



The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 5 Issue 1

January 2014



Get Ready for the Extravaganza 2014!

***8 Author Tips
for 2014 Goals***

***Build Your Own
Line Platform***

What's Inside ...

- Seasonal Selling Ideas to Melt the Ice**
- Get Paid to Speak on Your Book**
- What to Expect to Pay for Publishing Your Book**
- Make the Most of Your eBook**
- The "Secret" to Thinking Like a Marketer**
- The Author's Ultimate Goal: Realism**

At a Glance

Mark Your 2014 Calendars ... *Save the Dates!*

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

January

Every Monday

Author Mentoring Mondays

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

4

Author YOU Circles from 9 to noon

11

Brunch & Learn *Author and Book Branding* with Patrice Baum

14

Tech Toolbox - Short Cuts ...

Click on the Wild Side with Instagram and Infographics

27

Monday Evening Salon ... MasterMind of Ideas

Every Thursday

Author U *Your Guide to Book Publishing* radio

February

Every Monday

Author Mentoring Mondays

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

1

Author YOU Circles from 9 to noon

8

Brunch & Learn - Author and Book Findability with Heather Lutze 10 a.m.

18

Tech Toolbox

24

Monday Evening Salon ... Controlling Your Social Media ... using Hootsuite and other Platforms along with Twitter Power

Every Thursday

Author U *Your Guide to Book Publishing* radio

March

Every Monday

Author Mentoring Mondays

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

1

Author YOU Circles from 9 to noon

8

Brunch & Learn - Author U 101 Hot Tips Panel 10 a.m.

18

Tech Toolbox

24

Monday Evening Salon ... Creating Your Marketing Platform with Key Messages

Every Thursday

Author U *Your Guide to Book Publishing* radio

At a Glance

Mark Your 2014 Calendars ... *Save the Dates!*

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

April

Every Monday

Author Mentoring Mondays

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

1

Author YOU Circles from 9 to noon

14

Tech Toolbox

21

Monday Evening Salon ...

Every Thursday

Author U *Your Guide to Book Publishing* radio

May

Every Monday

Author Mentoring Mondays

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

1-3

Extravaganza, Hyatt Hotel-Denver Tech Center – Colorado ... Free Parking and Wi-Fi in all guest hotel rooms. Book your room now at the rate of \$119 (regular rate is \$169)

17

Author YOU Circles from 9 to noon

22

Dinner & a Program - *Post the Extravaganza ... a Hands on Recap of the Highlights*

Every Thursday

Author U *Your Guide to Book Publishing* radio

June

Every Monday

Author Mentoring Mondays

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

14

Author YOU Circles from 9 to noon

8

Brunch & Learn - *Author U 101 Hot Tips Panel* 10 a.m.

19

Dinner & a Program

Every Thursday

Author U *Your Guide to Book Publishing* radio

July 26 Member BBQ, 4 p.m.

August 1-2 Judith Briles Unplugged

December 6 Holiday Party, 6.30 p.m.

Events

- 7**
January Brunch & Learn
Nail Your Brand
- 8**
Tech Toolbox
Instagram and Infographics
- 9**
Monday Evening Salon
Mastermind of Ideas
- 10**
February Brunch & Learn
Author & Book Findability
- 11**
Douglas County Library
Showcases Application



Articles

- 5**
Judith's Column
- 15**
BookSmarts
- 16**
Thinking Like a Marketer
- 18**
The Author Matrix
- 20**
Build Your Online Platform
- 25**
How to Avoid Typos
- 27**
The Power of Short URLs
- 29**
Make Social Media
Meaningful
- 30**
Boost Your eBook Sales
- 35**
Making the Most of Your
eBook
- 38**
Courting Catalog and
Bulk Sales

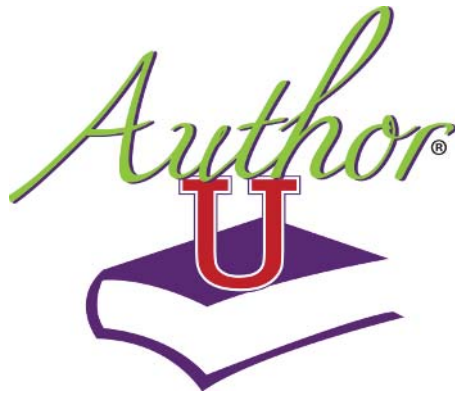
Members

- 44**
Meet Our Premium
Partner NGNG



- 45**
Member News
- 48**
New Member
- 49**
Member Perks
- 50**
Tips
- 52**
Code of Ethics
- 53**
Contact Author U





Visit us online at
<http://AuthorU.org>

Contact Author U

Phone: (303) 885-2207
 Judith Briles' CEO, Skype: Judith.Briles
 Twitter: @AuthorU
 Facebook: <http://Facebook.com/AuthorU>
 Google+ : Join the Community, Author U
 LinkedIn: Join the Author U group
 Pinterest: <http://pinterest.com/authoru>
 Office address:

Author U (niversity)
 PO Box 460880,
 Aurora, CO 80046

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

FOUNDER: Judith Briles

ADVISORY BOARD:

Dan Poynter / Greg Godek
 Rick Frishman / Brian Jud
 John Kremer / Penny Sansevieri /
 Marcella Smith / Susan RoAne
 Peggy McColl

BOARD:

Amy Collins / Bruce Hellerstein
 John Maling / AJ White
 Mara Purl / Steve Replin
 Georgia McCabe / Daniel Hall

NEWSLETTER:

Nick Zelinger, Cover
www.NZGraphics.com
 Linda Lane, Editor
www.denvereditor.com
 Shannon Parish, Layout,
www.IllustratingYou.com

The Author's Ultimate Goal: Realism

Judith Briles, Author U Founder



What better time than in January to get out the crystal ball, shake it up, and gaze into it. What worked last year? What didn't? If you have the magic wand, what would you like this year to do for you ... for your book? Whatever it is ... you need a plan.

No author plans to fail; what they do is fail to plan.

-Snappy Sassy Salty

When I completed *Snappy Sassy Salty: Wise Words for Authors and Writers*, it was woven with quotations to kick-start and propel you forward. If you are going to succeed in this writing, authoring, publishing arena, you need to be kick-started and refueled to propel yourself

forward.



At this time of year, most of us have resolutions loaded with good intentions. By mid-January, they begin to dwindle.

Let's not do that. First, start with realism. Not pie-in-the-sky ... reaching to stuff that is more fantasy and fiction vs. "yes, this can happen" approach. Becoming a Kindle best-seller is totally possible; being a bestseller on Amazon is totally possible; getting in front of media is totally possible; having an awesome book event is totally possible; speaking at an event and selling lots of books is totally possible. Is being on the New Times best-seller list possible? Maybe ... probable ... hmm, not so sure. Necessary ... no.

If you don't know where you are going, you've chosen to go nowhere. Any road will do.

- Snappy Sassy Salty

Being realistic is critical to tying in with success for you and your book. It's goal setting time ...

To set you and your book into a positive book strategy mindset for 2014, here are a 8 key tips that I used in one of our Blogs...if you missed it, it's new. If you read it, it's the perfect time to review.

- Be realistic. You might want your book to sell 20,000 copies ... do you have your GamePlan in place to initiate and support it? Do you have the time to support it? Do you have the energy? Do you have the network? If not, perhaps it's not a realistic goal for you right now.
- Stop living your fears ... live your dreams. *If you believe your book will be successful, it's the first step. – Snappy Sassy Salty*
- Determine if your Goals are measureable and make them so they are. Don't be vague or up in the air. Put numbers, facts by them. Don't say "Get on TV" or "Sell more books." State what TV show you will get on ... how many books you will sell (a special amount of percentage increase).
- Get a Goal Pal...someone you connect with once a week...someone who will help hold you accountable and be an encourager as well.

Needs Title ... Continued from page 5

- Create a visual Goal Board. Write yours down.
- Create an Action Plan for you and your book. Once you get these in writing, “ahas” happen. It is also a crucial and realistic checkpoint.
- Review as the year flows. Tweak here and there. Stay on track.
- Revisit your Goals. Record your accomplishments as the year progresses. It keeps you “goosed” and IDs what’s working ... and what is not.
- Celebrate when you achieve a Goal. And here’s the fun part... you design the celebration around what you want to do.

Ta Dah! Here’s to reaching all your personal and book marketing goals in 2014! We have lots planned for you this year, starting with this month. Authors need **BRANDING**, big time. What’s yours? Most likely, it may need a makeover—the topic for the January Brunch and Learn. Instagram is hot, hot, hot, and those who attend this month’s Tech Tool Box will be pros at the end of the session. The Salon is a composite of many of the top tools to be using for your marketing. And there’s a webinar and a Hangout Air planned ... not to mention our weekly radio show and the Author Monday Mentoring.

Wake up. Kick ass. Repeat. Don't you love it? – Snappy Sassy Salty

Get tuned in so you and your book can be tuned up!

Judith



Your Guide to BOOK PUBLISHING

with
Judith Briles
The Book Shepherd



Where authors come to become seriously successful.

Author U - 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 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://toji.us/authoru>



Nail Your Brand!™

A 5-Step System to Brand Your Business

January 11, 2014

Are you new at authoring? How about publishing? Are you changing direction? Have you been around for a while and maybe need a makeover? Your clear brand provides a solid foundation for your hardworking marketing toolkit: a strategic website, speaker/author one-sheet, and even your elevator pitch! It's critical to clarify your brand. For you. For your book.

In short, your clear brand is the launch pad 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.

Did you know that

1. Clarifying your brand is a critical foundation to your authoring and publishing success?
2. Your clear brand enables you to create your marketing toolkit: website, author one-sheet, stationery package?
3. Once armed with a strategic and hardworking marketing toolkit, you have the tools you need to promote and grow your business – via any marketing, promotion, and out-reach strategies you choose, such as public relations, social media, presenting workshops, e-mail marketing campaigns, etc.?

You will and so much more after this jammed-packed session as we kick off the New Year.

You can't afford to miss January's kickoff Brunch & Learn workshop. It's the perfect way to start the New Year.

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

Continued on page 8

Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.”

Mark Twain

Brunch & Learn: Continued from page 7....



Meet 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 also been published in *Fortune* magazine.

Date: Saturday, January 11th

Register Online: <http://authoru.org/calendar.html>

Time: 10 – 2

Location: Doubletree Southeast Hotel, Aurora (225 / Iliff)

Cost: \$30 Members \$45 Non-Members*

(Non-Members who join Author U onsite will get an immediate \$15 credit toward membership)

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.



Instagram and Infographics Share Knowledge or Tell a Story through Images and Instant Info to All Things Cyberland and Beyond! January 14th

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!

Time: 3 to 6 pm Cost: \$60

Register Online: <http://authoru.org/calendar.html>

Location: Judith Briles' Office in Aurora

(you will get directions the day before and what to bring for each session)



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 shepherding to illustrating to editing to shipping and everything in between. <http://ow.ly/dflYi>



MasterMind of Ideas

That Will Propel You and Your Book Forward

January 27th

If you have any questions about publishing, marketing, strategies, “what if” ... this is where you want to be. The answer will be in the room. It may just be the perfect place to noodle an idea, or a hold-back, and get you fast-forwarded to a major GamePlan for you and your book. 2014 will be your year.

