; they need an editor’s fresh eyes and expertise.

Would you, as an author, want to contribute to increasing the tolerance for typos? I shouldn’t think so. Perhaps self-publishing authors, by cultivating a reputation for excellence in language, can raise the bar on errors and force best-selling authors and their publishers to take more care in their editing and proofreading.



**Michele DeFilippo** owns 1106 Design, a Phoenix-based company that offers cover design, interior design and layout, manuscript editing, and more with expert self-publishing advice and hand-holding every step of the way. Please visit <http://1106design.com> to download her free eBook, *Publish Like the Pros: A Brief Guide to Quality Self-Publishing*.

Special offer for Author U members: AU members will receive a 5% discount with 1106 Design. Enter code “AU-FivePercentDiscount” in the “Additional Notes” section on our order form.

## The Technology and Tips Toolbox

# What Authors Need to Know About eBooks: Setting Up an Account, Pricing and Options

By Kelly Johnson



While I love buying, giving, and receiving print books, I do have an appreciation for e-books. Whether you are traveling or know you have some down time between meetings, the availability of having e-books on your e-reader, smart phones, and tablets makes it nice to take advantage of those “pockets of time” and catch up on your reading, using those various devices.

Authors recognize the benefit of offering their target audience the option to purchase the print and e-book versions of their books.

There are some items that authors need to know before setting up an account on Kindle or NookPress for their eBooks:

### 1. E-Book File Format

Regarding a file format for your e-books, you will see that Amazon Kindle will accept PDF and Word documents, and NookPress (Barnes & Noble) will also accept Word documents, but for the best results and experience for the reader, it is recommended to have a .mobi or .prc format for Kindle and .ePub for NookPress.

### 2. E-Book File Conversion

It is also recommended that you work with a service provider who can create the e-book file formats for your book. Software is available so you can do this on your own, but it typically has a big learning curve and can be time consuming. It is best to leave this to the experts and focus your time on your strengths and skill areas.

### 3. Pricing Your E-Book

Wondering how to price your e-book? For authors to earn a 70% royalty rate on Kindle and a 65% royalty rate on NookPress, your e-book needs to be priced between \$2.99 - \$9.99. If your e-book is priced below \$2.99 or above \$9.99, you only earn a 35% royalty rate.

\*I learned at the October Author U monthly meeting that a price of \$3.99 for e-books seems to be the “sweet spot” for sales at this time.

### 4. E-Book Cover Image

Amazon Kindle:

- Accept .JPG or .TIFF format
- A minimum of 625 pixels on the shortest side and 1000 pixels on the longest side.
- For best quality, your image would be 1563 pixels on the shortest side and 2500 pixels on the longest side.

Nook Press (Barnes & Noble):

- Accept .JPG or .PNG format
- File size between 5KB and 2MB
- Height and width must be at least 750 pixels.
- For optimum quality, we recommend that both height and width each be at least 1400 pixels.

Continued on page 26...

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**Setting Up eBook Accounts:** Continued from page 25 ....

**To set up an account for your eBook to be sold on Amazon Kindle:**

1. Go to <http://kdp.amazon.com/>

(KDP stands for Kindle Direct Publishing)

It is free to set up a KDP account.

2. If you already have an account on Amazon with the e-mail address you want to use for your Kindle account, you will use that log in for the kdp.amazon.com account and select the Sign In option. If you do not have an account on Amazon, click the Sign Up button.

To set up your KDP account, you will need to complete the Account section.

This includes your contact and publisher information, as well as payment and tax details.

Once your account information is complete and submitted, you may then go to the Bookshelf section and submit your e-book details. The process to approve your e-book usually takes 12 to 24 hours.

**3. KDP Select**

On Kindle, you have the option to sign up for their KDP Select Program.

If you choose to participate, you are agreeing to make the digital format of your book available only through KDP (Amazon Kindle) for a 90-day period of time. This means you cannot distribute/sell your e-book anywhere else—including your own website, blogs, etc.—during that time (You can continue to sell your book in print format on other sites and your own website, blog, etc.)

