



The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 5 Issue 4

April 2014

Author U EXTRAVAGANZA

It's Almost Here!

EXTRA! EXTRA! LAST CHANCE TO REGISTER!

What's Inside ...

Evernote: A Tool to Make Life Manageable

The Major Shift in Book Publishing

Should I Mock Up My Book Cover?

Ebooks for Experts: 10 Questions to Ask Before You Write

Three Steps to Author Infrastructure

How to Convince Costco, Walmart, Target

and Other Huge Chains to Sell Your Books

Are You a Procrastinator?

Math Lessons for Today's Book Industry, Part 2

WHOLESALEERS ... How They Sell Books

Self-Publishing: What You Should Expect to Pay

How to Get More Book Reviews

At a Glance

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

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

April

- 7 **Author Mentoring Monday**
Call 10 a.m. Mountain, noon Eastern: 605-475-5920; access code ... 3252604 #
- 9 **Last day to get the discounted hotel rate at the Hyatt-DTC for Extravaganza**
- 10 **Dinner and a Program: Realize Your Big Screen Dream ...**
Real strategies to turn your book into film & television
- 12 **Author YOU Circles** from 9 to noon
- 15 **Tech Toolbox - Demos of Cool Tools-Which Are for You?**
- 21 **Monday Evening Salon ...**
Every Thursday and Friday Author U Your Guide to Book Publishing radio

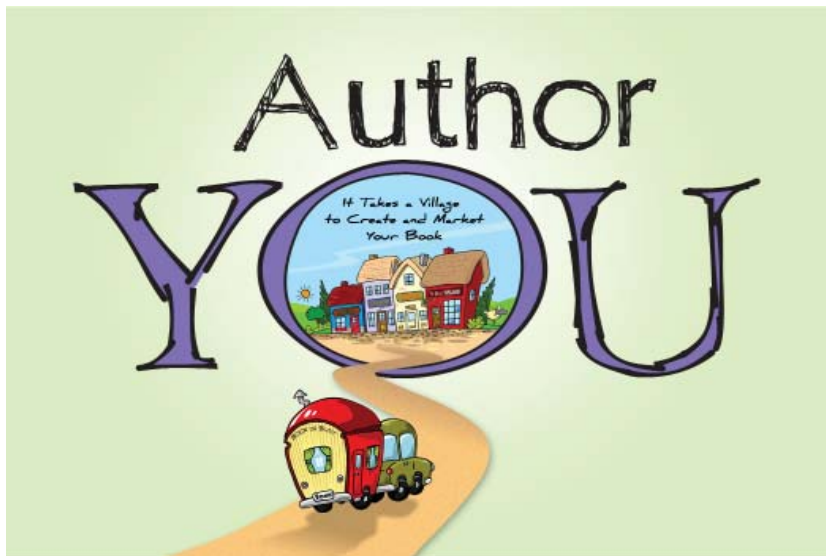
May

- 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)
- 5 **Author Mentoring Monday**
Call 10 a.m. Mountain, noon Eastern: 605-475-5920; access code ... 3252604 #
- 17 **Author YOU Circles** from 9 to noon
- 22 **Dinner & a Program - Post the Extravaganza ...**
a Hands on Recap of the Highlights
Every Thursday and Friday Author U Your Guide to Book Publishing radio

June

- 2 **Author Mentoring Monday**
Call 10 a.m. Mountain, noon Eastern: 605-475-5920; access code ... 3252604 #
- 14 **Author YOU Circles** from 9 to noon
- 19 **Dinner & a Program**
Every Thursday and Friday Author U Your Guide to Book Publishing radio

- July 26** Member BBQ, 4 p.m.
- August 1-2** Judith Briles Unplugged
- September 18** Dinner and a Program
- October 11** Brunch and Learn
- November 15** BookCamp
- December 6** Holiday Party, 6:30 p.m.



... and You

If you are looking for a small group of enthusiastic authors ... some in the beginning stages and some “old hats” ... Author YOU may be the perfect fit.

Author YOU is all about education, just like the many AuthorU.org functions; but this one is a bit different. Totally informal and casual, it’s designed as educational for mentoring in the field of writing, authoring, and publishing books.

Designed as an old-fashioned “Circle” or “Salon,” Author YOU is held once each month for authors with inquiring minds—be it about publishing, writing, social media, marketing books, the latest gadgets and tools to use, you name it—that Judith Briles hosts in her open living room and kitchen area.

It’s always held on a Saturday morning from 9 to noon—the coffee and tea are hot when you arrive—and it’s been around since the Fall of 2012. Take advantage of it—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 learn and 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 member Gene Morton says, “It’s like a personalized MasterMind group—I always walk away with information that I can immediately use.”

To find out more information and the next Author YOU date, check out the regular postings at www.Meetup.com/AuthorYOU



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.

Events

8
Dinner & a Program
Realize Your Big Screen Dream

12
Extravaganza Pull-Out
Speakers, Topics, Agenda



Make your hotel reservation at the Hyatt Regency-Denver Tech Center **by April 9th.**

Special room rate for Author U Extravaganza attendees is \$119 (rate includes FREE guest room Internet and parking)—call 888-421-1442 and ask for the AuthorU rate.

**Register
 Now!**

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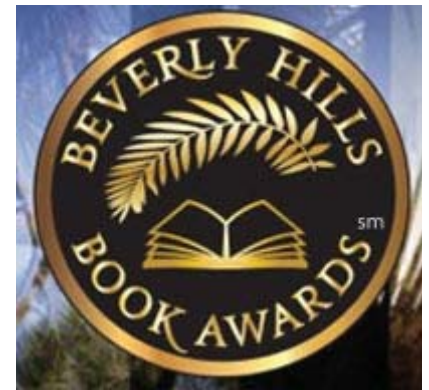
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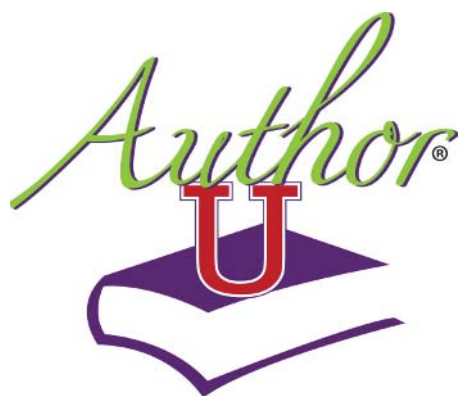


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Contact Author U



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

Contact Author U

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 Google+ : Join the Community, Author U
 LinkedIn: Join the Author U group
 Pinterest: <http://pinterest.com/authoru>
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 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

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Are You a Procrastinator?

Judith Briles, Author U Founder



Oh, for the love of _____ !

(Please, fill in the blank)

A.) Writers B.) Dreamers C.) Publishers D.) Story Tellers
E.) Word Maker Uppers F.) Authors G.) All the Above G.) Other



Alrighty ... Are you a procrastinator? Wondering if you are going to go to the Extravaganza in five weeks? Are you still looking for everything to be perfect in your world so you can start writing? Are you waiting for something to get done, or started, so you can write and publish your book? How's your book doing? Are you getting the sales you want? Are you feeling a tad overwhelmed? Or marketing? Or using social media? Or ...?

Are you enmeshed in stuckness? Wouldn't getting unstuck and moving forward be fantastic? It's time for truthiness.

Is book publishing new to you? You just may be able to take your career to a whole new level with the creation of a book. Adding to your professional credentials, if done right, could position you as the expert in a specific field. A book could talk you to a whole new level, a different type of professional business card. Amazing doors can open with a book in hand.

Could something be holding you back? Could that something be you? Do you keep reaching for one more thing, one more piece of information, another interview, taking another class, another who knows what? Sometimes, it's just another excuse. The result is that the book never gets written, much less published. A quest for the perfect book becomes the enemy of creating a good book, even a great book. If you are in wannabe-author-mode, moving to the real thing is totally possible this year.

You may have the makings of a fantastic novel, a creative young adult series, and exquisitely illustrated young children's stories. A cookbook, health, space, romance, intrigue, how-to or business book may be lurking in your creative closet.

Continued on page 6 ...

Are You a Procrastinator? ... Continued from page 5

Have you got book in hand or in the final stages of production? Many authors with books completed also practice the art of one for the money, two for the show, three to get ready, three to get ready, three to get ready ... and they never go. Those books gather cobwebs in the garage. Could that be you?