Limited space, dinner included. Suggest that you bring your computer.

Time: 6-9 p.m. Location: Judith Briles' offices in Aurora, CO. Cost: \$27

Register Online: <http://authoru.org/calendar.html>



Top 20 Bloggers on the web

Did you know that Author U posts TWO Blogs a week?! Every Sunday and Thursday you will find something new. On Sunday, you get a general information/how-to/what to do. On Thursday, you get the Top Ten Twitter Tweets. (Did you know that Author U posts over 200 Tweets a week?) Subscribe TODAY and get your FREE info-pak of the Top 5 Things You Need to Know to Publish on the AuthorU.org website.



How Author U communicates with you—Besides the two weekly blog posts, on Mondays, we send a general e-blast to your e-mail called “It’s Monday at Author U.” On Thursdays, we send “Thursday at Author U.” You must subscribe to get them. Also, we send out *The Author Resource* nine times a year. Get over to the website and subscribe twice: once for the Blog and once for the general e-mails, notices, and *The Author Resource* e-zine.



Reserve Your Spot now ... Creating The Author Matrix ... *(Early bird rate ends this month)*

the Author U Extravaganza slated for May 1-3, 2014

May 1st Deep-Dive Dinner workshop with Penny Sansevieri, author of *Red Hot Internet Publicity*, from 5 to 9 p.m. Prior to Penny’s first session is the Eagle/Newbie sessions from 12:30 to 4:30 p.m., along with an Eagle/Advanced session at the same time. Scheduled workshop speakers will be posted this month on the website. Look for updates weekly on the website. Exhibits this year will start Thursday afternoon between the Eagles/Eaglets session and the Deep Dive Dinner workshop.

Brainstorm with the Pros will be back. Also, we will offer a session on Agents, Book Reviews, and Legal Issues ... and the Author U Shark Tank will be revealed. Lots to do. Get the dates on your calendar now—you don’t want to miss this. The Early, Early Bird flew the coop ...

Prices are increasing—lock yours in NOW. Register: <http://authoru.org/extravaganza.html>



Author and Book Findability

February 8th

Do you feel lost at times with all the social media options? Would you like to get found by book buyers globally?

- ✓ How would you like to have vital and actionable information to propel both you and your book to the top of the crowd?
- ✓ How would you like to learn what critical things you need to do right now to make a difference in 2014 for you and your book?
- ✓ How would you like to get the inside strategies from the person who wrote the best-selling book on Internet Marketing?

You can by attending February's Brunch and Learn at Author U on Saturday, the 8th.

Your take-aways include strategies for Facebook, Twitter, Google+, YouTube, LinkedIn ... think social media ... and you will know that Heather Lutze is fast, funny, and fabulous.



Heather Lutze is the widely acclaimed speaker, trainer, and consultant who literally wrote the book on search engine marketing. In fact, she wrote two books: *The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing* and *Thumbonomics: The Essential Business Roadmap for Social Media & Mobile Marketing*

Her writing and in-demand keynotes and workshops are delivered with the same witty, "no-geek-speak" style that has managed to demystify Internet Marketing for countless business owners.

Breaking free of corporate "cubicle" jobs well over ten years ago with nothing more than a dream of entrepreneurship and a basement computer, Heather has built her business into a multimillion dollar Denver SEM company—the Findability Group.

These days, you will usually find Heather either preparing to leave for a speaking engagement or just getting back from one. (Apparently, jetlag is not an issue.) As for her "street cred," Heather spent three years training advertisers in Paid Search techniques for Yahoo! Search Marketing. She is a member of the National Speaker's Association, a sought after Vistage International Speaker, and has shared the stage with Tony Robbins Business Mastery in Fiji and London. And yes, Heather has even been on Oprah, and she will tell you all about it if you ask!

Heather founded Findability Group in 2000 in response to all the frustrated website owners who had paid good money for beautiful, high-tech web sites that weren't bringing in business.

Get ready for an amazing, in-depth Brunch and Learn workshop... you do not want to miss this!

Date: Saturday, February 8th

Time: 10 – 2

Location: Doubletree Southeast Hotel, Aurora (225 / Iliff)

Cost: \$30 Members \$45 Non-Members*

(Non-Members who join Author U onsite will get an immediate \$15 credit toward membership)

Register Online: <http://authoru.org/calendar.html>



Local Author Showcase Application

Local Author Showcases

Douglas County Libraries is fortunate to be approached by many local authors who would like to share their work with library patrons through presentations and signing events. DCL, a passionate advocate for literacy and lifelong learning, supports local authors in these efforts.

To serve both local authors and library patrons, Douglas County Libraries offers eight Local Author Showcase events. Each Showcase features up to 12 authors, each of whom has five minutes to talk about his or her book(s). After all the presentations, authors may meet, talk with, and sell their books to those attending.

- Authors must bring their own books to sell and will be responsible for all sales (types of currency accepted, sales taxes, etc.).
- Books must have first publication dates of 2012 or later.
- Authors who have had prior Douglas County Libraries' presentation/signing events will not be eligible to participate in a Showcase for the same book.
- Each participating author must e-mail an event invitation (to be provided by Douglas County Libraries) to 25 people in the area or provide the library with a list of 25 e-mail addresses to be used for the same purpose.
- Douglas County Libraries will publicize each Showcase through other channels (posters, e-newsletters, e-mail blasts, press releases and social media, or some subset of these).
- Douglas County Libraries will provide meeting rooms, tables, refreshments, and library staff to do introductions for each Showcase event.
- There will be no charge to the authors or to those attending.

Participation in Local Author Showcase is by application only. Please complete and return the attached application (page 3) by the appropriate deadline (see page 2), in care of:

Lisa Casper
lcasper@dclibraries.org
Douglas County Libraries
9292 Ridgeline Blvd.
Highlands Ranch, CO 80129

Call Lisa at 720-348-9522 with questions.



Local Author Showcase Application

2014 Local Author Showcases

Event Date/Time	DCL Location	Application Deadline latest
Sat. Jan. 18, 2014 2pm	Philip S Miller Branch Castle Rock	Dec. 1, 2013
Sat. Feb. 22, 2014 2pm	Roxborough Branch	Dec. 20, 2013
Sun. Apr. 13, 2014 2pm	Parker Branch	Feb. 9, 2014
Sat. May 10, 2014 2pm	Highlands Ranch Branch	Mar. 8, 2014
Sun. June 22, 2014 2pm	Philip S. Miller Branch Castle Rock	Apr. 18, 2014
Sun. July 20, 2014 2pm	Lone Tree Branch	May 16, 2014
Sun. Sept. 21, 2014 2pm	Philip S. Miller Branch Castle Rock	July 11, 2014
Sat. Oct 11, 2014 2pm	Highlands Ranch Branch	Aug. 8, 2014

Please note – Application must be submitted by the deadline of your earliest preferred Showcase date. Applications are accepted on a first come, first served basis, and Showcases fill up quickly.

Other Resources for Writers

New authors often have many questions about how best to finish, publish, and market their books.

Douglas County Libraries provides free workshops on myriad topics from writing and publishing to marketing and publicity. Workshops feature panels of experienced authors (traditionally and self-published) and professionals from the publishing industry. Topics include getting the word out, getting books or e-books into libraries and book stores, social media, websites, getting reviews, and resources for those who have self-published. There will be time for Q&A, as well.

We also publish *The Wire: A Writer's Resource*, a blog for new and aspiring writers containing articles and links to local and online writing resources (coaches, writers' groups, editors, publishers, agents, designers, publicists, etc.). The Wire also contains advice for adding your book to the DCL collection.

Visit <http://blogs.douglascountylibraries.org/thewire/> for more information.



Local Author Showcase Application

Please send your completed application to Lisa Casper at lcasper@dclibraries.org by the due date (see page 2). Printed forms may be returned to Lisa Casper at Douglas County Libraries, 9292 Ridgeline Blvd., Highlands Ranch, CO 80129. With questions, email Lisa or call her at 720-348-9522.

Date/Location of Showcase You Wish to Attend: 1st choice _____
 2nd choice _____ if first date is already full.

Name: _____ Phone: _____

Email: _____ Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Book title: _____

(Please email a jpeg of the book cover to lcasper@dclibraries.org.)

Publish date: _____ (must be 2012-2014)

Published by: _____

Book Format(s) Hardcover Paperback e-Book Audio

Price you will charge at the Showcase for the book: _____

Methods of payment accepted (check all that apply): Cash Check Credit Card

Book Synopsis:

Brief Author Bio:

I have attached 25 email addresses where the Showcase invitation may be sent _____

Please send me the e-invite and I will email it to 25 people _____

Signed: _____ Dated: _____

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, 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 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 your credit card charged for the balance that is due March 1st. *The Deep Dive Session is included in registration until Jan 11th.*

Count me in for the Author U Extravaganza 2014!

	Early Bird/Before Jan. 12, 2013		January 12, 2014-April 15, 2014	
	AU Member	Non-Member**	AU Member	Non-Member**
1st Registration	\$ 395 _____	\$ 495 _____	\$ 445 _____	\$ 545 _____
Additional Registration	\$ 225 _____	\$ 275 _____	\$ 275 _____	\$ 325 _____
Deep Dive Session	FREE* _____	FREE* _____	\$ 85 _____	\$ 105 _____
Eagle Session	\$ 65 _____	\$ 85 _____	\$ 85 _____	\$ 105 _____
Eaglet Session	\$ 65 _____	\$ 85 _____	\$ 85 _____	\$ 105 _____

* Only until Jan 12

** Join Author U and receive AU Member price.

Total Extravaganza 2014 Registration: \$ _____ *Please add me as a new member for \$99 _____

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!* ... put it on your calendar now.



Checks should be payable to Author U, a 501(c)6 organization. Give Registration to Author U Staff today, fax to 303-627-9184 or mail to: Author U % Judith Briles ~ 14160 E Bellewood Dr. ~ Aurora CO 80015. Balance of registration due March 1 or date of registration if registering after March 1, 2013. After April 15th – Prices go up!

There will be no refunds for cancellation 0 – 30 days of the start of the Extravaganza. A cancellation fee of \$200 will be assessed if cancelled 31 or more days before the scheduled Extravaganza.

This event will be held at the Hyatt Regency Denver Tech Center-7800 E Tufts Ave, Denver, CO 80237. Special Author U attendee room rates \$119 ... includes FREE parking, and FREE WI-FI in your guest room.



BookSmarts

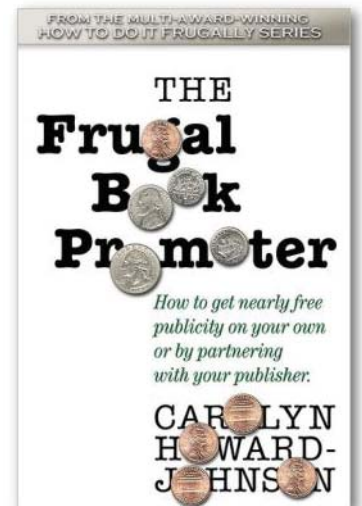
The Frugal Book Promoter

Second Edition: How to get nearly free publicity on your own or by partnering with your publisher
by Carolyn Howard-Johnson

You want this book ... If you are looking for a practical, hands-on guide that has tips for just about anything you could have imagined, plus page after page of ideas that you hadn't thought of, *The Frugal Book Promoter* belongs on your book marketing desk. Carolyn Howard-Johnson specializes in ideas that don't break your marketing bank. That's a very good thing.