**4. Kindle MatchBook Program**

Amazon just started the Kindle MatchBook Program. If an author agrees to participate, this allows customers who purchase or have previously purchased a print book from Amazon.com the choice to purchase the Kindle version of that title for either \$2.99, \$1.99, .99 or free. (The author sets the price of either \$2.99, \$1.99, .99 or free for the Kindle version in the MatchBook Program).

**To set up an account for your e-book to be sold on NookPress (Barnes & Noble):**

In April 2013, Barnes & Noble launched NookPress, which expanded on its previous e-book self-publishing platform, PubIt.

If you have not set up an account on Nook, go to <http://www.nookpress.com>

If you set up your e-book on PubIt (March 2013 or earlier), here is the link to log in:

[https://www.nookpress.com/bn\\_login](https://www.nookpress.com/bn_login)

It is free to set up a NookPress account.

To set up your NookPress account, you will need to complete the Vendor Account details.

This includes your contact and publisher information and also your payment and tax details.

Once your Vendor account is approved, you may then create a new project and submit your e-book details.

The process to approve your project (e-book) takes between 48-72 hours.

Looking forward to seeing your books online!

To your success,

*Kelly*

*Kelly Johnson works with authors to manage technical, creative, and administrative projects for their businesses and books. She's an article-writing coach, does blog and website maintenance, knows how to implement an online shopping cart strategy, and is the principal of Cornerstone Virtual Assistance. She can be reached at [kjohnson@cornerstoneva.com](mailto:kjohnson@cornerstoneva.com). Her site is [www.cornerstoneva.com](http://www.cornerstoneva.com).*

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*Lick your lips. Whet your appetite. Start salivating.*

It's time for ...

## The Authors Cookbook

**Author U is gathering up recipes. An author cookbook is in the works.** *The Authors Cookbook* is the working title, most likely waiting for the magic morph to it. The goal is to create a cookbook of favorite Author U member recipes that may have inspired you, created the comfort food needed when a chapter just isn't coming together, or a favorite dish that creates the happy dance when celebrations are in order. The proceeds of the cookbook will fund the Authors Hall of Fame, our 501c3 organization that rolls out "officially" next year at Extravaganza.



**Your contribution** could be a beverage, appetizer, dessert, side dish, main dish—seafood, poultry, meat, soups, sauce, salad, sandwich, casserole, different cultures/nations/seasons, vegetarian, breads, menus, something for kids, special celebrations, entertaining tips ... you name it—we are game for anything. Not sure what the category is? Just call it Miscellaneous ... we will figure it out.

**We need recipes, tips, and goodies to include—the more, the better. Here's what we need to have:**


- How about a brief tidbit on where it came from or how you created it?—of course a short bio as well (as in very short bio of no more than 75 words about you and your book).
- Your magic recipe(s).
- Nifty name/title for your recipe.
- Both prep and cooking time.
- If you just happen to have a pic of the finished masterpiece, include the jpg.

Submit soon and submit many. You will be acknowledged on both the recipe page and in a special section in the book—that makes you a contributor. Alert ... you will not be paid for your participation. You will be able to get a teaspoon of a discount when the books are available for sale.

We have to select the final title and get it assembled. This will be an author and publishing community project with all proceeds in sales going to the Authors Hall of Fame.

Would you like to be in it? Start sending in your recipes. A J White (author of *The Bloomers*), Judi Monsour (ghostwriter for *the Love of Paprika*), and Judith Briles (author of *Author YOU*) will gather them—they are cooks. They create their own recipes, and they read cookbooks; they will edit, work closely with the interior designer, and get it printed and on the reader's plate.

Send all your recipes to AJ White at: <mailto:AJ@Bloomerwise.com>  
Put in subject line: AU cookbook



**The Book Shepherd**  
Create. Strategize. Develop. Publish. Achieve.



Dr. Judith Briles is known as The Book Shepherd. She's the Founder and CEO of Author U. The author of 28 books—her latest is Show My About Book Publishing. "Like" AuthorU, TheBookShepherd and DrJudithBriles on Facebook and follow on Twitter.