Marketing isn't a cake walk. It takes work, lots of it. Whether it's selling books through more traditional channels including the bookstores or through other methods from community fairs, bulk sponsorships, or speaking, it doesn't happen overnight. The fear of putting together a speech that will propel book sales gets deferred. Stumbling over negotiating a speaking fee or guaranteed book sales for a speech becomes a money drain.

Yet, moving from wannabe speaker on your book to the real thing, and making money, is totally possible this year. The answers are at the Extravaganza.

What to do ... get help for starters. Author U supplies plenty of information online and with face-to-face meetings.

The May Extravaganza in Denver, Colorado, is getting close. Be at it. You may need the how-tos in a specific area or to get the big picture in place (once again).

It doesn't matter if it's a first book or a new one. It could be repurposed or spinoff. Maybe a workbook or Teacher's Guide to accompany the book you have already written.

Do you want to create a stellar speech and/or workshop that will take you and your book to new places and play/work in new environments that embrace your book? Or an audio program? Do you see a video version of your book or creating Exercises and Projects for readers to use and enjoy? The paths you choose can be multiple, which makes it exciting for you, the author. Answers are at the Extravaganza.

The professionals who create books—interior and exterior designers—will be here. So will illustrators to enhance your work, as well as printers, copywriters, editors, ghost writers, social media experts, virtual assistants, book reviewers, e-book experts, book trailer and audio pros. They are at the Extravaganza.

Make up your mind. Changes are everywhere. Your book can do amazing things ... you need to bring the amazing you to the party and invite the pros in for the journey. The Extravaganza is your door opener.

What's next for you? Committing to do it is the first hurdle to pass—to support your book. Second, show up at the Extravaganza—register on the website. Third, stay at the Hyatt Hotel and schmooze and network with all the speakers—the hotel rate of \$119 is good through April 9th. Call 888-421-1442. I'll see you in May.



Judith



Meet Premier Partner ...



Digital and Offset Book Manufacturing

Total Printing Systems is committed to pushing technology further, utilizing the strengths of technology, and combining those strengths with over 25 years of experience in the book manufacturing industry. The result of this combination of technology and experience has brought Total Printing Systems to the forefront of the digital book manufacturing industry.

In 1997, our company was one of the first book manufacturers to utilize CTP (computer-to-plate) technology. In 1998, we were among the first printing companies to launch a fully interactive website that allowed complete and immediate project pricing. Today we are at it again. Total Printing Systems is the first book manufacturer in the world to install the new Scitex VersaMark digital web press.

This exciting new technology allows our company to offer unparalleled flexibility and capacity along with an economical price. The VersaMark has variable cutoff and allows a number of different sizes of web rolls. This flexibility allows us to manufacture just about any trim size with little waste and offer some of the most competitive prices available.

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www.TPS1.com

**Total Printing Systems is a
sponsor of Author U and
Your Guide to Book Publishing**





Realize Your Big Screen Dream ... Real strategies to turn your book into film & television

April 10, 2014 / 6 p.m. to 9 p.m.

Admit it ... wouldn't you love to see your book, and your words, turned into something that is viewed on a screen? Each year, thousands of books—fiction and nonfiction—are optioned, hundreds are sold, dozens are produced for television and the big screen. Why not yours?

In our midst is that someone who has done it hundreds of times and she will show you ...

- ✓ The three reasons that any author will get paid by Hollywood.
- ✓ How to network and succeed in a collaborative process.
- ✓ How to understand budgets when it comes to anything film.
- ✓ How to navigate film and television culture.
- ✓ How to speak genre-based selling.
- ✓ How to structure your pitch.
- ✓ The key elements to pitch success.
- ✓ The value of conferences, competitions, and coverage services.
- ✓ The difference between an option and a sale.
- ✓ How to determine who is going to write the screenplay.
- ✓ How to get along with producers, executives, reps, and talent.
- ✓ When to walk away and what to expect when it all goes right.



Is television or the big screen the right fit for you and your book? Yes. No. Maybe. You will come away with tips, strategies and plenty of ahas after *Realize Your Big Screen Dream ... Real strategies to turn your book into film & television* on April 10th. See you there.

Location: Doubletree Southeast (Iliff and 225) in the Colorado Room

When: April 10, 2014

Time: 6 to 9 p.m.

Cost: \$30 for paid up members, \$45 for non-members
Prices increase after April 4th.

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



Philippa Burgess recently moved to Denver from Los Angeles. In addition to providing content creation and marketing success strategies for writers and filmmakers, she is currently working as the Producer of Marketing and Distribution on a documentary film with TV producer Honnie Korngold of Cinevantage and an independent feature film with Boulder-based filmmaker David Gray. She was co-founder of Creative Convergence at Young & Rubicam's Spark Plug Program to further storytelling and technology innovation for brands. A graduate of USC, she started her career at Hollywood talent agency ICM (International Creative Management) before becoming a literary manager, film and television producer, and marketing consultant.

She has represented film, television and digital media projects sold to Paramount Pictures, Warner Brothers, ABC, CBS/Paramount, Hallmark Channel, Lifetime, Disney Channel, MTV, USA Networks along with multiple media, advertising and publishing projects and campaigns. She is a member of the Academy of Television Arts and Sciences (Emmys) and a long-time mentor with NATPE (National Association of Television Programming Executives). A few of the article-to-film and book-to-film projects she's been involved with include *Thieves of Baghdad*, *52 Fights*, *Men's Guide to the Women's Bathroom*, *Queensized*, and *Bringing Ashley Home*.

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.



Demos of Cool Tools ... Which Are for You?

April 15, 2014

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

Believe us ... new tools are added; old tools morph often. The ones that were your old standbys may have undergone a total makeover as well.

Time: 3 to 6 p.m.

Cost: \$60 each or 2 for \$100

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)



Spring and Summer brings longer sunshine hours. Author U will hold the monthly meetings April through September in the Dinner and a Program format.



The Best of the Best ...

The Extravaganza Revisited ...

What the Key Take-Aways and *How Can You Use Them for Your Book Starting Now?*

Your answer is in the “3s”...

June 19, 2014 / 6 p.m. to 9 p.m.

Admit it ... those of you attended the Extravaganza found it to be an INFO-FEST. The June meeting is going to get your author digestive juices rolling once again.

For those of you who missed it ... well ... 'twas a mistake. We are going to ID some of the top ideas and actually use your book titles, and you, and create in the room quasi-hot seats of what you can do next. How would you like to know ...

- ✓ The 3 top social media things to do, starting now.
- ✓ The 3 main things to do in any crowdfunding program to be successful, starting now.
- ✓ The 3 insider tips for a kick-butt virtual blog tour, starting now.
- ✓ The 3 ways to monetize an audio program, starting now.
- ✓ The 3 ways to instantly build your Internet marketing campaign, starting now.
- ✓ The 3 things to soar your e-book sales, starting now.
- ✓ The 3 ways to get your book into the major stores, starting now.
- ✓ The 3 critical elements to get your blog noticed, starting now.
- ✓ The 3 factors to tour a blah pitch into a “I want to buy this book,” starting now.
- ✓ The 3 ways to shine above the masses in YouTube, starting now.
- ✓ The 3 easy ideas to repurpose any book to a new product, starting now.
- ✓ The 3 legal things every author must do, starting now.
- ✓ The 3 things that you can get off your “to-do” plate, starting now.

Have we nudged your appetite just a tad? Want to know some of the answers? How about all of them? Yes. Maybe. No. The choice is yours ... you choose. We promise you will come away with tips, strategies, and plenty of ahas after.

Location: Doubletree Southeast (Iliff and 225) in the Colorado Room

When: June 19, 2014

Time: 6 to 9 p.m.

Cost: \$30 for paid up members, \$45 for non-members
Prices increase after April 4th.