Covering a variety of areas ... including (but definitely not limited to)

- Blogging tips and pitfalls
- Obtaining reviews and avoiding scams
- Finding places to pitch your book
- Using the e-book explosion to promote sales
- Using Google alerts to full advantage
- Staying on top of current trends in the publishing industry
- Writing quality query, media release letters, and scripts for telephone pitches
- Putting together Power Point and author talk presentations



I liked the variety of concepts and how-tos so much that I invited Carolyn to the *Author U - Your Guide to Book Publishing* radio show to share them with thousands of others at a time. As an author myself, I'm always looking for new ways ... or improving on already tried ways. She and *The Frugal Book Promoter* deliver over and over. Whether it's seasonal selling (and that does not mean just Christmas—seasons are year round), ideas to goose your blog, connect with media people you hadn't heard of or thought about, and/or position yourself as THE one to go to for info and help, Carolyn has ideas to do all that and much more.

This book is highly recommended to any author who wants to be seriously successful—rich with strategies and techniques—you definitely want to read the section on media releases and media kits before you create another one ... it gets a huge shout out.

The “Secret” to Thinking Like a Marketer

By **Patrice Rhoades-Baum**



Note: Patrice will be the featured speaker at the January Brunch and Learn on January 11th..



Whether you are a consultant, coach, author, speaker, or other “infopreneur,” if you own a business, you have to think like a marketing person. Thankfully, this doesn’t mean acting (or dressing) like the stereotypical used-car salesman!

The secret? Just use the word “YOU.”

Throughout your marketing toolkit – your website, one-sheet, blog posts, and articles you place in newspapers or trade pubs – it’s vital to speak directly to “you” (your prospective client and/or book buyer). And it’s important to emphasize the benefits and results “you” get.

Your prospective clients (and book buyers) are not focused on you – they are focused on finding the right solution for their problem, challenge, or situation. Your job is to ensure “what you get” is crystal clear.

How can you do this? Simply restructure sentences in your marketing materials.

Instead of emphasizing “I” or “we” and the value you deliver, use the word “YOU” and clearly state the benefit (“what you get”).

Example #1: Corporate consultant or business coach

VALUE STATEMENT:

“First, I work with my clients to clarify their challenges, then I create unique programs for them.” (To what end? What is the end goal?)

RESTRUCTURED AS A BENEFIT STATEMENT:

“First, we’ll hold a series of deep-dive discussions to clarify your specific challenges. This ensures your unique consulting/coaching program meets the mark as well as your desired outcomes.”

Example #2: Sales trainer

VALUE STATEMENT:

“We train sales teams on our trademarked process, so they can hit their quota, month after month.” (To what end? What is the end goal?)

RESTRUCTURED AS A BENEFIT STATEMENT:

“Sales director: Your team will learn a proven process to hit their quota, month after month. You can increase your company’s



Continued on page 17 ...

Thinking Like a Marketer: Continued from page 16....

revenue while driving consistency from quarter to quarter. This ends the revenue roller-coaster ride and supports the company's long-term, strategic goals."

Take out your red pen!

Does your website copy overflow with "I" or "we"? If so, invest a few minutes to restructure value statements into benefit statements. Get in the habit of writing "YOU" to clearly state "what you get."

About Patrice Rhoades-Baum

A marketing consultant and branding expert, Patrice Rhoades-Baum teams with small business owners to clarify their brand, using her laser-focused Nail Your Brand!™ process. Patrice's experience includes 25 years of high-tech corporate marketing. An expert copywriter, Patrice has been published in Fortune magazine. Contact Patrice – and read more articles on her blog – at www.BrandingAndWebsites.com.

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

The cover entices people to pick up the book but the *interior* is what makes the sale!

The most common mistakes made are:

- **Windows and orphans** – bad page breaks; last line of a paragraph at the end of pages, etc.
- **Fonts** – good choices can add to the reader's pleasure.... Times New Roman is NOT the only font on the planet.
- **Unclear hierarchy of content.**
- **Not enough white space.**

Your book is important!

If you are interested in getting:

- High quality
- Quick turnaround
- 30+ years of experience
- Attention to detail

Call or email for an estimate today!

WESType Publishing Services, Inc.

4405 Chippewa Drive, Boulder, CO 80303

303-554-5888

westype@comcast.net



Are you following Us?

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>

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



May 1st • 6 to 9 p.m.

How to Sell More Books ... Now!

with **Penny Sansevieri**

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

Have you ever asked yourself

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

You'll learn...

This session will teach you not only how to identify your exact right market, but how to effectively and efficiently go after it. We'll also look at how to find reader groups, book groups, and reviewers online.

- How do you 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? Have you 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.
- Should you have an e-book? How can you effectively market an e-book?
- We'll explore marketing offline: pitching yourself to radio, TV, and print
- How do you get more reviews for your book?

Continued on page 19

How to Sell More Books ... Continued from page 18

It's a Deep Dive Dinner workshop you won't want to miss!
Early Bird until January 31st \$??? for Members; \$??? for Non-Members

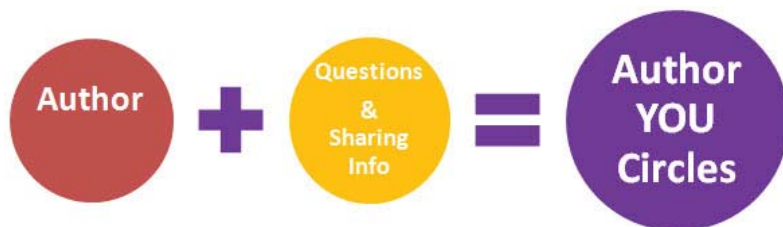


Penny C. Sansevieri is the Founder and CEO of Author Marketing Experts, Inc., a best-selling author, and internationally recognized book marketing and media relations expert. She is an Adjunct Professor, teaching Self-Publishing for NYU.

Her company, one of the leaders in the publishing industry, 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 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.



Are you in Colorado? Did you know about the special "Author YOU Circle" held 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?

They're 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, it has 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, sign up to come.

Here's where to register: <http://www.meetup.com/AuthorYOU/>

Build Your Online Platform: An Integrated Approach to Website, Social Media and List-Building Development

By **Amber Ludwig**



Did you know that every author needs to have an online platform to be successful, but few take the time to “architect” a strategic approach? Most “fear technology” or get frustrated by marketing; as a result, they guess their way through, and success is almost out of reach.

You must have a strategic plan for content development, product roll-outs, list-building, and social media domination.

You have to come out with guns blazing if you want to be a rainmaker online and sell more books. This approach all starts from the day you decide you want to write a book - NOT once you publish.

The benefit of working with someone who completely understands how these pieces work together is that you get to save a TON of time and money.

When starting a business, you’re either going to spend a lot of time learning all this yourself (that’s what I did) or you’re going to cut that learning curve and hire someone to help you bypass the trial-and-error you’d end up experiencing.

Tips to an Integrated Approach to Website, Social Media, and List-Building Development

Get your website professionally designed.

This is beyond critical and worth every penny of the investment. This is your storefront online. If you want to attract an audience and convert them into paying customers, you must make sure your website is sharp. Not only does the design need to represent the quality of you and your book, but it needs to be strategically structured so you are getting RESULTS with the website. The last thing you need is to spend money on a brochure website that will do nothing to build your business.

Create a branded newsletter design and e-mail your following at least once per month.

As part of your marketing plan, you’ll want to send out regular e-mails to your e-mail subscribers. This is maybe the #1 mistake I see online business owners make. They make the effort to build their following, then ignore them. E-mailing your following is how you continue the relationship, give them the education they want, and create long-term customers. When you send out these regular e-mails, make sure your brand (you and your book) is a part of them to funnel that traffic back to your website and make your brand more memorable.

Continued on page 20

Build Your Online Platform ... Continued from page 20

Next, make sure all your social media accounts are designed to match the look and feel of your website.

Social media branding was originally a sort of luxury. Now it is mainstream and mandatory if you want your following to look at you as the go-to authority/author in your industry. These are graphics that are integrated into your Facebook, Twitter, YouTube, and Google+ accounts. They too will drive traffic back to your website and make your brand more memorable. Engage on your social networks multiple times a day for best results.

Have all product created from your book designed with a quality look.

You want to make sure everything you produce (from your blog posts to e-books to products to e-zines and social media) share the same level of quality and professionalism that your website showcases. If you want to be taken seriously online, this visual impression matters. Do you see how taking more of an integrated approach can enhance the experience of your audience and attract new leads?

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.










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

Online business development coach Amber Ludwig has supported more than 500 authors on six continents to achieve just that. Working one-on-one with each client, Amber helps authors build a strong, branded social media presence, coaches each client on which manageable actions will help them achieve their online goals and then walks them through exactly how to do it.

How Amber and NGNG Can Support You:

- * Strategic online coaching
- * Website branding & development
- * Social media planning & execution
- * Comprehensive Internet marketing
- * Advanced list-building techniques
- ...and so much more!

Request our complete service menu at www.InsightfulDevelopment.com

AMBER LUDWIG
Your Get-It-Done Girl



The Season for Planning Year Round Promotion for Your Book is NOW Or How to Jazz Up a Writing Career with Seasonal Promotions

By Carolyn Howard-Johnson



Have you heard of *The Christmas Box* by Richard Paul Evans?

It was originally self-published. Evans believed in himself (and his book) when big publishers didn't. When it did well, lo and behold, as they say in the Christmas stories, someone saw the light.

The motto here, for writers, is "seasonal material sells." This is especially true of things that can be given reasonably inexpensively during gift-giving seasons. Books fill that bill. They're generally \$15 dollars or less, and they lend themselves to the inspirational (always high on the list of gifts people like to give). Also, they lend themselves to great cover and book designs, including religious, whimsical, cartoons, and on and on. Oh, and books are easily and inexpensively mailed or e-mailed!

Are you using the seasons to build your writing career?

There are all kinds of ways to do it. Magdalena Ball and I are seasonal poetry partners. That is, we have written the *Celebration Series* of chapbooks. She contributes half the poems, I the other half. We also share publishing and marketing skills. *Blooming Red: Christmas Poems for the Rational* (<http://budurl.com/>

[BloomingRed](#)) is the Christmas entry for that series. We also have entries for Mother's Day, Father's Day, Valentine's Day and even one with a feminist theme (or Women's Day) to celebrate women for—maybe their birthdays? Our full book in the series, *Sublime Planet* (<http://bitly.com/EarthDayKind>), was just released for Earth Day, which is April 22. But there are so many other seasonal themes you could use. How about

The spring and fall equinoxes.

Easter

Fourth of July

The Signs of the Zodiac—both Western and Chinese. I count a series of 12 books here! No?

Chanukah

Passover

Kwanzaa

New Year's

St. Patrick's Day. Think of all the Irish, all the beer drinkers.

State holidays like the 24th of July in Utah. Something local could have a surprisingly big fan base.

Patriotic books that would work for Labor Day and Veteran's Day

Thanksgiving

Halloween

Planning Year Round Promotion: Continued from page 23....