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

**The Next, Next Thing in Publishing**

The Book Shepherding concept is simple: The publishing world is changing ... and so must you.

You need an experienced Shepherd and Guide to partner with you as you create, strategize, develop, publish and achieve your publishing goals.

You can't do it alone without paying the price ... you can spend your money creating a book that turns out to be so-so; or you can create a book that looks and feels classy, builds your brand and is a financial success. A best-seller. It's your choice, you choose.



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- **Emotion** - Touching your readers through minds *and* hearts.
- **Readability** - Applying tools to maximize the impact of your prose.

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Linda Lane  
fiction & copy editor



Tracee Jackson  
nonfiction editor



Kathryn Craft  
developmental editor



David Lane  
proofreader

**303-578-2138**

# My Top 5 Video Recording Tips for You

By Amber Ludwig



You know video is important. You know you want to get your message out to more people and make more sales. Yet something stops you every time you consider recording video - the inner voice telling you it's not good enough.

Forget your ideas of what video needs to be, and instead, learn the 5 tips that will get you results:

1. **Your lighting needs to rock.** This is a biggie. When I setup my camera and backdrop to record a video, I do a 3 second video of me on camera, then play it back on a computer or even upload to YouTube to make sure the lighting is clear and bright. You can play with your camcorder screen settings to adjust the light as well. For example, look into the white balance setting. You want your video to look natural and ditch that yellow overlay that makes it appear homemade.

2. **Your sound needs to rock.** This is also a biggie. When you do your test above, say something into the camera and test your audio. I always make sure to project my voice, speak loudly, and enunciate. If you sound like you're in a tunnel or there isn't depth in your voice, it's time to look into a lavalier microphone etc.

3. **Don't read your script.** Ugg, this drives me nuts. When I am watching a video and I can clearly see your eyes moving to read a script, I stop listening to you. So all that time you've spent carefully crafting your message was for nothing. I follow your eyes moving back and forth and notice your movements more than your words. My suggestion is to always speak from the heart and mind. No one knows your message better than you; even if you miss a point, I, the listener, won't have a clue. I want to see your authenticity come across. Then I won't notice if you trip on your words once or if you have a small strand of hair out of place. I focus on your energy and message. That's how you sell.

4. **Tell people what to do next.** Don't ever end a video without telling the listener what to do next. Not only will that feel like an awkward ending, but no one will take action with you (which is the point of doing the video in the first place). You can invite the listener to comment on the video content or tell their network about the video through social media or go to your site and opt in for more juicy tips, etc. Give them one clear, focused next-action step, and your results will be increased for sure.

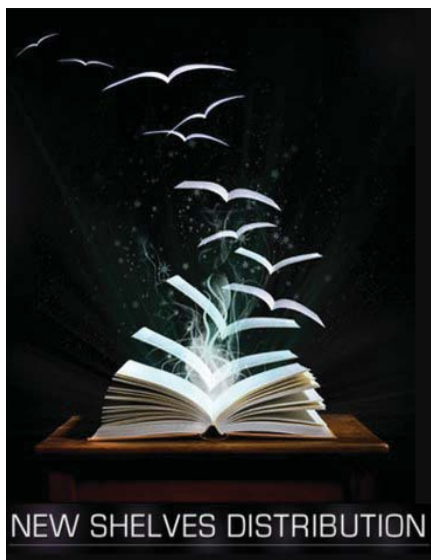
5. **Create the video for one person only.** If you have video jitters, it's because you're thinking about the potential of millions of people seeing it. That's enough to freak anyone out! When I record a video, I imagine in my mind I am only recording this video for ONE person. Picture your mom or favorite client or best friend if you need to – whatever works for you. It's best to practice finding ways to reduce your "overwhelm" and take stronger action. This is a great way to have a solid video, stay conversational, and let your best self shine through.