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

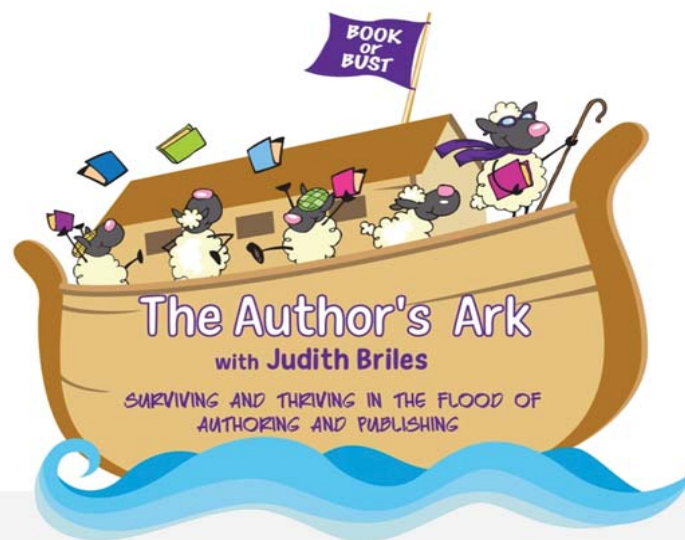


Judith Briles, known as **The Book Shepherd**, is a book publishing expert and coach. She is the Founder of **Author U**, a membership organization created for the serious author who wants to be seriously successful. She's been writing about and conducting workshops on publishing since the 80s. Judith is the author of 31 books, including *Author YOU: Creating and Building Your Author and Book Platforms*, *Snappy Sassy Salty: Wise Words for Authors and Writers*, and is a speaker at publishing conferences.

Become part of her inner circle by joining the **Author's Ark** and exclusive monthly webinar and coaching event. Her audio and workbook series, *Creating Your Book and Author Platform* is now available.

Join Judith live on Thursdays at 6 p.m. EST for Author U - *Your Guide to Book Publishing* on the Toginet Network at <http://togi.us/authoru>.

Follow @AuthorU and @MyBookShepherd on Twitter and do a "Like" at AuthorU and TheBookShepherd on Facebook. If you want to create a book that has no regrets, contact Judith at Judith@Briles.com.



Do you want to master authoring and publishing? If yes, you need to be on *The Author's Ark*. Starting in March, it's a three-month commitment for a limited number of authors that includes a combination of sessions done online and over Skype:

- 2 webinars a sessions are done online and over Skype month
- Monthly Group Coaching
- Monthly One-on-One Laser Coaching with Judith Briles

**The Author's Ark with Judith Briles ...
Surviving and Thriving in the Flood of Authoring and Publishing**

There are only **12 Spots**—grab yours **NOW** under the Events tab on The Book Shepherd website: www.TheBookShepherd.com

Author U EXTRAVAGANZA



EXTRA! EXTRA! Last Month to Sign Up for Extravaganza!



Wahoo ...

Friday Dinner and Laugh Special at Author U! The Extravaganza is in full swing. Funnyman Tim Guard will delight you with his humor after dinner on Friday... it's included in your registration fee and a perfect way to end Friday.



Extravaganza Hotel Rate Alert: Make your hotel reservation at the Hyatt Regency-Denver Tech Center **by April 9th**. Special room rate for Author U Extravaganza attendees is \$119 (rate includes FREE guest room Internet and parking) — call 888-421-1442 and ask for the AuthorU rate. For those in the Denver Metro area, stay at the hotel—Thursday and Friday are long days. Saturday starts at 7:30 a.m. Staying in the hotel is mind and body smart. It allows extra time to speak with speakers outside of sessions.



The Author Matrix: Creativity. Connecting. Community.



Join Us for Author U's Extravaganza
May 1-3, 2014, at the Hyatt Regency, Denver Tech Center

Special pull-out Section

Author U

Supporting Organizations



*"Stop thinking about it.
Start writing about it."*
Judith Briles, author of
Snappy Sassy Salty

Author U Extravaganza

May 1-3, 2014
Hyatt Regency
Denver Tech Center
www.authoru.org

*The Author Matrix:
Creativity.
Connecting.
Community.*



coloradoauthors.org



tatteredcover.com

www.tatteredcover.com



www.usabooknews.com



www.wavecloud.com/



a community for writers



www.arapahoe.edu/departments-and-programs/a-z-programs/writers-studio

303-885-2207

www.authoru.org

Here's What's Happening at the Extravaganza



Thursday

Pre-Eagle & Eaglet sessions

Strategic Visioning Plans that EVERY Author Needs to Begin the Publishing Journey - Judith Briles & Georgia McCabe

Eagle Essentials (Advanced)

- **Stage Right, it's the Virtual Assistant ... Add Time to Your Day for Doing the Work You Love and Deal with the Overwhelm Factor** - Kelly Johnson
- **Fast & Free Easy Ways to Research Journalists & Bloggers BEFORE You Pitch You and Your Book** - Joan Stewart
- **Available Wherever Books Are Sold?!** - Amy Collins
- **Beyond the Book – Taking Your Publishing Success to the Next Level** - Bret Ridgway

Eaglets (Newbies)

- **This Little Book Went to Market – How to Get Your Book into the Book Trade** - Randy Kuckuck
- **The Wide World of Legalese: Stay Out of the Frying Pan and the Fire!** - Steve Replin
- **Nuggets for Newbies: 10 Time & Money-Saving Tips for Authors Just Starting Out** - Nick Zelinger
- **How to Turn Your Blog into Bucks!** - Tammy Bleck
- **Does Your Cover Need a Makeover Before It's Even Printed?** - Kathi Dunn

Deep Dive Dinner Workshop: How to Sell More Books ... Now! - Penny Sansevieri

Friday

- **10 Trends Driving the Future of Publishing** - Mark Coker
- **Make Your Website Do the Work: The 6 Site MUST-Haves to Sell More Books, Improve Your Credibility, and Grow Your Following** - Amber Ludwig
- **The Secret to Marketing on the Internet in Less Than an Hour a Day** - John Kremer
- **Your 30-Second Elevator Pitch** - Mary Jo Fay
- **Audiobook Cashflow Fast & Easy: Step By Step Blueprint** - Daniel Hall
- **Selling Your Books at Amazon and Other Online Retailers. Today's Facts, Not Yesterday's Myths** - Amy Collins
- Rounds with the Pros -3 table rounds with the Pros

AFTER DINNER: Change Your Author Game - Tim Guard, a very funny man!

Saturday

- *Are You Fiddling with Social Media while Rome Burns?* -Georgia McCabe
- *Virtual Book Blog Tours* -Stephanie Barko
- *Targeting Potential Customers ... Send announcements on your book only to people who care* -Dan Poynter
- *Quick and Dirty Blog Posts When You Don't Have Time to Write* -Joan Stewart
- *Ka-ching!* – Joel Comm
- *YouTube from Soup to Nuts ... Getting Started with YouTube Marketing* -Susan Gilbert
- *What's in Your Brand Wallet?-Creating Your Author One-Sheet* -Patrice Rhoades-Baum

CLOSING TALK: *Create a \$1,000,000 Speech from Your Book Starting Now!* -Judith Briles



Will be back!



**Pick their brains
will be back!**



**Rounds with the
Pros will be back!**

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://togi.us/authoru>

Join Us for Author U's Extravaganza!

3 jammed-packed days, you will be working with amazing book marketing strategists, publicists, Internet gurus ... all done in an intense workshop environment ...

Deep Dive Workshop starts at 6 p.m. on Thursday, May 1st, with **Penny Sansevieri** and reveals: *How to Sell More Books ... Now!* Penny is one of the top Internet Book Marketing Strategists, book columnist with the *Huffington Post*, and author of *Red Hot Internet Publicity*.

Mark Coker, President of Smashwords, **John Kremer**, author of *1001 Ways to Market Your Books* and a dozen-plus other publishing and book pros will share their expertise Friday and Saturday.

Eagles (advanced) and **Eaglet** (newbies) workshops will be Thursday noon and end with the Trade Show with Exhibitors opening, Dinner, then Penny's Deep Dive Session. Friday starts at 8 a.m.

Georgia McCabe and **Judith Briles** will jointly kick off a pre Eagle/Eaglet session on *Strategic Visionary Publishing Strategy ... for the Not Stupid ... Just Ignorant to What's Really Needed to be a Successful Author and Publisher*. This is a must-be-at session—FREE to anyone who has signed up for either Eagle or Eaglet session.

Bonus: You may register additional friends, colleagues, or family members who are not already Author U members for a reduced fee.

Most meals are included.