Gordon Kirkland is a humorist (Canadian, bless his little soul!). He has written a couple of very funny (and extremely giftable!) books including *Holly Jolly Frivolity* (<http://amzn.to/1kX3Sfz>). I met him when we both spoke at a writers' conference, and I know he believes in marketing almost as much as he loves writing.

That brings me to using seasons, holidays, and themes to market any of your work. Here are some ideas for doing that, even if you don't have an entry in the seasonal category (yet!).

- Plan well ahead. Print magazines can work four to six months out. This is about the right time for Christmas ideas or for Halloween or Thanksgiving for online journals and blogs.
- Write articles (like this one?), using your own themes related to your books or whatever else strikes you. They can be used as guest posts on others' blogs or on your own blog or website.
- Offer a discount on a book to be used as a greeting card or casual gift. See how Magdalena and I suggested using our *Blooming Red* as a Christmas greeting card at <http://bit.ly/19DEQh1>. Of course, most who send Christmas cards buy them by the box of 25 or so.
- Cross promote with a fellow author on a book in your genre. People who read cozy mysteries likely read more than one a year. And they often love to give them as gifts. Both authors' contact lists should be full of people who read cozy mysteries, so offer them all a two-for-one special—a new one for themselves and another for a gift.
- Share a list of holiday (or Easter or Valentine's) gift book ideas. Post it on your blog. Put it in your newsletter. As an example see Karen Cioffi Ventrice's list at <http://bit.ly/1hR6Srk>. A list like this is Zen. It helps your book. It helps other writers. It is an ideal way to build a lasting network of authors both willing and able to cross promote. There is even a way to make this idea in a seasonal catalog and produce it as an income-producing venture in the new edition of my award-winning *Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>) on page 340 (but

Continued on page 24

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

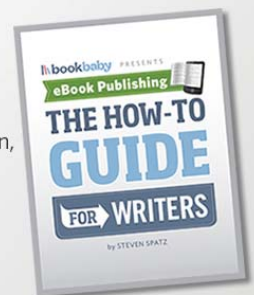
Pricing strategies and tactics
The value of editing or cover design
How metadata is vital to your online sales success
And much more.

BookBaby's How-To Guide For Writers goes beyond the e-book basics to help you create a digital masterpiece. Download your FREE copy:

<http://bit.ly/17hSPT5>

eBook Publishing The How-To Guide For Writers

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



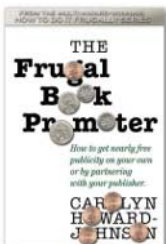
Planning Year Round Promotion: Continued from page 23....

also check the index for other ideas for using catalogs). It is also a way to benefit the publishing industry.

- Write a little seasonal poem, story, or article to include with your holiday letter or greeting card. Always include a credit line that lists one of your books and a link to a buy page for it. Send your poem to the editors of newsletters, blogs, and print magazines, both large and small. Everyone loves to have something seasonal to pretty up an issue at any given time of the year.
- Consider commercial catalogs. You'll find resources for that in *The Frugal Book Promoter*, too, but the best resource is the catalogs you get online, in your e-mail box, and in the pocket in front of your seat when you fly. Think, how can I pitch the idea of my book in a way that will fit with their own theme, their own audience? Remember this: these catalogs pay the freight on books (bookstores do not). They also don't return books as bookstores do. And they tend to buy a lot of books to cover their orders.

Do you have ideas of your own? Please leave a comment (with your e-mail address), and I'll add it to this article to use next season to promote my books—and yours.

Have you heard of Charles Dickens? Do you know Scrooge—in person or as a character in *A Christmas Carol*? If so, how can you argue with what writing for the season can do for you.



Carolyn Howard-Johnson has several decades experience in journalism, retailing (authors are retailers, too!), publicity, and as a marketer of her own fiction and poetry. She is also author of the multi award-winning *HowToDoltFrugally* series of books—one series for writers and one for retailers. Learn more about all her books and services at <http://www.howtodoitfrugally.com>. For lots more ideas on promotion and craft, subscribe to her blog at <http://sharingwithwriters.blogspot.com>.



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

How to Avoid Typos

By Michele DeFilippo



Note: Michele and her company 1106 Design will sponsor the Eaglet track on Thursday, May 1st, at this year's Extravaganza.



These days it's rare to read a book and NOT find typos. But you can avoid these embarrassing errors. Read on.

First, **take time to proofread.** While I advise hiring a professional, any proofing by anyone who is not the author is better than none. However, a professional is trained to catch awkward mistakes and inconsistencies that your best friend will miss.

Copyediting is not proofreading. Your copy editor will find many errors, but when revising your manuscript, will create more. Proofread after all editorial changes are complete. The proofreader and the editor should not be the same person; enlist fresh eyes.

Proofread your book after it has been typeset. Typos and other errors have a way of unveiling themselves on the typeset page, which is in the proper format for reading. The proofreader will also catch any formatting errors and inconsistencies.

Don't depend on Spellcheck. While Spellcheck does highlight incorrectly spelled words, it does not correct spelling in context. For example, in writing this article, I typed "perfectly find" instead of "perfectly fine" and Word thought this was, er, perfectly fine.

Reduce inconsistencies in your book by creating a style guide. Refer back to it often. Include

- Place and people names. I often find errors in the names of cities, streets, restaurants, rivers, people quoted, and more. "Google" these names and write them on your list.
- Words that can be spelled multiple valid ways (e.g., first born, firstborn, first-born; B.C/ A.D., B.C./ B.C.E.). Choose one and stick to it.
- Defining characteristics about places and names. In one book, a character strolled down to the river below his house; in the next chapter the same character strolled down to the lake below his house! List character names, eye color, ages, locations, jobs, and any other details. If you change something, change it on your list. I've proofed a book where the author changed the name of the main character but didn't change it consistently throughout the book!

Continued on page 26 ...

Planning Year Round Promotion: Continued from page 25....

Finally, the best way to avoid errors in your book is to hire a professional proofreader. Recently, I read a book for which the author had gone to a lot of trouble to publish independently, even undertaking a successful Kickstarter campaign. The book's concept was terrific, and I was looking forward to reading it. Unfortunately, the number of typos and other errors detracted from the author's message and made the book difficult to read. Why go to all that trouble only to cut corners on proofing?

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 e-book, *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.*

Are you in the Author Matrix?

You will have it over other authors when you attend the 2014 Extravaganza. Dates are May 1-3, starting at 12.30 p.m. on the 1st. Add them to your calendar now. Location is the Hyatt Hotel-Denver Tech. There's a special discount right now on the website.

Early, Early Bird rates ended last month—it's the classic, 45 Savvy Early Bird Authors got the worm and saved \$100! And they have been participating in the special Take Flight Thursday laser coaching twice a month—

Sign up now before rates go up again!

<http://authoru.org/extravaganza.html>

Bring Your Book to Life!

Award-Winning Cover Design & Interior Layout
Bookmarks, Postcards, Business Cards, Posters and More
Fast, Affordable Turnarounds that Meet Industry Standards
Over 20 Years of Providing the Highest Quality Graphic Design

"Nick Zelinger of NZ Graphics is not only an exceptionally talented and creative design artist but a pure pleasure to work with as a professional. The very first person who purchased my book hot off the press said they would have purchased it - just for the cover! The accolades are ongoing. He delivers an extraordinary product in the promised timeframe and never complained when I changed my mind too frequently. I recommend him to everyone I know."

Lynn McLeod, Adventurer, Speaker, Photographer,
 Author, *From Simms to Zanzibar*
 Winner, Best Cover Design, The USA "Best Books 2011" Award,
 USA Book News

**AuthorU May Extravaganza
 Special**

15% Off

**Any Design Service from NZ Graphics
 to Extravaganza Attendees**

nz graphics



www.nzgraphics.com
 303-985-4174 | 720-560-3390 (cell)

The Technology and Tips Toolbox

Bitly: The Power of Short URLs – Discover Two Features of Bitly

By **Kelly Johnson**



Note: Kelly will present a session on **Working with Virtual Assistants to Excel Your Success at this year's Extravaganza.**



With the limitation on the number of characters in social media posts, many of us are familiar with services that allow us to turn long, ugly URLs into easier-to-remember short URLs. Some of those services include:

<http://www.tinyurl.com>

<http://www.snipurl.com>

<http://www.budurl.com/>

One of the best services to shorten URLs is bitly:

<https://bitly.com/>

Bitly allows users to shorten, organize, and share links. One of the most powerful features of bitly is that links shared via this service provide complete, real-time traffic and analytics data. Being able to view the date and time of clicks for each link, the geographic distribution of clicks, where the bitly link was shared (such as specific

social media sites), and who shared the bitly link is great insight into what is of interest to your site visitors and readers.

Bitly is free and available via website, browser extensions, mobile web, & numerous third-party tools. It takes only a few minutes to create an account.

Bitly users may give specific names to each link and add notes about a link.

Here are a few features about bitly you may not have yet discovered.

1. WordPress plug in

<http://wordpress.org/plugins/bitly/>


If you have a self-hosted WordPress site or blog (this would be WordPress.org, not WordPress.com), you can install the bitly WordPress plug-in to automatically create bitly links for new posts, or add a bitly sidebar widget to display your most popular or recent bitmarks (your bitly links). This plug-in also allows you to display the top results from bitly for a search term of your choice.

2. Use Bitly to create custom links using your own domain

Have You Heard?

Sheridan Books now enables Publishers to sell eBooks!

- Sheet-fed and Web Offset Printing
- Digital Printing
- eBook Services



Sheridan Books, Inc. now offers the ability to *distribute* electronic content!

Continued on page 28...

SHERIDAN BOOKS, INC.

Phone: 734.475.9145
www.Sheridan.com

The Power of Short URLs: Continued from page 27....

Bitly allows users to create a custom short link for free. This version has bit.ly at the beginning of the short URL. Here is an example: bit.ly/XXXXX, where you can customize what is listed after bit.ly.

Users also have the ability to create custom links using their own domain. Therefore, instead of having bit.ly at the beginning of a link, you can have a custom domain. Here is an example: Instead of bit.ly/XXXXX, a custom domain would appear as kellyj.net/XXXXX

In order to have a custom domain for bitly links, you need to buy a domain for the express purpose to create bitly links, then change the DNS record to point to bitly. Inform bitly of your domain name, and then you can start creating your custom domain links. NOTE: Each bitly account can only have one custom short domain associated with it.

Start sharing your bitly links!

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. Her site is www.cornerstoneva.com.

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

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

www.TheBookShepherd.com

Kelly Johnson
www.cornerstoneva.com

CORNERSTONE
VIRTUAL ASSISTANCE, LLC

Specializing in working with coaches and authors

www.DenverEditor.com
Professional Editing for Authors Who Expect the Best We Address...

- **Presentation** - Presenting your material to hook your audience.
- **Engagement** - Engaging your readers from beginning to end.
- **Empowerment** - Empowering your readers with well-chosen words.
- **Emotion** - Touching your readers through minds *and* hearts.
- **Readability** - Applying tools to maximize the impact of your prose.

Visit our website for details • www.denvereditor.com

303-578-2138

Linda Lane
fiction & copy editor

Tracee Jackson
nonfiction editor

Kathryn Craft
developmental editor

David Lane
proofreader

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.