Now, the million dollar question is, who is going to take this message to heart and get over their fears to **record a video THIS WEEK?**

*Amber Ludwig is an business development expert who supports authors/speakers/coaches to establish a powerful, integrated online presence and empowers them to make a difference in their industry. She works one-on-one with clients to build a strong website and social media presence, and then coaches them toward achieving their goals. Connect at [www.InsightfulDevelopment.com](http://www.InsightfulDevelopment.com).*

# Meet Author U's Premier Partner ...

## New Shelves Publishing Services



New Shelves Publishing Services, founded by Amy Collins in 2008, is the fastest-growing book distribution company in North America. They offer book sales, warehousing, distribution, and marketing services as well as consulting and marketing for publishers and authors.

Amy Collins started her career in the book industry as the book buyer for Village Green Books in upstate New York and is the CEO of New Shelves Publishing Services. In 1996, she “hopped the desk” and thoroughly enjoyed working as a National Account Rep for Prima Publishing. In 2001, Amy was named Director of Sales at Adams Media in Boston and quickly rose to the Special Sales Director for parent company, F+W Media.

Over the years, Amy has sold to Barnes & Noble, Target, Costco, Borders, Wal-Mart, and all the major chains, as well as helped launch several private label publishing programs for bookstore chains and stores such as PetSmart and CVS. In February 2006, Amy started a private book marketing firm, which quickly turned into the fastest-growing book distribution company in North America, New Shelves Distribution, where she now offers her sales experience to small publishers and self-published authors.

Amy Collins  
New Shelves Book Distribution  
614 Fifth Ave  
Troy, NY 12182

**Phone:** 518.261.1300  
**Fax:** 518.633.1211

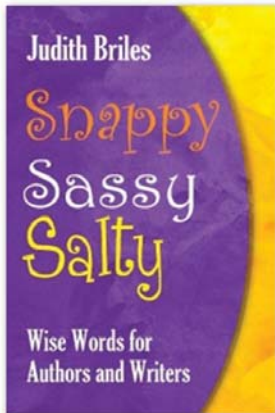
**Skype:** NewShelvesBooks  
**Email:** <mailto:amy@newshelves.com>  
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# Member News



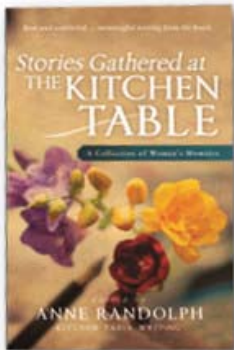
Member News is provided by Author U members. If you have news to share about your writing, your book, and events you are involved in, share it with the Author U community.



**Judith Briles** will be speak at the Denver Women's Press Club on Saturday, November 30<sup>th</sup> from 10 o'clock to noon ... it's a *Snappy Sassy Salty—Wise Words for Authors and Writers*--this one is for you and all your author friends. Writers of all ages will enjoy the words of wisdom that will encourage the book out of every writer. A fine holiday and celebration book (for any), a sassy and inspirational work on writing and words and authors—Snappy Sassy Salty is just what you need for stocking stuffers.

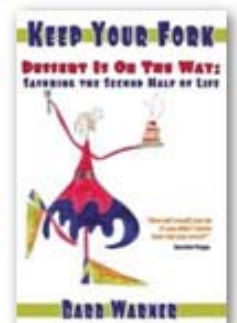
Where: Denver Women's Press Club, 1325 Logan St., Denver, CO 80203  
When: Sunday, November 30<sup>th</sup> from 10 to noon

**Pat Morgan** has completed layout on her book, *The Concrete Killing Fields*. The ARCs are out, and she is looking forward to the formal launch early next year.