Deep Dive Session is an add-on. All attendees will get a sneak pre-view of the Exhibitors and participate in free drawings throughout the dinner.

- **Mark Coker** kicks off all general sessions Friday a.m. The CEO of Smashwords (all attendees at the Extravaganza 2013 were given a flash drive with three of his books for e-book marketing on it) reveals the latest and greatest in eBook land.
- **Penny Sansevieri** will do the Deep Dive Dinner Workshop on *How to Sell More Books ... Now!* You get Penny's 2014 strategies (trust us, they change constantly).
- **Tim Gard** will headline our after dinner humor event on Friday night—get ready for a fun evening.
- **John Kremer** will unscramble the layers of book marketing on Friday.
- **Stephanie Barko** will reveal the inside tips and tricks to creating a Virtual Book Blog tour on Saturday.
- **Joel Comm** will take you into the stratosphere of partnering and social media on Saturday.
- **Amy Collins** knows how to get your book into B&N, Costco, Amazon, and key spots ... do you? You will after her presentations for the Eagles Thursday and on Friday's regular session. Her insight on covers is not to be missed.
- **John Kremer** will dive into the latest and greatest in book marketing Friday.
- **Joan Stewart** will weave you through the matrix of how to get the attention of every blogger in the country in the Eagle session and on Saturday with another twist.
- **Susan Gilbert** is going to turn you into a YouTube celeb on Friday.
- **Bret Ridgway** will reveal the web of repurposing in the Eagle session.
- **Nick Zelinger** designs books—over the years, he's compiled his Nuggets for Newbies and will reveal the musts and must nots in the Eaglet session.
- **Georgia McCabe** will show you how to stop fiddling with social media and survive the social media matrix that entangles so many.
- **Mary Jo Fay** will reveal the tricks and tips to pitch your book to anyone anytime.
- **Dan Poynter** knows author Klout and his techniques for today's author will change your "presence" everywhere—learn deep down methods to target your market.

- **Amber Ludwig** knows exactly what works and what doesn't in creating an author's Web site and what to do to fix yours.
- **Tammy Bleck** is a word master. Her “Witty Woman Writing” blog has led to ongoing columns in the Huff-Post and ghost writing for *Who's Who* in her Eaglet session.
- **Judith Briles** will show you how to create a \$1,000,000 speech from your book.
- **Kelly Johnson** is an author's best friend—get all the how-tos about the virtual assistant world and how it can bring sanity to your publishing life in her Eagle session.
- **Steve Replin** dives into legal stuff: all things copyright and more in the Eaglet session.
- **Kathi Dunn** knows covers; in the Eaglet session, you will get the insider's POV and how-tos.
- **Randy Kuckuck** will roll out all the publishing basics in his Eaglet session.
- **Georgia McCabe** and **Judith Briles** will kick off Thursday prior to the first Eagle and Eaglet sessions with Strategic Visioning Plans that EVERY Author Needs to Succeed on the Publishing Journey.
- **Patrice Rhoades-Baum** is all about branding and you will be too on Friday.
- **Daniel Hall** is a master of many things that will move you and your book. Learn all about audio books—how to create them for peanuts in cost and monetize them for your bank account on Saturday.
- **Rounds with the Pros** is a speed round with a dozen experts where you shift tables three times prior to dinner on Friday.
- **Author Shark Tank ...** is back. Just a few authors get to dive in ... will you be one of them?



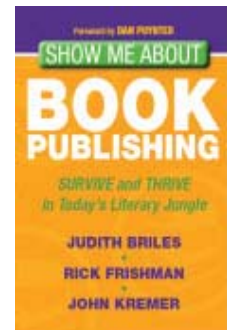
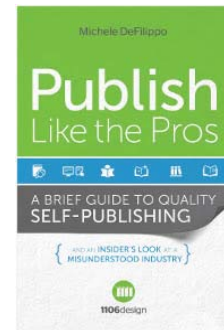
- **Pick Their Brains ...** our speakers will have a series of one-on-one 15-minute spots where they will laser coach you—answer questions—advise ... are you ready?

What to do NOW:

1. **Clear your calendar from May 1 – 3.**
2. **Get registered immediately.** The Early Early Bird has passed—prices increased. The Early Bird has passed—prices increased. You are now in regular pricing with rates scheduled to jump again in another month. Don't wait! Register on the website today under the Events tab: <http://AuthorU.org>
3. **Stay at the official Extravaganza hotel:** Hyatt Regency-Denver Tech Center. Even if you live in Denver, don't commute—Thursday and Friday are I-o-n-g days—immerse yourself in the Extravaganza—some of the best take-aways happen when you allow yourself to hang out and schmooze. **Discounted Rate is \$119 through April 9th**, which includes FREE guest room Internet and parking: <https://resweb.passkey.com/go/AuthorU2014> and enter the rate code: G-5AUTO or call 1-888-421-1442 and ask for the AuthorU rate.
4. **If you are flying in—make your reservations now** – arrive either Wednesday night, April 30th, or make sure you land at Denver International airport by 10 a.m. Mountain time. Information about how to get to the hotel—Shuttle, taxi, car rental—will be sent to registrants in April.



Guy Kawasaki kicked off the 2013 Extravaganza to rave evals— everyone got his book, APE!



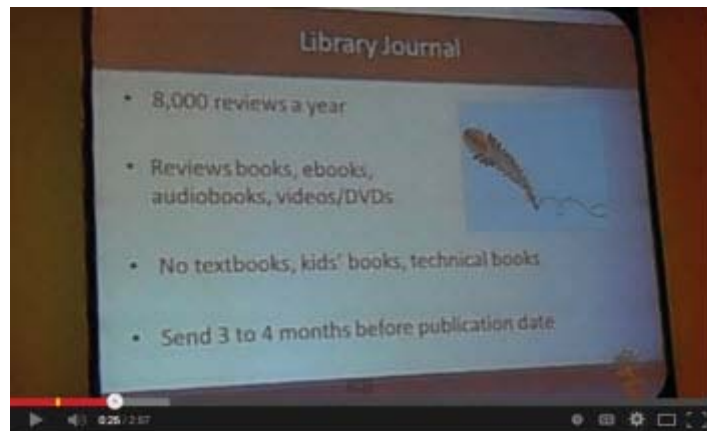
This Year, everyone will get ...

Michele DeFlippo's *Publish Like the Pros: A Brief Guide to Quality*
AND Judith Briles' *Show Me About Book Publishing*

Want More Book Reviews?

By Joan Stewart, The Publicity Hound

What author doesn't want more book reviews? This short video featuring Extravaganza speaker Joan Stewart provides some great resources you can tap into to find more review opportunities for your book! It's less than three minutes:



Watch the Video ...

<https://www.youtube.com/watch?v=EjTLi5TMdWg>



Publicity expert Joan Stewart, aka The Publicity Hound, is a prolific blogger, she is the author of four books on publicity and has an international following of subscribers to her popular ezine, The Publicity Hound's Tips of the Week, in its 13th year of publication. Joan has helped her clients get coverage in top-tier media such as the Wall Street Journal and the Today show. Her website is the <http://PublicityHound.com>.

Author U Extravaganza!

May 1–3, 2014

3 jammed-packed days, you will be working with amazing book marketing strategists, publicists, Internet gurus ... all done in an intense workshop environment ... Bonus Session on Thursday, May 1st, with Penny Sansevieri will reveal **How to Sell More Books ... Now!** Penny is one of the top Internet Book Marketing Strategists, book columnist with the *Huffington Post*, and author of *Red Hot Internet Publicity*. Mark Coker, President of Smashwords, John Kremer, author of *1001 Ways to Market Your Books*, and a dozen other publishing and book pros will share their expertise Friday and Saturday. Eagles (advanced) and Eaglet (newbies) workshops will be Thursday noon and end with the Trade Show with Exhibitors opening, Dinner, then Penny's Deep Dive Session. Friday starts at 8 a.m.

Bonus: You may register additional friends, colleagues, or family members who are not already Author U members for a reduced fee. Most meals are included. (Most meals included. Thursday Eagle, Eaglet, and thd Deep Dive Dinner Workshop are extras.)



Count me in for the Author U Extravaganza 2014!