Make Social Media Meaningful in 2014

By Melody Barnes Jones



As we leave 2013 and head into 2014, most of us will take time to review the past and make plans for the future. By now you are using social media as an integral part of your author platform (right?). Some have been at it awhile; others just got started. Either way, you can make small but meaningful changes that will increase your success as an author.

- **Refresh your mindset.** Social media is simply another tool in your author toolbox. If you can't love it, then shoot for accepting it. Most people don't want to do laundry, but we accept it as a task to be done on a regular basis.
- **Update your social media profiles and bios.** Make changes on each platform you use, if only a few words. Remember that the most effective bios tell a story; don't make them read like a résumé. If you haven't done so, add profile photos.
- **Make social media appointments with yourself.** Get your calendar out right now and schedule time, daily or weekly, to create and post social media content. The more platforms you use, the more often you'll need to do this. Prioritize this like you would taking a shower: make time no matter what.
- **Engage with people, not platforms.** Add this task to your planning calendar. On a regular basis, reach out to your fans and colleagues personally. Perhaps every Tuesday and Thursday, you say hello to three specific people, comment on a post they made, or make an observation about their profile (I love New York City. How long have you lived there?).
- **Be personable.** Fans love it when authors talk a bit about their own lives, post photos of their travels, or give updates on writing efforts. One author I know posts a photo of herself at every Broncos football game. She always gets comments.

Making your social media efforts meaningful will not only improve your author platform, but you will come away with a bigger feeling of fulfillment and true connections that can lead to things you hadn't envisioned. I was recruited to speak at three different conferences simply because I connected with someone on social media. You can do that, too.

Melody Barnes Jones is owner of Social Media Management Services where she takes care of the day-to-day so you don't have. She lives in Parker, CO, with her husband and two spoiled dogs. She was recently published in an anthology *Stories Gathered at the Kitchen Table*. Email: <mailto:melody@socialmediamelody.com>.



Monday Evening Salon is a **MasterMind of Ideas** on **January 27th**

... **what's hot for 2014?** What sizzled last year and you missed out on?
Come and learn...dinner included. Register <http://authoru.org/calendar.html>.

5 Steps to Boost e-Book Sales - Listening to Readers

By **Mark Coker**



Note: Mark will be the featured speaker at this year's Extravaganza on Friday, May 2nd, on the 10 Trends Driving the Future of Publishing plus—don't miss his marketing moxie and savvy insight to what's happening – and coming – in all things e-books.



A few times each month, I'll receive a plaintive e-mail from an author, asking me why their book isn't selling better.

It's tough to read these because I know behind the e-mail is an author who's feeling disappointed because their years of effort have borne no fruit. The impossibility of answering such a question makes it all the tougher. There's no one single magic bullet. Most books don't sell well.

Don't give up. One benefit of e-book self-publishing is that the author can evolve their book over time. Unlike static print books of yesteryear, your e-book is a dynamic, living creature.

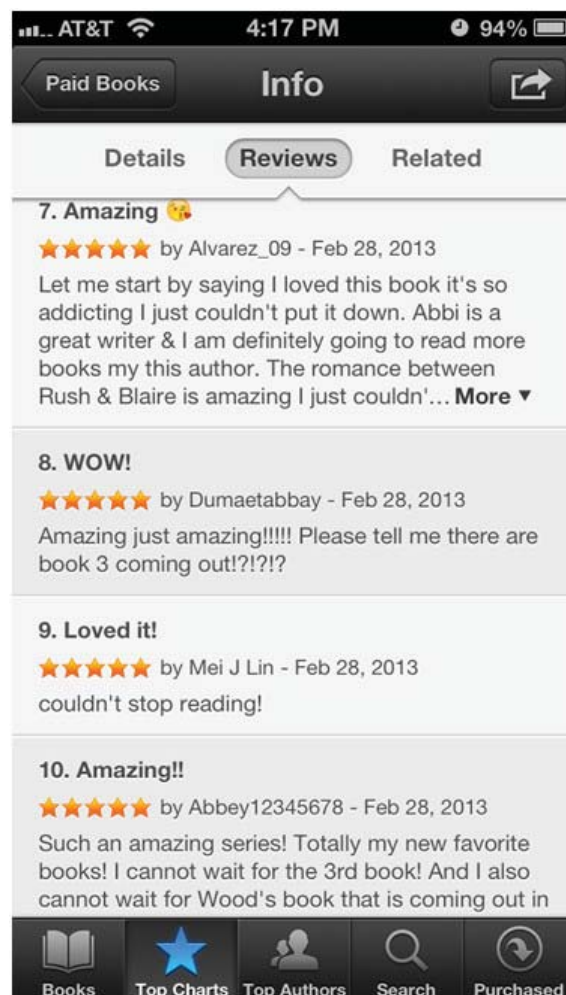
Below, I share five tips on how to identify and repair what's standing between you and readers.

Tip #1 - Look at your reviews from all the retailers.

Ignore reviews from friends and family; they don't count. Average them up. How many stars are you getting out of five?

This past weekend, when I looked at the top 20 bestsellers at the Apple iBookstore, they averaged 4 stars out of five. On other random days I've done this test, they averaged 4.5. The #1 bestselling book on Saturday at *Apple was Never Too Far* by Abbi Glines (distributed by Smashwords), and it averaged 4.5 stars. Some of the representative comments were, "loved this book," "amazing," "couldn't put it down," and "couldn't stop reading."

If you want to become a bestseller, good enough is not good enough. You need to WOW your reader. It doesn't matter if you write romance, thrillers, or non-fiction. If your book doesn't move the reader to an emotional extreme, consider a revision.



Continued on page 31 ...

Five Steps to Boost eBook Sales: Continued from page 30 ...

Take the case of my soap opera novel, *Boob Tube*, co-written by my wife and me. It averages around 3.5 stars. That's not good enough. We're not wowing readers. My wife and I should probably do a major revision if we want better reviews and better sales. Our sales range from 20 to 30 copies a month, not bad for an ebook that's been out five years. What if after a revision, we averaged 4.5 stars? Imagine how that would move the needle on sales.

What if you don't have reviews? - This is as big a problem as poor reviews. If your book has been out for more than three months and it's not selling and you don't have reviews, consider setting the price to free, at least for a limited time. What do you have to lose? Readers aren't finding you anyway.

This is the course of action my wife and I selected with *Boob Tube*. For the first two years (2008-2009), *Boob Tube* sold horribly, maybe 20 copies total. It had only one or two reviews across all the retailers. My wife and I decided to set the price to free for six months. We got 40,000 downloads,



a lot of reviews, and even our first fan mail (yay!). Then we set the price to \$2.99 and it started selling. Without reviews at the retailers, Goodreads, LibraryThing, and elsewhere, few readers will take a chance on you. FREE helps readers take that chance.

Tip #2 - Redo your Cover Image. If your book's reviews are averaging over four stars, yet the book isn't selling, your cover is probably the problem. This was the case last year for Smashwords author R.L. Mathewson. She was earning fabulous "WOW" reviews from readers, yet she was only selling a few copies a day (even still, a few copies a day is way above average for most authors).

When she upgraded her cover images, her books immediately took off; and then a couple weeks later, she hit the N.Y. Times bestseller list for the first time. A great book with great reviews supported by a great cover can make all the difference.

A great cover image makes a promise to the reader. A poor cover image chases potential readers away. Great covers are aspirational. The reader aspires to feel something, and the cover promises that feeling.

Continued on page 32 ...

Five Steps to Boost eBook Sales: Continued from page 31 ...

Here's a quick test and a challenge: If you were to strip away the title and author name, does your cover image tell the reader, "this is the book you're looking for to experience [the feeling of first love for romance, fear for horror, edge-of-your-seat suspense for thrillers, knowledge for a non-fiction how-to, an inspiring story of personal journey for a memoir, delicious home-cooked meals for a cookbook, etc]."



The human brain is programmed to process imagery faster than written words. When a reader is browsing book listings, they're looking to have their attention arrested by something that speaks to them. Everything else is noise. Don't be the noise.

Back to my novel. A couple bestselling Smashwords authors have told me that the cover of Boob Tube doesn't work. It took me awhile to come around, but I agree with them now. The image focuses on breasts, which are an obsessive, almost-debilitating focus for the actresses on daytime television soaps. We explore this in the book. Yet to the reader, the image sends conflicting messages. Is this book erotica or pornography (no!)? Because the image isn't resonating with the right promise, we're probably chasing away readers who would otherwise be drawn to the story.

Tip #3 - Is your book priced too high? When a book is priced too high, it makes the book less affordable to the reader. If you're an unknown author, it makes the reader less willing to take a chance on you.

Last year, I conducted a study of the impact of price on unit downloads and gross sales. I found that lower prices moved more unit sales than higher prices (no surprise there). Books priced at \$2.99 earned slightly more than books priced over \$10.00, yet enjoyed six times as many unit sales.

As an author, you know dollars in your pocket are good; but over the long term, the greater number of readers is what will drive your fan base and future sales. If your book is priced over \$5.99 and it's not selling well, try a lower price and see what happens. There's one other potential advantage of lower prices: value. If the reader feels they received a great read for the price, you're more likely to earn a positive review.

Tip #4 - Are you targeting the right audience? As a writer, you're never going to satisfy every reader. That's okay. Don't try.

Know your target audience, and then make sure your title, book cover, book description, categorization, and marketing are all aligned to target that audience with fine-tuned precision. If you send the wrong messages, you'll attract the wrong readers, and they won't generate the positive word-of-mouth or reviews you need.

Again, I'll use my own novel as an example (since I'm not afraid to illustrate my mistakes!). Early in our novel, a dead body is discovered, so there's a bit of a mystery about who did it. It's a minor plot point, and the book isn't categorized as mystery. However, at one time in 2011, our book description played up the mystery surrounding the murder.

Five Steps to Boost eBook Sales: Continued from page 30...

For at least one reader, after she read the description she downloaded the book thinking it was a murder mystery. It's not. It's a book about the dark side of Hollywood celebrity.

The reader felt misled, and gave us this one-star review:

"If you want to read about drug use, masochism, naive behavior leading to wrecked lives, and truly disgusting eating disorders, this book is for you. If you were looking for a murder mystery, look somewhere else. I got more than 50% into the book and no one was calling the death a murder. So, no investigation, no questions, none of the things that make a book a murder mystery."

Following this review, I removed the murder-mystery subplot from the description and focused on the top themes.

Avoid the temptation to target a broader-than-necessary market.

Tip #5 - Balance humility and pride. It's tough being a writer. You pour your heart and soul into your words, and then lay your words bare before the world for judgment. It takes bravery and confidence to publish. Speaking from personal experience, I know it's heartbreaking to receive your first one-star review. We all get them.

To press forward as writers, we have to decide what we can learn from and what we can ignore. Find your strength from your five-star reviews (we have those too!), and carefully examine your other reviews to identify opportunities for improvement. I try to learn something from every review, even if I don't agree with it.

Continued on page 34 ...