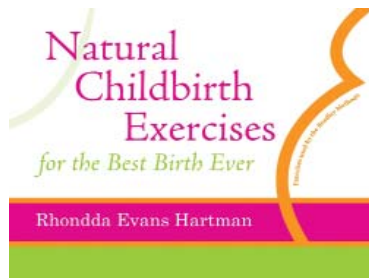
**Anne Randolph** invites you to a book launch for the new collection, *Stories Gathered at the Kitchen Table: A Collection of Women's Memoirs*, Nov 9<sup>th</sup> from 2:00 to 5:00 p.m. at the Denver Woman's Press Club house, 1325 Logan Street, Denver (free parking in the north lot), \$10 donation. Second reading Sun, Nov 10<sup>th</sup>, from 1:00-3:00 at Gun Club Green Clubhouse of Alice Borodkin, (303) 885-8649, 8101 East Dartmouth Ave., Denver, CO 80231

**Barb Warner** is busy! *Keep Your Fork—Dessert Is On The Way: Savoring the Second Half of Life* had a workshop in Boulder, Colorado, with Creative Life Center, and a book signing at the Full Moon Book Store in Lakewood - October 13, 2013. Multiple workshops are already scheduled with the Boulder Valley School District Lifelong Learning January, February, and March of next year and at OLLI (Osher Lifelong Learning Institute) at DU in Denver in February. The Tattered Cover Book Store in Denver is now carrying the book.



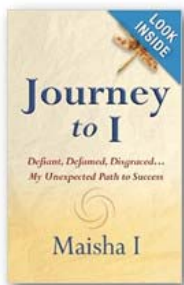
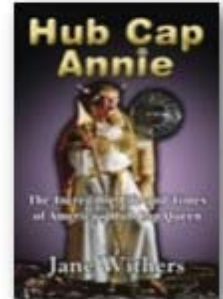


# Member News

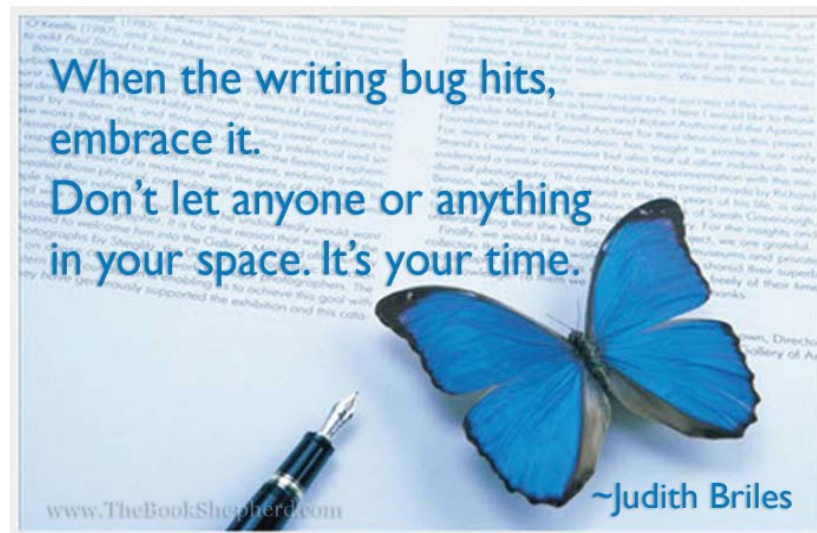


Wahoo for Rhonda Hartman. Her book, *Natural Childbirth Exercises*, has been picked up by Barnes & Noble.

**Jane Withers** is thrilled with the printing of *Hub Cap Annie*. She's now setting up signings and talks. Pre-orders are available on Amazon at <http://amzn.to/1eKwGUA>



**Maisha I** and her book, *Journey to I*, was featured on *The Spiritual and Wealthy Show* on The Rock Star Radio Network. Her book is up on Amazon: <http://amzn.to/1ha4CMu>



**Judith Briles** will be hosting her annual Fall Authors' Tea on Sunday, November 24<sup>th</sup>, from 1-4 p.m. in her home. Featuring 13 of the authors she's worked with this year, this is a fantastic time to shop for the coming Holidays. Come and enjoy High Tea, schmooze and network, meet and hear awesome authors, and fill all your shopping needs. It's a Freebie—just register on the Author U website to RSVP. [www.AuthorU.org](http://www.AuthorU.org)

# New Members

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Recognized nationally and regionally for award-winning book design, **Rebecca Finkel**, owner of **F + P Graphic Design**, specializes in trade paperback, guidebooks, coffee-table books, cookbooks, and children's books. Rebecca works closely with publishers to produce multi-faceted projects that integrate text, photos, and graphics.