Until April 15, 2014

After April 16, 2014

	AU Member	Non-Member**	AU Member	Non-Member**
Fri-Sat. Registration	\$ 445 _____	\$ 545 _____	\$ 495 _____	\$ 595 _____
Additional Registration	\$ 275 _____	\$ 325 _____	\$ 300 _____	\$ 350 _____
Deep Dive Dinner Workshop	\$ 85 _____	\$ 105 _____	\$ 95 _____	\$ 125 _____
Eagle Session (Advanced)	\$ 85 _____	\$ 85 _____	\$ 95 _____	\$ 125 _____
Eaglet Session (Newbies)	\$ 85 _____	\$ 105 _____	\$ 95 _____	\$ 125 _____
Friday Only	\$ 275 _____	\$ 375 _____	\$ 295 _____	\$ 395 _____
Saturday Only	\$ 225 _____	\$ 325 _____	\$ 250 _____	\$ 350 _____

**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: _____

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Name(s) _____

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e-mail _____

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.

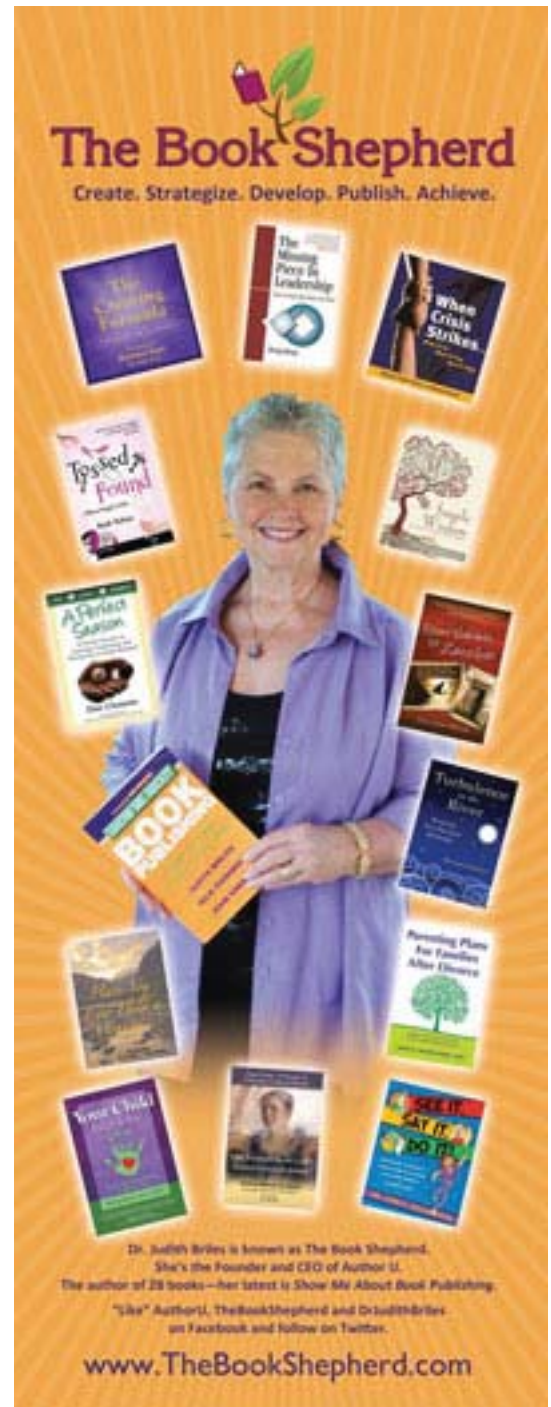


Checks should be payable to Author U, a 501(c)6 organization. Give Registration to Author U Staff today, fax to 303-627-9184 or mail to: Author U % Judith Briles ~ 14160 E Bellewood Dr. ~ Aurora CO 80015. Balance of registration due March 1 or date of registration if registering after March 1, 2013.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

Join Us for Author U's Extravaganza May 1-3, 2014 at the Hyatt Regency, Denver Tech Center



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

www.TheBookShepherd.com

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 the following:

- 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 20

How to Sell More Books ... Continued from page 19

It's a Deep Dive Dinner workshop you won't want to miss!

Early Bird until January 31st \$85 for Members; \$105 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.



Deborah Rapinchuk's magic hands will be back Friday and Saturday at the Extravaganza. In 15 minutes, your neck, shoulders and back will be rejuvenated. Make sure you sign up onsite for a little bliss.

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

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Meet the Extravaganza Exhibitors!

Some old, some new, nothing borrowed, nothing blue about them! We have a variety of excellent companies and publishing service providers to meet your printing, designing, add-on products, audio, book trailers, marketing, publicity ... you name it ... they are in Denver May 1-3.

This is an excellent opportunity to meet face-to-face and talk about your book, your project and the "what ifs" as well. Take advantage of it ... you have national and local support!

REGISTER NOW! http://authoru.org/ai1ec_event/2014-extravaganza?instance_id=



Three Steps to Author Infrastructure

By **Stephanie Barko**, Literary Publicist



Note: Stephanie will be speaking at the Extravaganza on: Virtual Book Blog Tours ... you don't want to miss this!



Prior to being published, every author must construct three pylons on which to build her book platform. These pylons become a foundational base for the author as well as a launching pad for her book.

The three pylons of author infrastructure are

- Website
- Blog
- Social Suite

Website

Whether an author intends to be a one-book-wonder or write series after series, her home address will always be her website. Although it is wise to purchase several suffixes for the same domain, a single web address throughout an author's career makes her pen name easy to find and remember. Google likes domain addresses that contain keywords and that have no hyphens.

The preferred software today for web design is WordPress. Since it is an open system (like Linux), designers from all over the world write code for WordPress. This means that when an author goes to find a theme for her site, she is likely to find one she likes that works in WordPress, which is free or low cost.

I recommend that authors initialize their website with a professional web designer, but that they maintain the site themselves.

Blog

While the website rises up like a billboard that is only changed once in a while, the author blog is as dynamic and fluid as the daily news. Blogging is the act of frequently publishing your keywords. When an author regularly posts to her blog, she is training Google to come to her address for information relating to her keywords and areas of expertise or entertainment.

Google likes

- blog post titles of 116-130 characters
- articles that are around 500 words long
- posts that are heavily keyworded within the first 65 words
- pieces with sparingly sprinkled hyperlinks

I recommend that authors tag their blog posts with their keywords.

Author Infrastructure ... Continued from page 25

Social Suite

In the social sphere, what's hot and what's not seems to change every year.

Although there is no denying that Facebook remains the great watering hole, the social platform nipping at its heels for the #2 position today is Google+. The hardest thing to remember about Google+ is where it sits, but it is definitely worth remembering because nothing makes you show up on Google faster than a post to Google+.

With Twitter, the idea is to get your following up over 500. I know a radio producer, for instance, who will not consider a prospective guest unless the guest has a substantial Twitter following. Podcasters look for guests who have followers to bring to their podcast, not the other way around.

On Twitter, you want to claim your pen name, insert your URL and keywords into your profile, and customize your wallpaper, perhaps to harmonize with your logo.

Even if your book's front cover is the only graphic design in your marketing campaign, you can use Pinterest to your advantage and even have fun with it.

For most authors, GoodReads is a great place to discover your next reader. This site is a treasure trove of reader data for GoodReads authors who know where to look.

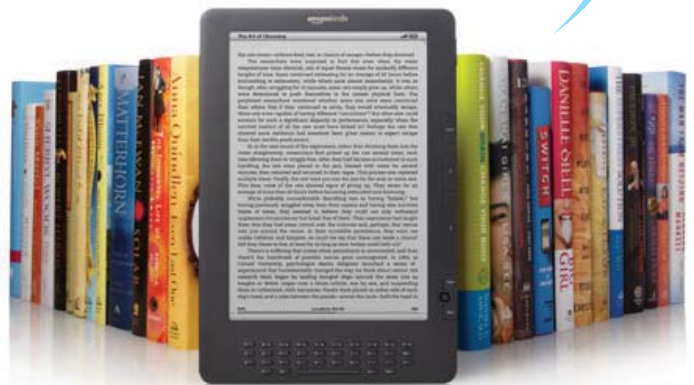
Last but not least, there's LinkedIn for corporate types, author/speakers, journalists, and nonfiction writers. Index your articles and books here to become a LinkedIn All-Star and stack up your keywords. I recommend that authors e-socialize every day and blog twice a month or more.