Shannon Parish

CEO of IllustratingYou, LLC

Illustrating YOU both online and offline

Affordable WordPress Websites
Book-Launch Marketing Websites
Cartoons and Interior Illustrations
Graphic Recording
Creative Virtual Office Support

Shannon@ShannonParish.com / [Yahoo](#) or [Skype](#): Illustrating You



Based in Boulder, CO
You can reach Shannon directly at

(720) 295-7409

www.BookSites.us
www.ShannonParish.com
www.IllustratingYou.com



Five Steps to Boost eBook Sales: Continued from page 33 ...

The opposite response to reader feedback, however, is equally destructive, and that's to let pride blind your eyes to the bread crumb clues your readers are providing you. If you want to become a successful writer, you must consider the feedback of readers if you're not already wowing them. Your readers, through their reviews and word-of-mouth, will determine how many other readers you reach.

Next Steps

As a self-published author, your e-book is immortal. You always have another day. If you never give up, you'll never fail. If you listen to what your readers are telling you, as conveyed through their action, inaction, and reviews, you'll reach more readers.

Mark Coker is the founder of Smashwords, an e-book publishing and distribution platform. He's also an author, entrepreneur, angel investor, and advisor to technology startups. His articles can be found on the Huffington Post as well as his own blog.

Mark and his wife Lesleyann co-authored *Boob Tube*, a novel that explores the wacky world of daytime television soap operas. Their book was rejected by every major New York publisher of commercial women's fiction despite representation by a top NYC literary agency. The experience inspired him to start Smashwords, a free publishing platform that allows authors to instantly publish their work online.

Today, Smashwords is the world's largest distributor of self-published e-books. The company has helped over 50,000 authors around the world publish and distribute over 200,000 e-books to major retailers such as the Apple iBookstore, Barnes & Noble, Sony, and Kobo.

<http://Smashwords.com>



taking you
FROM CONCEPT TO REALITY



- **Create**
- **Print**
- **Market**



Why Aren't You Making the Most of Your eBook?

By Olivia Tufo



We writers are living in an interesting time in publishing. Never before have more people had the opportunity to put their work into print, and never before have we had so many people reading. Digital publishing, and self-publishing in particular, have exploded. There is no lack of online articles, blogs, and websites dedicated to “how-to publish your e-book” and “advice on how to market your e-book.” Despite the overflow of useful advice, a lack of a meaningful conversation about the way e-books are changing the art of writing seems to exist.

It is no wonder there are so many of these “how to” conversations happening. People are struggling with how to do e-publishing, how to market an e-book, how to make money off of an e-book. None of these are light or passing concerns, but I truly believe the only way to start resolving them is to dive in fully and embrace the format as a means of distribution and as a tool of artistic expression. Though they started as such, e-books are not simply a facsimile of a paper copy. Technology has come too far. Like Georges Méliès picking up a camera instead of a theatre script, we are at a true moment of transition for our art form.

Isn't enhancing e-books just a gimmick?

Authenticity is as authenticity does. Yes, it's true that readers and writers alike can point to this additional content and say “that's a marketing ploy.” But as with most aspects of writing, there will always be authors who go to trends because they are seen as profitable, while others innovate because they are truly inspired.

The aim here is to provide writers and readers the opportunity to connect digitally in a way that they haven't been able to previously. The aim is not that there be 5 or 10 “extras” on each page or to offer superfluous content for the sake of being able to market an “enhanced e-book.”

Extra content should be like buried treasure. Just like your carefully chosen words, additional content should thicken your story, add more insight into your characters, and invite your reader ever deeper into your world. Whether you add 10 enhancements or 100, they should all be germane and thoughtful.

Imagine sitting over a cup of tea with your reader and having a conversation about your book. What would you talk about? What would you reveal between the lines? Giving and taking that kind of insight is rare, special, and priceless to readers.

It will make you a better writer. Period.

Enhancing your e-book with background information and content forces you to do thoughtful and engaging research. Think about that corny metaphor about the iceberg; good writers show just the tip of their world-building and character development. Behind every line of snappy dialogue and rich

Make the Most of Your eBook: Continued from page 35 ...

imagery, there are piles and piles of notes that the final product only reveals in traces. Enhancing your e-book can be a way to open up some of those backstories and carefully planned character traits in a controlled and artistic way.

Your goal shouldn't be to show the whole iceberg—that would be overkill (all of us have spent time mining through our notes)—but to see its outline in the water, to know a little about its history, to draw people in to look closer, and to make the world you've created a bit more three-dimensional.

Especially for writers of genre fiction, be it history or mystery, the process of research becomes especially important. Good and useful research is often the difference between an interesting story engaging readers and falling flat on its face. Think of Tolkien's maps, languages, and the creation of the races of Middle Earth; his richly created world took what could have been a very genre-specific volume to being a contemporary classic. By unveiling the research and making it a part of the fabric of the story, it holds both you and your reader accountable for the world you've created and therefore makes the stakes higher for your characters.

Five Actionable Points

- 1) **Do your research and do it well.** Don't settle for Wikipedia. It can be a good starting place if you have no background knowledge, but dig deeper for your sources. E-mail a scholar, find a professional in the field that your main character works in and interview him. You may get answers to questions you never knew you had.
- 2) **Never underestimate the power of the librarian.** Did I mention doing research? Most librarians these days have a MLIS (Master of Library Information Services), which is basically a degree in research. The paraprofessionals who don't still typically have years and years of practical experience doing this kind of research. Libraries also have those nifty databases where you can find less mainstream and well-vetted academic articles.
- 3) **Use an e-reader.** Yes, I love the smell of old books, too. Yes, I am attached to the marginalia I wrote in college. That being said, you will never fully understand what your audience is experiencing if you don't interact with books in the same way they do. Look into buying enhanced e-books, and you may be surprised how delighted you are by the extra content. Learn what you love to experience on an e-reader and what annoys you. You will be inspired one way or another.
- 4) **Curate your reader's experience.** Be picky about what you add to your e-book, and your content becomes meaningful, not superfluous. Don't be afraid to edit your additional content as aggressively as you do the meat of your work. Enhancements should surprise and delight, not bombard.
- 5) **Do your research...again.** There are a lot of ways to enhance your e-book these days. The good news is that it is getting easier, but if you don't do your due diligence, or you



Want to Sell More Books On-Line?

Call New Shelves and Find Out How We Can Help You Sell More Books!

New **SHELVES**
DISTRIBUTION

518-261-1300

Continued on page 37 ...

Make the Most of Your eBook: Continued from page 36....

just rely on your publisher, you could end up with a flat “no,” little control over what is being added to the book, or end up spending way more than you could imagine to get somebody to produce an app for your enhanced content. The road to this new technology is littered with expensive projects falling through, to the point where “enhanced e-book” are almost bad words; but recent breakthroughs ensure that it can be inexpensive and easy. Do your research and figure out which platform fits your budget and your vision for what your e-book can do.

So the next time you’re Googling “top five self-publishing myths” or “how to market your e-book,” take a moment to reflect on the work you’re creating. Treating e-books as merely a means to an end can cause you to leapfrog over the huge opportunity of treating them as a medium.



BENEATH THE INK

Olivia Tufo works for Beneath the Ink, a Boulder-based tech startup that has created new, innovative technology for authors to enhance e-books more easily and for less money than ever before. She is almost as passionate about technology as she is about reading, but language is her first love. Learn more about Beneath the Ink and read her blog posts at www.beneaththeink.com



Here's to leaving the past behind and opening the door to New Opportunities!

From Linda Lane, Editor (www.DenverEditor.com) and Shannon Parish, Creative Services, Cartoons (www.ShannonParish.com)

Courting Catalogs and Bulk Sales

By **Penny C. Sansevieri**



Note: Penny will deliver the **Deep Dive Dinner Workshop at the Extravaganza on May 1st: *How to Sell More Books ... Now!***



Have you ever dreamed of selling your book to a catalog or large corporation? A sale like that would register several thousand copies of non-returnable product on the book sale meter. The trick is knowing who to pitch and when.

Before you embark on this type of a project, it's important to understand the possibilities: these include incentives, gift basket inserts, sales to catalog companies, corporate buys. All these can be fantastic ways to gain some extra momentum for your book. The first step with this is to identify your market. Where does your book fit into this market and where could they use it? For example, a number of years ago I stumbled onto an event company that was planning a lot of

corporate retreats to golf courses. The company would organize gift baskets for the executive sleeping rooms so when they arrived, they had a lovely "welcome to the retreat" basket.

This sparked an idea. At the time we were working on a golf book that would have been a perfect gift for them. When I offered it to them, they got in touch with the author and purchased several thousand copies of this book. The key here is to start being aware of incentive items you might see and understand how they are used. Many are offered as consumer gifts or incentives while others are used as training tools or morale boosters for employees.

You may have to do some research because if you're going after a corporate target, you want to find one that aligns with your book in some way. Thirteen years ago when I was first in business, it was pretty easy to place books with companies and even airlines. I once coordinated a purchase for Southwest Airlines that took less than a week to close. Things have changed. Companies are more selective about what they buy, some no longer buy, and others have limited any incentive buys to once a year.

Some examples of bulk sales might be

- Books offered at yearly company sales meetings
- Books offered to consumers at a discount (consumers are usually asked to send in product UPC's to qualify for these specials)
- Books offered to new customers at financial institutions
- Books offered to new home buyers
- Catalog sales

Corporate Buys

Once you analyze your book and the appropriate market, you're going to want to put together a sales pitch. The pitch needs to be sharp and educational. Most of the folks you are going to be pitching may have never

Continued on page 39 ...

Catalog and Bulk Sales: Continued from page 38....

dealt with bulk buys before. They won't know the benefits of offering a book; they won't see the immediate tie-in with their audience, or the benefit of buying your books in bulk, so you'll have to spend some time telling them why.

The why, however, should be pretty easy. First, books have a higher perceived value. If you've ever been given a swag bag, you know that much of it gets forgotten or discarded, but people are less inclined to toss a book. It has more value to the person receiving it.

Second, you may want to share with your potential buyer some of the successes you've had with the book, such as reviews, blurbs, etc. All these things are positive. You might even note other sales you've made (unless it's a competing company!). Also, if you are doing a short print run, remind them that the books can be customized with their company logo and perhaps even a letter from the President of their organization.

If you're going after a particular market and are trying to locate companies within that industry, try doing a search in Google. Your search should look like this: "your industry and companies".

Next, don't overlook companies in your own backyard. Think about industries, companies, and organizations in your area that might work well for your book, and begin going after them. Many times, local companies will welcome the opportunity to support hometown authors.

Once you've put your list together, you'll want to create a pitch packet. While most of the pitching we do now is via e-mail, when it comes to bulk sales to companies, we'll generally do a pitch packet that includes a book, endorsements, blurbs, and a cost breakdown of the book. Keep in mind that you'll likely have to offer a significant discount to get them to buy. For example, you could offer 45% all the way up to 80% if the buy is big enough. When you start to get into big numbers like 5,000 -10,000, etc., I recommend doing an offset print run to drop the cost of the book. Short print runs are always more expensive.

Corporate buys can take a bit of time, so start early. Most companies decide on gift or incentive items months in advance of the event. You'll need to follow up and that's really important. Most of the companies will not just call you when they get your packet. You'll need to call, follow up, and if you're lucky to get a call or a meeting, be ready to lead with the benefits.

Catalogs & Stores

This is another area where your book can shine but be cautious; unlike in the corporate arena, there's a lot of competition here. First and foremost, you'll want to identify the right catalog(s) to pitch. You can find a listing here: <http://www.catalogs.com/>.