Highly specialized, computer-generated maps are a hallmark of F + P Design, as is finding solutions to complex design challenges. In addition to books, Rebecca creates calendars, catalogs, logos, brochures, and marketing collateral. From initial concept to printed product, F + P Graphic Design sees projects through on deadline and on budget.

Interested in eBooks? F + P can convert your book into a Kindle, Nook, or interactive Inkling book. Each book is a bit different. Please contact me if you are interested in what's available and possible. <mailto:Rebecca@fpgd.com>



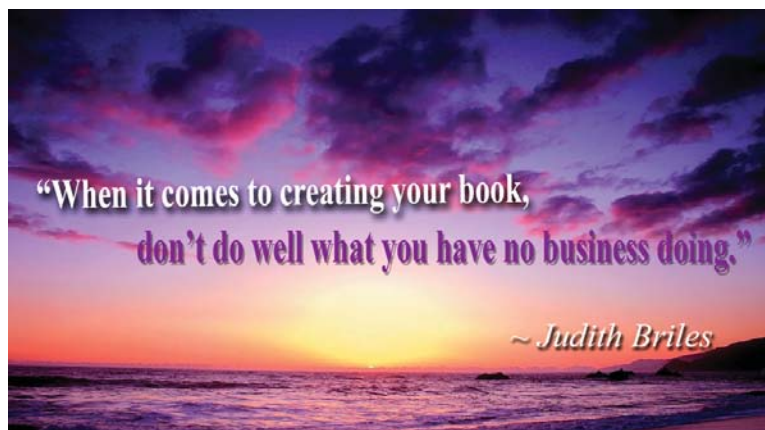
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**Cheryl White** has three daughters, six grands, and is retired U.S. Army. She's currently a student at Langston University, Evangelist, poet, and writer; but above all this, she is a child of God and heiress to the Kingdom of Heaven.

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**Elizabeth Wangler** creates Vision, Strategy, Leadership, and Marketing strategies for authors and businesses. It's nearly impossible to see our own businesses and organizations objectively because we're just too close. She empowers leaders to gain a fresh perspective and new insights that lead to new opportunities. You can connect with Elizabeth on Twitter: [@WanglerVision](https://twitter.com/WanglerVision)

Linkedin: [www.linkedin.com/in/wangler/](http://www.linkedin.com/in/wangler/) or e-mail her at <mailto:ELwangler@gmail.com>  
312.622.6900



# TIPS

## Looking for Titles that have an EMOTIONAL pull?

### Emotional Marketing Value Headline Analyzer

#### Enter Your Headline Text

Paste your headline in the text area below. The analysis engine will automatically cut your submission at 20 words, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.

#### What is the Headline Analyzer?

This free tool will analyze your headline to determine the Emotional Marketing Value (EMV) score. As you know, reaching your customers in an deep and emotional way is a key to successful copywriting, and your headline is unquestionably the most important piece of copy you use to reach prospects.

The Advanced Marketing Institute has created a quick way to determine if your title has the “hook” to pull in your audience emotionally—think books, articles, blogs, speeches. With the Emotional Marketing Value Headline Analyzer, you can look at intellectual, spiritual, and empathetic values.

The English language contains approximately 20% EMV words. Most professional copywriters’ headlines will have 30%-40% EMV Words in their headlines, while the most gifted copywriters will have 50%-75% EMV words in headlines. Play with it a bit; the site will tell you whether your words are intellectual, spiritual, empathetic, or which combo.