In conclusion, remember that skyscrapers begin with a deep hole in the ground. If you have a website, blog and social suite as your base, your foundation is a solid one that can support you no matter where your career may take you.

Stephanie Barko, Literary Publicist was voted Best Book Promotion Service in Preditors & Editors' Readers Poll. In addition to her blog, she currently writes a book marketing column for San Francisco Book Review.

Award winning clients include both traditional and independent nonfiction and historical fiction publishers and authors.

For more information on custom Virtual Tours, visit www.stephaniebarko.com or follow Stephanie's Tweets.



Should I Mock Up My Book Cover?

By Michele DeFilippo, 1106 Design



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



Some authors like to mock up their book covers as a way of thinking through what they want. It's not a bad idea, but your designer won't expect you to provide a mock-up, so it's really unnecessary for you to go to the trouble of creating one.

Instead of mocking up your book cover, I'd like to suggest focusing on what you want your cover to achieve and what message you want it to convey. You only have a few seconds to attract a book buyer's attention, and your book will be competing with hundreds or thousands of others on the bookshelf or website. As such, your message must be clear and stand out from the others.

There are several components to your cover's "message," including the book title and subtitle, cover image, and fonts. The back cover should include persuasive text that

convinces the buyer this is the book he or she needs. Your title and image must reinforce each other, so choose an image that ties in with your book's title and is "on message." Look closely at the images you are considering to make sure they deliver a high level of quality, and that there are no hidden messages or strange things going on that might distract a book buyer. For example, one of my clients chose an image that included a woman and some seagulls flying around her head. While the birds had nothing to do with the book's title or topic, they became the unintended focus, especially as one of them appeared ready to attack the poor lady!

It's a good idea to go to a bookstore and/or the Amazon.com website and search for best sellers in your book's genre. What sells? Note the images, colors, fonts, size of the author's name, book title, and the overall quality of the artwork. What messages do you get from the book covers? Make some notes so that you can convey your thoughts to your book designer and have a discussion about your message and goals. Remember that your designer knows what sells books and will have some ideas as well.

By doing the legwork, you will end up with a great cover that will make you and your book look good, and more importantly—sells!

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.

The Technology and Tips Toolbox

Evernote: A Tool To Make Life Manageable

By **Kelly Johnson**



Note: Kelly will be speaking at the Extravaganza on: *Stage Right, it's the Virtual Assistant ... Add Time to Your Day for Doing the Work You Love and Deal with the Overwhelm Factor.*



Evernote is a method for remembering your to-do lists or daily reminders. It allows you to store everything you want to remember in your account. It's then synced across your devices, such as your smartphone, computer and/or tablets. This makes it easier to capture, browse, edit or search your notes from anywhere.

With Evernote you can create lists, reminders and more. Evernote is an application that allows you to capture your ideas and experiences and access them from anywhere.

You can use it to stay more organized and manage your projects.

Although the basic Evernote system is free, there is an option to upgrade to a premium account for more storage space. For a few dollars a month or a small annual fee, you can get 1 GB of upload space each month. You can then store more notes, photos and files.

With a premium account, searching inside PDFs or other attached documents is easier. There is also a Related Notes feature that allows you to see your previous relevant notes while you create or view the new ones.

Premium loads notes faster on your mobile devices, and the Passcode Lock feature gives an added layer of protection on your mobile devices.

Evernote Terms

Note: A single item stored in Evernote.

Notebook: A container for notes where your notes are stored.

Sync: This is the process of how your Evernote notes are kept up-to-date across all of your devices, including computers, phones and the Web. Evernote automatically synchronizes your information every few minutes. If you want however, you can sync manually anytime by clicking the "Sync" button.

Creating Your First Note

The most common form of content saved in Evernote is simple text. It can be as simple as a note to yourself or a part of a web page or email you want to remember. Here is how you create your first note with this type of content.

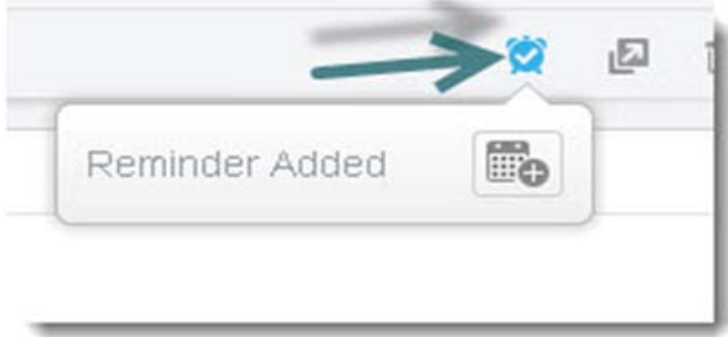
At the top of the main Evernote page is a button labeled "New Note". Click it.

Evernote creates the new note with the cursor in the body of that note. Title it with whatever you like. Now click anywhere in the main part of the note. Go ahead and begin typing in that area. You can change the style of the text font, increase or decrease the size of the font or even change the color while working on your note. There are options for bold, italicize or underline the text as well.

When you finish, Evernote automatically saves and synchronizes the new note to Evernote on the web. Your note can then be accessed from any device you have Evernote installed.

Continued on page 29...

Evernote ... Continued from page 28....



Reminders

A reminder can be set for any note by clicking the Reminder icon on that note. You can also set a due date with the date picker.

Reminders will appear in your to-do list located at the top of your Note List. You can sort them, put them in order, and edit them and much more.

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.



Wahoo ... Rounds with the Pros is back as the last session on Friday afternoon ... a time to do 3 mini sessions at 20 minutes each on specific topics—when a table is full, get to another. Highly interactive, highly informative, highly fun!

... and that's just the beginning ... May 1-3, 2014. Don't miss out.

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Math Lessons For Today's Book Industry

Lesson #2 WHOLESALERS and how they sell books:

By Amy Collins



Note: Amy will be speaking at the Extravaganza on *Selling Your Books at Amazon and Other Online Retailers—Today's Facts, Not Yesterday's Myths and Available Wherever Books Are Sold?!*



Book wholesalers are companies that buy your books at a deep discount and hold them in their warehouses so that Internet and “brick and mortar” stores can order the books from them. Bookstores like to use wholesalers for a number of reasons: namely speed, convenience, and less financial exposure.

When a bookstore orders a book from a wholesaler, they will usually get their order in twenty-four hours. Next-day service is the standard from the top wholesalers. The discount a store can usually expect to receive off the retail price of the book from a wholesaler is 40 to 45 percent. What the bookstore loses in profit margin, they often make up in convenience and risk aversion. A book ordered from a wholesaler can be combined and shipped with hundreds of other books.

Some stores hire wholesalers to stock, manage, and handle all aspects of their book departments. There are large “big-box” chains that happily hand their title selection and discount negotiations over to a wholesaler that will manage the entire department for them. The same can sometimes be true for libraries. There are many U.S. library systems dependent upon wholesalers for all their new books. People at the chain or library office work with the wholesalers and oversee the choices, but how closely that is managed depends upon each individual situation.

If you want your book to have a chance at a bookstore chain like Barnes & Noble or BooksAMillion, and if you don't want to use a distributor, a wholesaler is your next best bet.

The two biggest book wholesalers for the book industry right now are Ingram and Baker & Taylor. You can find their application processes on their websites. Send your books in with the proper paperwork and try to get your titles into at least one of these wholesaler's warehouses. Ingram and B&T do not usually take small presses, but B&T will sign up a small publisher if they have enough marketing and sales plans to support the book.

Ingram has recently partnered with IBPA and through them, a small press CAN get listed in Ingram's system. However, only a very small fraction of those books get ordered and stock at Ingram. Only the books with strong demand get stocked, the rest are just listed and Ingram will order a book from the publisher when a store backorders one. (and the kicker? Most bookstores will not back order.)

Math Lessons: Continued from page 31 ...

Remember, if you get an order, you will be selling your books to the wholesaler at a discount of at least 55 percent. They will usually order only as many as they need to fulfill the demand coming in from their customers ... stores and libraries. If they are overstocked or books come back from the stores, they will return those books to you for a full refund. (Having fun yet?)

So, back to the math:

- A book priced at retail is \$16.95
- A publisher sells it to a wholesaler for \$7.63 (55% discount)
- The wholesaler has paid \$7.63 for the book.