Once you locate the catalog, you'll need to search the site for submission information. If it's not there (and it may not be), you'll have to call them. Be warned: you may get the runaround. This isn't intentional. Most of the phone reps you'll come in contact with are there to handle customer issues and know very little about sales. You'll have to be persistent and, if necessary, ask for a manager.

The same is true for stores like Bed, Bath, and Beyond; Home Goods Store; Home Depot; Macy's; etc. If you're lucky, you'll be able to find the submission information on their website, but in most cases you'll need to call. You will get bounced around a bit, but if you persist (just like the catalogs), you'll eventually succeed.

As with corporate pitching, you'll need a package (though in some cases, you'll submit your information online); but unlike corporate pitching, you won't have to convince them to buy. They know you're submitting to make a sale, but I do recommend that you send them pricing for various purchase points. Use 0-1,000, 1,001-5,000

Catalog and Bulk Sales: Continued from page 39 ...

and so on. You may not have this pricing handy, but a quick call to a printer should get you estimates on printing your book in these quantities.

Gift Shops & Specialty Stores

This is another area that's often overlooked. We were working with a cancer book recently that we sold into a few hospital gift shops with big or well-known cancer wards. Gift shops, whether in a hospital, amusement park, museum, or some other tourist location, can be a great way to push copies of your book into the exact perfect market. I was in Vegas recently and saw a self-published book on Vegas mob history in several of their gift shops. Perfect fit, right? I asked the shop owner how they found these books, they said, "Often the authors pitch us; if it's a good fit, we'll make a buy." I find this is true for most stores. Consider any store that might be appropriate to your market, regardless of the size. We've sold books to church bookstores who continue to order copies year after year. I have one title I placed in a church store 7 years ago, and they continue to reorder it. Imagine those sales numbers!

Be open and creative with your pursuit of bulk sales! There are a lot of possibilities out there to sell lots of copies of your book, and the more niche you can get, the better.

How long does this process take? As mentioned above, I've seen bulk sales turn around in a week, while others take a year or more to complete. Oh, and the most important part... how many books can you plan to sell? Anywhere from one thousand to several thousand, depending on the deal and the company.

With the right book and the right targets, sales like this are not only a great way to gain exposure of your book, in the end, they make great "cents."

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. She is the author of five books, including *Book to Bestseller*, which has been called the "road map to publishing success." AME is the first marketing and publicity firm to use Internet promotion to its full impact through *The Virtual Author Tour™*, which strategically works with social networking sites, blogs, Twitter, Pinterest, LinkedIn, YouTube, and relevant sites to push an author's message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market. In the past 24 months, their creative marketing strategies have helped land 11 books on the New York Times Bestseller list. Her website is www.amarketingexpert.com.



Garage look like this?

Let Author and Speaker Fulfillment Services handle your book fulfillment so you can free up your time for writing, marketing, speaking and other more important tasks you should be doing.

 Speaker
Fulfillment Services (812) 877-7100

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

Oh ... what a night!

Author U members had a grand time at the annual Holiday Party. Santa dropped in... the wild and wacky gift steals were in play ... the food created by Kim Ba restaurant and member Ba Forde was simply delicious. Not a cheese ball, chip, or cracker in sight—all gorged on a variety of Vietnamese appetizers, main dishes, and desserts. The Best ever!



Kathy. Patty Moosbrugget



Vicki , Eve Morton



Bob -Julie Griffin



Sharon Worrell and Santa



Rhonda, Kathryn Sandra Thompson



Gift exchange



Santa and JB



Rhonda Hartman , Kathryn Flanagan



Janice Hoffman. Bunny Replin. Mary Jo



Ray-Gail Mencini, Mary Frame

Meet Author U's Premier Partner



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

Online business development coach Amber Ludwlg has supported more than 500 authors on six continents to achieve just that. Working one-on-one with each client, Amber helps authors build a strong, branded social media presence, coaches each client on which manageable actions will help them achieve their online goals and then walks them through exactly how to do it.

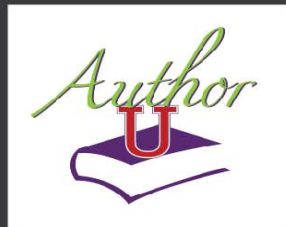
How Amber and NGNG Can Support You:

- * Strategic online coaching
- * Website branding & development
- * Social media planning & execution
- * Comprehensive Internet marketing
- * Advanced list-building techniques
- ...and so much more!

Request our complete service menu at www.insightfuldevelopment.com



AMBER LUDWIG Your Get-It-Done Girl



"I'm proud that AuthorU has got quality people like Amber Ludwlg to be a premiere partner and handle our own website. If you really want to create a website that rocks....that represents your voice....that is authentic...that reaches out and touches who your audience is and finds that audience and is representative of your brand...you really want to work with Amber. I'm glad I work with her. I'm thrilled to refer people to her and so should you." — Dr. Judith Briles



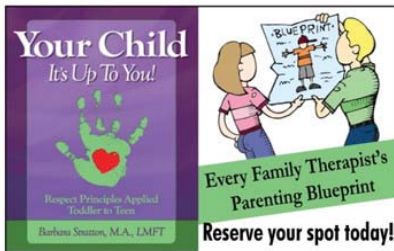


Member News

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 here.



Author U Members were HOT with the recent announcement from USA Book News Book Awards! From Cover Designs to Content in a variety of topics, huge kudos go to and for...



Best Cover Design: Non-Fiction

Finalist to **Barbara Stratton** (Design by Annie Harmon)
Your Child: It's Up To You! Respect Principles Applied Toddler to Teen
Family Builders Press, 978-0-9843637-0-4

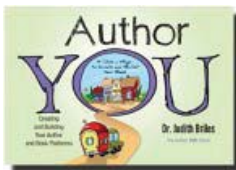
Best New Non-Fiction

Finalist to **Barbara Stratton**
Your Child: It's Up To You! Respect Principles Applied Toddler to Teen
Family Builders Press, 978-0-9843637-0-4



Biography

Winner to **Barbara Edwards Sternberg**
Anne Evans - A Pioneer in Colorado's Cultural History: The Things That Last When Gold is Gone
Buffalo Park Press with Center for Colorado and the West-Auraria Library, 978-0-615-38399-6



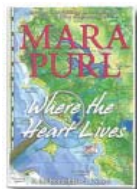
Business: Writing/Publishing

Winner to **Dr. Judith Briles**
Author YOU: Creating and Building the Author and Book Platforms
Mile High Press, 978-1-885331-41-0



Children's Picture Book: Softcover Fiction

Finalist to **Shannon Parish**, illustrator
Later Gator, In a While Crocodile by Mike Fortunato
Outskirts Press, 978-1-4787-1285-5



Fiction: Romance

Finalist to **Mara Purl**
Where the Heart Lives
Bellekeep Books, 978-1-936878-02-4



Health: Exercise & Fitness

Winner to **Dr. Lynn Hellerstein**
50 Tips To Improve Your Sports Performance
HiClear Publishing, LLC, 978-0-984177943



Member News



Health: Women's Health

Finalist to **Rhonda Evans Hartman**

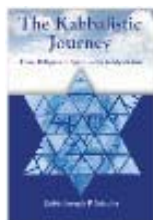
Natural Childbirth Exercises for the Best Birth Ever
Mile High Press, Ltd., 978-1-885331-47-2



Non-Fiction: Narrative

Finalist to **Dianne Maroney**

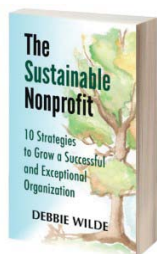
The Imagine Project: Stories of Courage, Hope & Love
Yampa Valley Publishing, 978-0-9889951-0-9



Religion: General

Winner to **Rabbi Joseph P. Schultz, Ph.D.**

The Kabbalistic Journey: From Religion to Spirituality to Mysticism
Harbor Haven Press, 978-0-9827090-4-7



Social Change

Finalist to **Debbie Wilde**

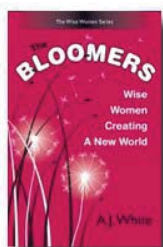
The Sustainable Nonprofit: 10 Strategies to Grow a Successful and Exceptional Organization
Canyon Creek Press, 978-0-9849752-0-4



Spirituality: General

Finalist to **Rabbi Joseph P. Schultz, Ph.D.**

In Search of Higher Wisdom: Conversations About Religion, Spirituality and Mysticism
Harbor Haven Press, 978-0-9827090-5-4



Women's Issues

Finalist to **A. J. White**

The Bloomers: Wise Women Creating a New World
Wise Women Press, 978-0-9881943-0-1

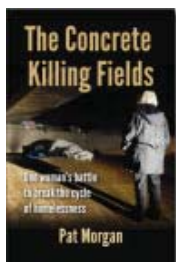
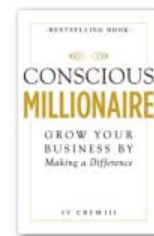
Every human being has hundreds of separate people living under his skin. The talent of a writer is his ability to give them their separate names, identities, personalities, and have them relate to other characters living with him.

-Mel Brooks



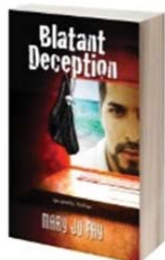
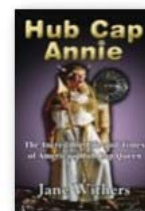
Member News

JV Crum III, author of *Conscious Millionaire*, shares that his ebook hit #1 in two categories on Amazon's Kindle: "Entrepreneur" and "Small Business and Entrepreneur" categories last month. This is JV's first book—the print editions will launch this spring. His membership will launch this winter, and he's in the process of creating a series of events

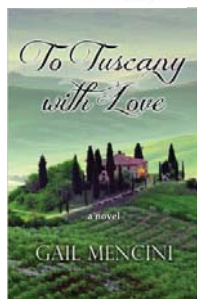


Pat Morgan has received her first shipment of *The Concrete Killing Fields*, her insightful book on the homeless in America and her insider work on the first Clinton campaign, all woven and wrapped with her Southern story telling skills.

Jane Withers has published *Hub Cap Annie*, her biography that shares all. Don't miss this read of one of Colorado's most colorful businesswomen. Books are available at the Tattered Cover.



Mary Jo Fay shares that she has had multiple features on *Huffington Post Live*. Her follow-up and strategies for staying in the media's eye. Her latest books is *Blatant Deception*.



January is chock-full of exciting events for **Gail Mencini** as her debut novel, *To Tuscany with Love*, hits the stores! January 3 - 14 Gail is on a Virtual Blog Tour. Check out the details here: <http://bit.ly/1bdx221>. Gail's Launch Party will be rocking and rolling on January 9th and give her a great start in the Denver market. She is already hitting it off with reading groups, as *Italian America* magazine is naming *To Tuscany with Love* as a recommended Book Club pick in their Winter Issue, which will be mailed mid-January. Last but not least, Gail is doing a reading and signing event at the Tattered Cover Highlands Ranch on January 23 at 7:30 p.m. — come out and support Gail at the Tattered Cover!