<http://www.aminstitute.com/headline/>



## What author doesn't want to sell more books on Amazon (or anywhere for that matter)?

Book marketing expert and Author U Advisory Board member Penny Sansevieri shares this simple trick to Author U followers so that they can shine above the book crowd:

If you have worked on your Amazon book page, you know you can add photos. But have you considered posting more than just your book cover? You can upload additional photos related to your book’s content, too. It’s a great method to help your book stand out and captivate readers/buyers. See the examples below for both fiction and nonfiction. It’s easy to do—just click on “add images” and upload your photos. Why not get more out of Amazon? <http://amzn.to/1cCdIHR>

Here is an example of a fiction title: <http://amzn.to/1cCdsDh>

## Good Blog of Spots to Get Photos Legit for your Own Blogs, Etc.

There are plenty of sources and options out there to add to your photo bank...the best is always to take them yourself—but when you need assist, know that there are free and fee ones. The LogAllot blog had some good tips—here’s the link:

<http://www.logallot.com/the-danger-of-using-photo-images-and-what-it-will-cost-you/>

Some freebie sites include:

- MorgueFile
- PixelPerfectDigital
- Openphoto
- StockVault
- Free Digital Photos
- Picdrome
- Photodropper
- OpenClipArt



# TIPS

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## Would you like to know which blogs are the most influential?

Do you know where yours stands? Get a free trial service from Group High—includes automated research and insights into influential blogs. This is a great marketing and public relations tool that you can start using today. Here's the website: <http://www.grouphigh.com/>

## Royalty-free content ahas—

- Only use royalty-free images, audios, and videos. A subscription to content providers is less expensive than wrestling with them. If you use sites like ClipArt.com and VideoBlocks.com, you can typically find what you need. Sites like Fotolia.com have a slight fee, but it's nominal.
- Royalty-free photography is a good thing. Sites like istockphoto.com work quite well. For a few bucks, you can get high-quality images and use them as often as you like—make sure you read the fine print so you understand their policies.
- Free is always good. Microsoft Images may be the perfect cat's meow. No subscription needed for downloads, and plenty of photographs along with clip art are included.
- You can always use Creative Commons Search ([search.creativecommons.org](http://search.creativecommons.org)) to find resources that are explicitly labeled “for commercial use” and “can modify, adapt”.

**The Big List**  
Of Royalty Free Graphics

## Have you got Kred?

Kred (think credibility) is the Influence that is measured by what others do because of you.

Your Influence score increases whenever someone retweets, @replies, or mentions you. Influence points also reflect the reach of people who engage with you. When you connect, outreach, Retweet, repost, share blogs, etc., it adds to your “influence” ranking in social media. All you need to do is include the “@” sign in front of the person's Twitter handle or name, and it chalks up the chatter. When others do it with your awesome words, the same happens for you.



## Got Phone? ... send a short video to your fans.

Videolicious allows you to make quick and easy videos on your phone, pad, or tablet; and music is easily inserted as background. Speakers can do short videos to promote their articles, blog posts, but most of all, speeches. Send these short videos to book clubs, anyone interested in you speaking, your blog followers—use your imagination! Try the free version on your phone and see what you think. Of course, there's an upgraded paid version, but it's inexpensive.



It's always a good idea to review some of Author U's original fabric. If you are a member, please take a few minutes to read over part of our core guidelines about how the business and the behavior of the authoring/publishing community should treat others.

## Code of Ethics

The Board of Directors of Author U(niversity) states that establishing and maintaining public confidence in the integrity of authoring and publishing by and through the organization are fundamental to the success and viability of the organization and its membership.

In furtherance of its mission to create and sustain the highest levels of public and private integrity of Author U(niversity), the Board of Directors adopts this Code of Ethics. Accepting this Code of Ethics shall be a condition of membership, and fulfilling the terms and conditions and spirit of this Code of Ethics shall be a condition for maintaining membership in Author U(niversity).

Actions deemed contrary to any article of this Code by any Author U(niversity) member shall be judged by the Board of Directors in accordance with the policies and procedures stated in the Bylaws of Author U(niversity).