Always do the math.

Amy Collins is the CEO of New Shelves Distribution, www.NewShelves.com and serves on the Board of AuthorU.org.



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- **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.**

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Ebooks for Experts: 10 Questions to Ask Before You Write

By Dr. Patsi Krakoff



I've been blogging recently about how experts need to publish their own ebooks as part of their strategy to get found, get known, and get clients through online content marketing.

Here are 10 questions to ask yourself before you write a single word of your expert ebook:

Download the questionnaire here: www.Ebooks4Experts.com.

Over 10 years ago, professionals started using blogs to communicate to clients. As co-founder of The Blog Squad, I proclaimed blogs to be 'the best darned marketing tool on the planet!'

To some extent they still are, but the key for experts is to excel with quality content. A blog is only one channel for online content marketing, along with social media networking sites. Another key communication channel is publishing expert ebooks.

In the last two years alone, we've seen an explosion of ebook sales because of the proliferation of e-readers. Amazon has now sold more ebooks than all forms of print, ever. The barriers to publishing through

traditional channels have fallen.

Now has never been a better time to get your book written, formatted and available in both digital and printed forms.

It doesn't have to be long, or complicated, or expensive to do. But it does have to be high quality. You want your ebook to reflect the quality of your professional services. You want it to attract people to you so they will eventually hire you.

You can't do it alone. There are a multitude of book publishing experts available to help you with each step of the process, including the writing, editing, formatting, design, publicity and marketing.

I am just one of a group of experts who can take you from start to finish. My expertise is in writing, and I've ghost written a best-selling Amazon ebook.

What I've learned is that clarifying the topic and keeping that in mind as you write each chapter of the book is critical. Never forget to focus on the needs of your readers. Help to solve their problems and they'll want to read more of what you say. Use your experience and stories to make your book come alive with authenticity and real-world emotions.

I offer you this questionnaire above as the pre-step to complete before you write a single word of your book.

Continued on page 34 ...

Ebooks for Experts Continued from page 33...

Take some time to write your answers to each question. Get some input from others. Then tell me what you think. Does this questionnaire make it easier for you to start writing your expert ebook? I hope so.

Patsi Krakoff focuses on content writing strategies for smart professionals. She is part of the Blog Squad, does research writes and ghost blogs globally. Her expertise includes content marketing with your blog. Read and subscribe to her blogs at www.WritingOnTheWeb.com.

An Introduction to LegalShield for Authors



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**AuthorU
EXTRAVAGANZA**



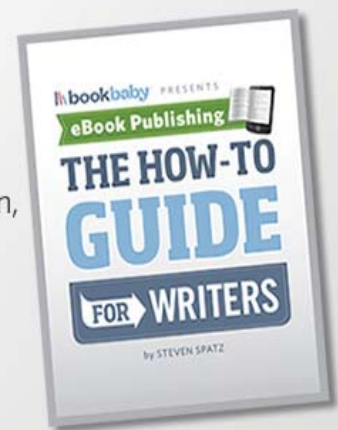
Make your hotel reservation at the Hyatt Regency-Denver Tech Center **by April 9th.**

**Register
Now!**

Special room rate for Author U Extravaganza attendees is \$119 (rate includes FREE guest room Internet and parking)—call 888-421-1442 Ask for the AuthorU rate!

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Think Outside Social Media

By Melody Barnes Jones



Does it seem odd that a social media specialist is telling you to think outside social media? The truth is you have to for true social media and author success. Getting noticed outside of social media gets you noticed on social media.

My observation: authors new to social media and even those who've been using it for a while believe wholeheartedly that social media is all they need to do to get noticed and sell books.

Not quite.

You can do all the “right” things on social media and still not see the kind of success you are looking for. Why? Because you must go out into the real world and talk to real people. You must include traditional marketing in your marketing plan. You must conduct strategic email marketing. You must have a website that works hard for you in list-building and in making it easy for followers to share your content on

their social media accounts.

Speaking of content, do you have a blog? Are you consistently posting to it? I'm the first to admit that consistent blogging can be a true challenge – don't I know it – for so many reasons. What can you do to ensure blogging success in a way that you can maintain based on your lifestyle, personality and drive?

A mantra I often repeat to clients and students is this: social media is ONE tool in your author platform toolbox. While I am good at my job, I don't have a magic wand to make social media all you need to get noticed and sell books – and neither do you.

If you want to learn what else you must do for true author success, take advantage of the numerous programs and learning opportunities offered by Author U. Pick Judith's brain. Talk to fellow authors.

And get out there on social media. I'm not letting you off the hook on that one.

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 is currently offering an online social media course beginning April 10 at www.socialmediamelody.com/social-media-workshops. Melody was recently published in *Stories Gathered at the Kitchen Table: A Collection of Women's Memoirs*.

Email her at melody@socialmediamelody.com.

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

The Major Shift in Book Publishing

By Dan Poynter



Note: Dan will be doing a general session at the Extravaganza on: *Targeting Potential Customers ... Send announcements on your book only to people who care*



There is a major change going on in book publishing.

Some publisher see it and are scared.

Some are trying to change.

Some do not even see it yet.

Eyeballs are moving from print to online. We see this in newspapers and magazines as well as books.

Advertisers are following the eyeballs and are shifting their promotion money from print publications to the Web. Subscribers are reading online.

Newspapers are downsizing and going out of business. Magazines are closing down. The driving force is economics.

The old larger publishers have been the Big Six in New York.

The new larger publishers will be Amazon, Apple, BarnesAndNoble.com, and Google. These resellers of information (nonfiction) and entertainment (fiction) are becoming publishers. They are inviting authors to cut out the publishers and deal directly with them.

Where is publishing going?

For example, when a book buyer goes to Amazon's site, he or she will find a choice of printed book, eBook or audio book.

If he or she orders the eBook, it will be downloaded in Kindle format.

The printed book will be manufactured by Amazon subsidiary CreateSpace and shipped to them.

The audiobook will be downloaded or manufactured by CreateSpace.

Books will not be printed in quantities unless a large demand becomes apparent.

Printing is a quantity game: the more you print, the lower the per-unit cost.

But a larger quantity printrun will have to be justified.

Out with the old, in with the new.

Dan Poynter is the author of 130 books and will speak at the Extravaganza on *Targeting Potential Customers, something every author needs.*

His website is <http://ParaPub.com>



New Members



Jake Williams provides a universe of creative and practical marketing experience backed by 13 years as the creative director of the Denver Post Newspaper and an owner/founder of the Bash, Tippet and Williams, Inc. (BTW) a branding, advertising, marketing and public relations firm. During that eight year tenure with BTW, he served on the Board of Directors for the National Kidney Foundation, where he met John Elway and later provided branding for John and his foundation, helping organize and establish a variety of highly successful foundation fundraising events (i.e., The Elway Golf Classic).

Jake spent three years on the Board of Directors for The Denver Post Credit Union and was voted president of the Board, serving that position for two years.

Additionally, Jake has produced five children's books in conjunction with The Oxford Place Group Publishing where he held a partner's position and where he developed an entire line of unusual coloring products called "Color-me Kids".

Currently, he has developed a family video and internet gaming concepts entitled "Creative Journey™" These concepts have proven highly successful in business and schools workshops since the 1990's. Creative Journey™ brought Jake's expertise and experience back full circle to his passionate roots in writing, directing, and producing within the video and filmmaking industry.

<http://www.youtube.com/watch?v=Q2T5Jr43Q38>



Martin Roberts was exposed to religion at the age of five but an experience he had later in life with the denomination he was involved in caused him to question all that he had believed. He embarked on a life for the following twenty years away from God but after questioning what was missing in his life, he realized it was God.

His Ministry is now to write Christian related books of inspiration and devotion. His first book in this genre, *Front and Center* was published in August 2013 followed quickly with his second book, *Defending the Bible against "Christians"* in 2014.

He continues to write and is currently writing his third book, *Mirror Mirror* and has several more in the stages of development.

"One can acquire everything in solitude except character."