Create The Ultimate Bestseller at Sea! Publishing at Sea
January 18 - 23, 2014

Amy Collins, Georgia McCabe, Joan Stewart, and Judith Briles are off to sea this month with 24 authors in an intensive book strategy, book promotion, book marketing, book coaching, book everything Publishing at Sea venture. Watch for the next dates to be announced.



Judith Briles shares that her Authors Fall Tea had friends who brought friends ... 75 attended, devouring both food and books and chatting with authors. Cumulative sales exceeded \$3,000. Books are always the perfect gift.

New Member



Cheryl White is the author of *The Voices within Me*, which will be published in February 2014. It is a poetic autobiography written in the form of poetry, beginning with dark and painful poems that led into my ministry for women. She is a retired Army Sergeant with four Army Achievement medals, along with several other awards and combat ribbons. Cheryl has two months left to receive her B.A in English Ed. And she has recently completed, and graduated from her four year journey, studying Evangelism.

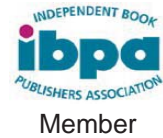
Why Join Author U?

A good question. Here's your answer:

- ✓ If you want the latest in marketing strategies and how-tos for Authors ... join.
- ✓ If you want high content information to make your Authoring life successful ... join.
- ✓ If you want to work with Publishing Professionals who will make your book and you shine—many who offer special rates and discounts to Author U members ... join.
- ✓ If you want to be within a Community of Authors ... join.
- ✓ If your goal is to be successful ... join.

If you don't want any of that, if you want to gaze and just think about writing and publishing, if you aren't committed ... don't.

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



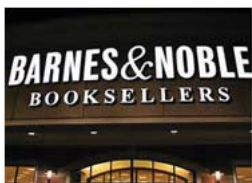
- *The Author Resource* magazine, published online 9 times a year
- All programs designed for the committed and serious author - rates are \$15 less for members meetings; \$50 for Book-Camps ... over \$100 for the Extravaganza
- Reduced attendance costs for monthly programs, BookCamps, and Extravaganza in May
- Webinars 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
- e-Books, Audio book discounts: NZ Graphics, Book Baby, Author Fulfillment Services
- Credit Card Merchant Service discounts: The Free Terminal
- Editing and Indexing services discounts: Editing by John Maling, Patti Thorn, Denver Editor (Linda Lane)
- Graphics and Illustrations discounts: NZ Graphics, F+P Design, IllustratingYou
- Legal assistance for authors and publishers: Replin, Rhodes, LLC; Legal Shield
- 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

TIPS

TIPS



Aha #TweeterTip: Are you Tweeting? If you want all your followers to see your tweet in their stream, you **MUST** start a tweet with a character and not an @user-name. ie: @AuthorU will send it to Author U (Judith Briles) ... with a character "." @authoru sends it to all your followers—just put the period mark in front of the user name. Instead of going to one person, it can go to many thousands.



Get Barnes & Noble 20% Discount If you were shopping last month at a local Barnes & Noble, most likely the clerk asked you if you had a BN Membership—it costs \$25 to get a 10 percent discount. Here's what you want: Go the Help Desk and ask for the business-equivalent card application. If the employee doesn't know about the program, ask for the manager. There's no annual fee, it only works on books, but you get a 20 percent discount—much better than 10!

You'll need to show you are a legit business, so have your EIN# and proof of your company's existence (local business license, business card, bank statement for your business, etc.).

Create Words! Wordoid (wordoid.com) creates new words that look nice and sound great. If you are scratching your head, thinking of a new product or company (and grab a domain name), this could be a great resource. There's no charge. Thanks to Dan Janal from PRLeads.com for this tip.



For Your Website ... the Big 3 ...

1. It's about building relationships with your visitors and returnees. They are your cyber friends who recommend your site, your books, you.
2. Always have an opt-in offer or a reader-only offer for anyone who purchases from your site. It's a bonus. And it's how you capture their e-mails. Don't miss out here.
3. Content, content, content. Whatever your expertise/spiel is ... your followers want content. Create something your audience wants ... not necessarily what you want.

Are You Using Video?

Don't be left out ... video is in; it is growing; and is a critical element in your author and marketing strategy. Key points with their sources are below.

Did you know that

- Online video consumption increased by 38 percent between May 2011 and May 2012. Comscore
- Nearly 80 percent of people watch online videos at least once a week. Online-publishers.org
- Estimates show that video will account for over half of Internet traffic by 2015 — nearly four times as much as regular browsing and e-mail. Cisco Visual Networking Index



TIPS

Video Skyrockets Your Website Engagement:

- Your website visitors spend TWICE as much time on pages that have video. Marketing Sherpa
- Visitors are 85 percent more likely to purchase a product after watching a video—that means your book or services. SlideShare / MemeRunner report
- Videos in e-mails can double the rate of response (“click-through” to website via link) The Moz Blog

Video drives sharing:

Videos are shared 12 times more than links and text combined. B2B Marketing: 25 stats

Marketers should know about video

- Video is the most-shared brand content on Facebook. SlideShare / MemeRunner report
- Posts with videos draw 3 times more links than plain-text posts. B2B Marketing: 25 stats Marketers should know about video
- Search engines love video: SlideShare / MemeRunner report
- Video content can make a page 53 times more likely to appear on the first page of search engine results. B2B Marketing: 25 stats Marketers should know about video
- Videos in search results have 41percent higher click-through rates. econsultancy.com
- YouTube accounts for almost one-third of Google searches. B2B Marketing: 25 stats Marketers should know about video

The bottom line: video works EVERYWHERE. Start using it. If you are, use it more.



Cool Idea for Travelers If you are traveling and want to use an airline club but not pay hundreds of dollars for an annual membership, check out eBay. You can often pick up one or two passes for less than the cost of a full day pass.



The single best source for facts on the Net

All-in-one Reference Site

Jeff Davidson did a terrific radio show on getting foreign rights in December. One of his hot tips was also about RefDesk (refdesk.com), a comprehensive reference site offering more than 1,000 links to search sources, news feeds, commentators, columnists,

today in history, geography, newspaper artifacts, wire services, dictionaries, health sites, zip code look-up, area code finder, etc. You are guaranteed to find some news items or fact that relates directly to a topic that you are working on.

Instagram announces Instagram Direct for private photo, video, and text messaging - TheVerge.com



Facebook again recently attempted to buy the very popular mobile app SnapChat (for \$3 billion) without success. Not long after, Instagram (owned by Facebook) introduced the ability to direct message users in an attempt to create a similar effect to SnapChat (though this feature is the same idea as DMs on Twitter and Facebook). Watch for ‘As the Social Media World Turns’ ... Instagram is hot ... we have a Tech Tool Box on it this month.



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.

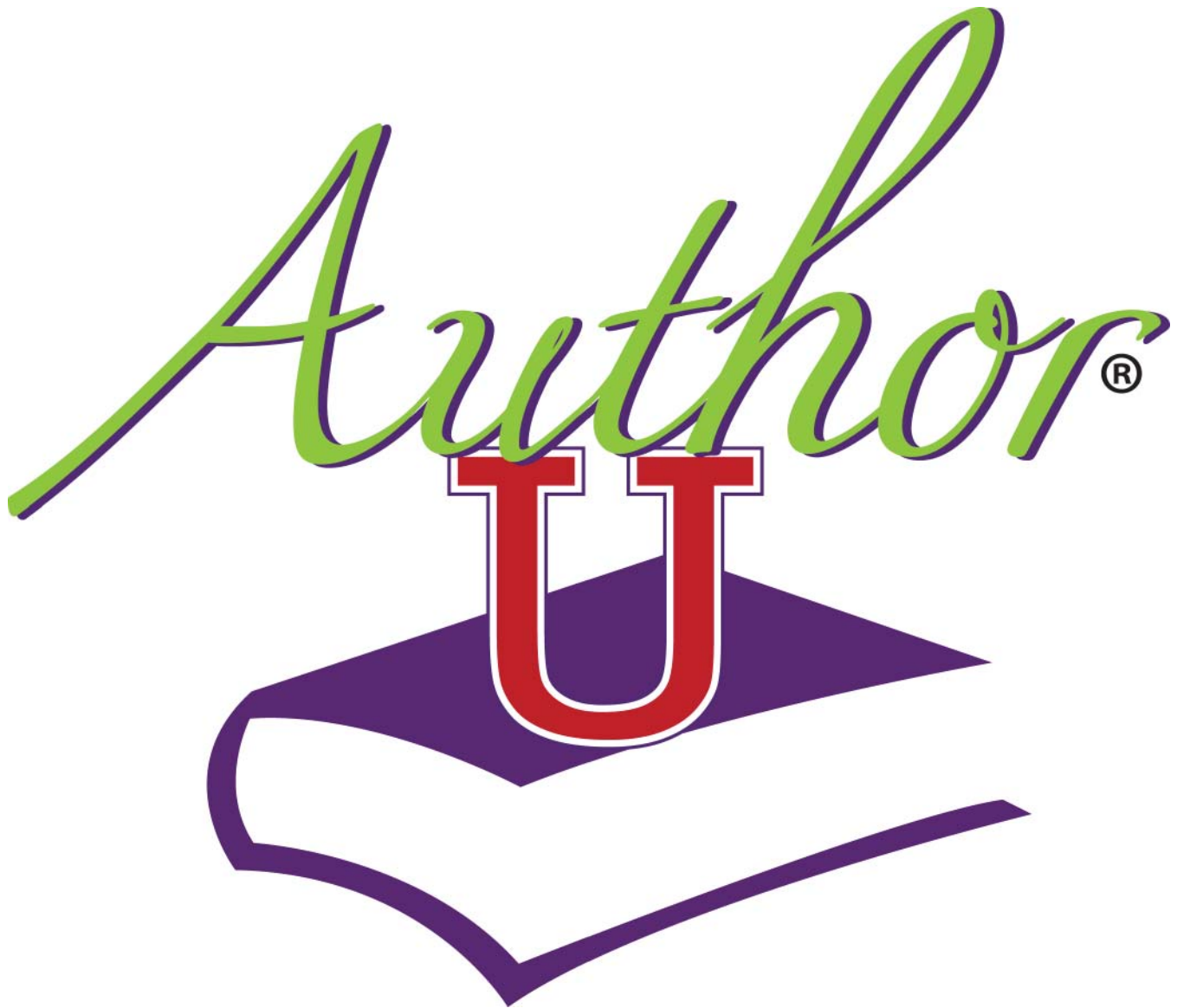
Article 3: Author U(niversity) members shall avoid using materials, titles, or thematic creations originated by others, either orally, graphically, or otherwise, unless the use has been approved by the originator.

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.



Everyone communicates differently.

Judith is available and at your service and via whatever channel you prefer to use the most:

If you're a Phone person, here's the office: 303-885-2207

If you're a Skype person, here's Judith Briles' handle, our CEO: Judith.Briles

If you're a Twitter person, here is the handle: @AuthorU

If you're a Facebook person, here is the page: Facebook.com/AuthorU

If you're a Google+ person, here is the page: Join the Community, Author U

If you're a LinkedIn person, join the Author U group

If you're a Pinterest person, here is the page: pinterest.com/authoru

If you're a Snail Mail person, here's the office address: PO Box 460880, Aurora, CO 80046

If you're an Impatient person, type an e-mail message to Judith below right now:

<http://authoru.org/contact-author-u.html>