Any action deemed a violation of this Code of Ethics may result in disciplinary action, including terminating membership. Such disciplinary action shall be instituted by the Board of Directors. The findings and decisions of the Board of Directors shall be final and binding upon such member or members. No member shall have recourse against Author U(niversity), its directors, officers, members, or employees. The results of any disciplinary action will be formally announced to Author U(niversity) members in The Resource, Author U(niversity)'s e-Magazine.

The Board of Directors has the right to decline membership in Author U(niversity) to any applicant if it has knowledge, direct or indirect, of behavior, including speech, of such applicant which would constitute a violation of any provision of the Code of Ethics.

By applying for membership to Author U(niversity) and by signing this Code of Ethics, applicant agrees to the following:

**Article 1:** Author U(niversity) members shall treat other members with courtesy, dignity, and respect. Members will respect the personal and business confidentiality of other members.

**Article 2:** Author U(niversity) members shall conduct their business on the highest professional level and not bring discredit to Author U(niversity), its members, or to the publishing profession.

**Article 3:** Author U(niversity) members shall avoid using materials, titles, or thematic creations originated by others, either orally, graphically, or otherwise, unless the use has been approved by the originator.

**Article 4:** Author U(niversity) members shall protect the public and other members against fraud and unfair practices, and shall use his/her best efforts to eliminate any practice that may bring discredit to the publishing profession, to Author U(niversity), or to its members.

**Article 5:** Author U(niversity) members will not engage in any action or practice or agreement that will or will likely unfairly limit or restrain access to the marketplace by any other Author U(niversity) member based upon economic factors, race, creed, color, sex, age, disability, or country of national origin.

**Article 6:** Author U(niversity) members will not engage in any action or practice that takes advantage of or exploits the comparative lack of knowledge or lack of expertise or the financial status of any Author U(niversity) member or member of the public.

Your joining Author U(niversity) and acceptance of membership signifies that you agree to the above.

## What does your Author U membership bring? A lot! For only \$99 ... here's why you should be a member:



Member of

PUBWEST



- The *Author Resource* magazine, published online 9 times a year
- All programs designed for the committed and serious author-rates are \$15 less for members meetings; \$50 for Book-Camps ... over \$100 for the Extravaganza
- Reduced attendance costs for monthly programs, BookCamps, and Extravaganza in May
- Webinar and Teleseminars (free) exclusive to Author U members
- Archive access to all past webinars, radio shows, Google Hangout Air, Author Mentoring Mondays (free) exclusive to Author U members
- Attendance at Member-only events: Holiday, Annual BBQ, Tech Toolboxes, and Salons
- Book Award discounts: USA Book News, Global eBook Awards
- Book Blog Campaign discount: The Cadence Group
- Book and Publishing Coaching discounts: The Book Shepherd, Get Published Coach
- Book Cover design discounts: NZ Graphics, F+P Design
- Book Display discounts: BookDisplays.com
- Book Fulfillment and Distribution discounts: Author Fulfillment Services, Pathway Book Service, New Shelves Distribution
- Book Interior Designs discounts: WESType Publishing, NZ Graphics, F+P Design, 1106 Design
- Book Printing discounts and perks: Sheridan Books, Four Colour Print Group, Thomson-Shore, Color House Graphics, King Printing, MiniBuk, Lightning Source
- Book Publicity discounts: Stephanie Barko, New Shelves, Smith PR
- Book Review discounts: *BlueInk Reviews*, *Foreword* magazine
- Book and Audio Cataloging-In-Publication discounts: Donohue Group
- eBooks, Audio book discounts: NZ Graphics, Book Baby, Author Fulfillment Services
- Credit Card Merchant Service discounts: The Free Terminal
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- National Book Distribution discounts: Pathway Book Service, New Shelves
- Online Book Industry Optimization Discount: New Shelves Distribution
- Shipping discount: FedEx
- Virtual office assistance discounts: Cornerstone Virtual Assistant, 123Employee
- Website design and implementation discounts: IllustratingYou, NGNG
  - Bowker discounts
  - Bookscan discounts