Stendhal, Five Short Novels of Stendhal: The Duchess of Palliano, Vittoria Accoramboni, The Abbess of Castro, Vanina Vanini and The Cenci



New Members



Nancy Sprowell Geise first novel, *The Eighth Sea*—was an Amazon best-seller 4,000+ sales; 60,000+ promotional free e-book downloads; Quarter Finalist 2012 Amazon Breakthrough Awards. Amazon bestseller free ranked: #1 Historical Fiction; #1 Historical Romance along with being a Kindle Best Seller paid: ranked as high #1 Historical Genre Fiction; #1 Religion/Spirituality Fiction; #7 Historical Romance; #9 Amazon Movers and Shakers.

Nancy just completed writing remarkable story of Holocaust survivor Joe Rubinstein. Her background includes being raised Ames, Iowa; graduate Iowa State; lived in Austin, Texas; Fort Collins, Colorado; Topeka, Kansas. Professional: Executive Director retirement community Fort Collins; Elementary Teacher; and Realtor. She devotes her time between writing and speaking with her presentation on *Have You Found Your Eighth Sea?* Her hilarious and moving life experiences provide great fodder for her writing and storytelling endeavors.



Holly Duckworth, CMP, CAE is the President and Chief Connections Officer of Leadership Solutions International. Holly is a high energy, dynamic, and quality focused association management professional and professional speaker with more than 10 years of experience. She delivers organizational excellence by building quality business strategic planning, communications, and member educational opportunities to drive business results. A global thinker who can implement association initiatives, she builds consensus and influence amongst volunteer leaders, and problem solves to make connections with volunteer membership. Holly is writing her first book that will be completed this summer with already 1,000 copies in pre-orders!

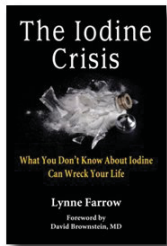


Peggy McAloon retired from a career in sales and commercial credit in 2010, as the National Sales Manager of an affiliate of the National Association of Credit Management. While employed, she led workshops and seminars, contributed to various publications and newspapers. I traveled throughout the U.S. working with such firms as Wells Fargo and General Mills.

Peggy has received national awards in credit management and for my efforts in the conservation of water resources. In the 80s, she published a business resource guide: *The Art of Business Credit Investigation* before information became readily accessible on the internet. She has just completed the first book in a fantasy series for youth: *Elle Burton and the Reflective Portals*.

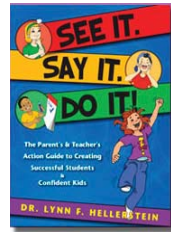


Member News

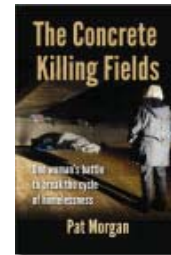
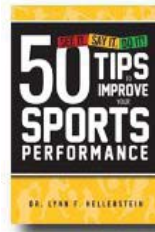


Lynne Farrow has gone back to print for the fourth time since *The Iodine Crisis* debuted in April of 2013. The

printing last month was for another 7,000 copies, totally 17,000 copies its first year. Bravo!



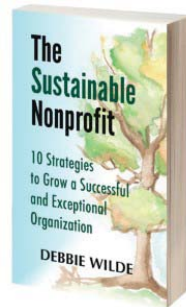
Lynn Hellerstein heads back for her third printing of *See It. Say It. Do It!* and the second printing of *50 Tips to Improve Your Sports Performance*.



Pat Morgan has had multiple book signings and media interviews in her home state of Tennessee this past month for *The*

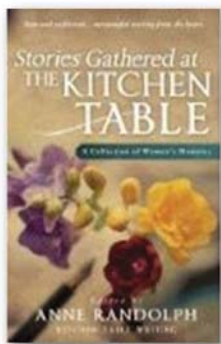
Concrete Killing Fields. Here's a link to a recent interview on Listen UP! Talk Radio:

<http://bit.ly/1m6z6jE>



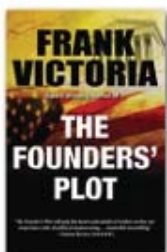
Debbie Wilde can't remember being so excited about ringing in a new year.

Her enthusiasm stems not only from the recent release of her new book, *The Sustainable Nonprofit — 10 Strategies to Grow a Successful and Exceptional Organization*, but also the recent launch of a new nationwide program she helped to create, called Insight to Impact Inc..



Anne Randolph, founder of www.KitchenTableWriting.com announces the release of new memoir collection, *STORIES GATHERED AT THE KITCHEN TABLE: A Collection of Women's Memoirs*. Bold women share stories that influenced their confidence to become business women, leaders, mothers, healers, politicians, pilots and trendsetters. In the safe haven of Kitchen Table Writing, seasoned innovators and young creators from the 1950s to Columbine write life stories that resonate across generations.

Read stories by former Colorado Representative Alice Borodkin, Kitchen Table Writing founder Anne Randolph, cover designer Megan Evans, International Storyteller Esther Acosta, Cherry Creek North originator Carolyn Fineran, Social Media expert and Author U member Melody Jones, Poet Taryn Browne and more.



Frank Victoria's *The Founders' Plot* has found its way to over 50 different libraries in the U.S. since the first of the year. Terrific sales to kick off the first quarter of the year!

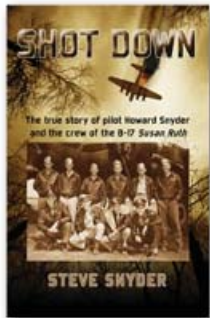
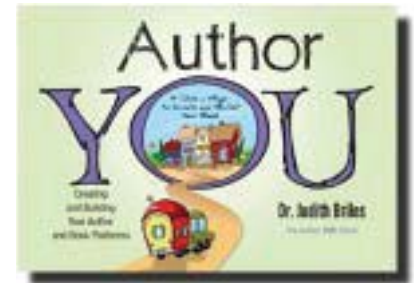


Member News



Judith Briles ... it's official, our Author U Founder, author of 31 books, multi-book award winner has landed in Wikipedia ... check it out: http://en.wikipedia.org/wiki/Judith_Briles

And she's doing a Happy Dance ... her book, *Author YOU: Creating and Building Your Author and Book Platforms* is a finalist in the Foreword Book Awards this year. Winners will be announced at the American Library Association annual meeting this spring.



Steve Snyder is in layout for his book, *Shot Down: The true story of pilot Howard Snyder and the crew of the B-17 Susan Ruth*.

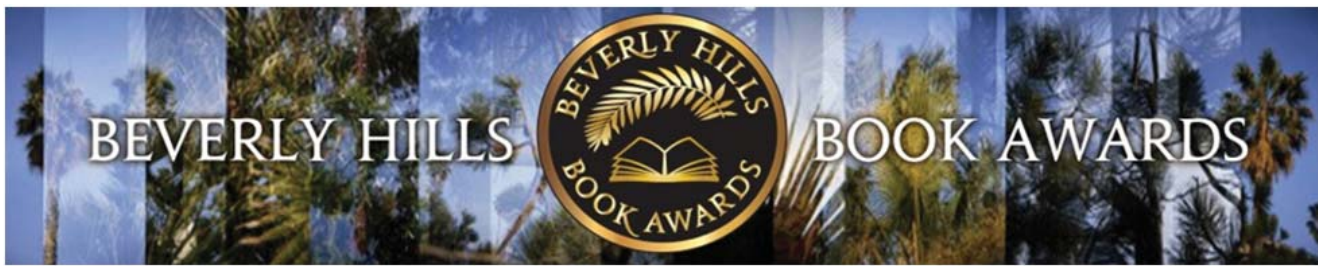
If you can tell stories, create characters, devise incidents, and have sincerity and passion, it doesn't matter a damn how you write.
- Somerset Maugham

To produce a mighty book, you must choose a mighty theme.
- Herman Melville

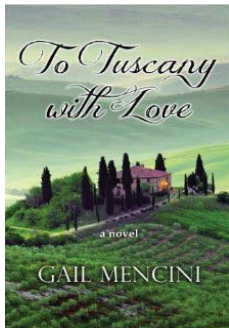
It is perfectly okay to write garbage—as long as you edit brilliantly.
- C. J. Cherryh

It took me fifteen years to discover I had no talent for writing, but I couldn't give it up because by that time I was too famous.
- Robert Benchley

Any man who keeps working is not a failure. He may not be a great writer, but if he applies the old-fashioned virtues of hard, constant labor, he'll eventually make some kind of career for himself as writer. - Ray Bradbury

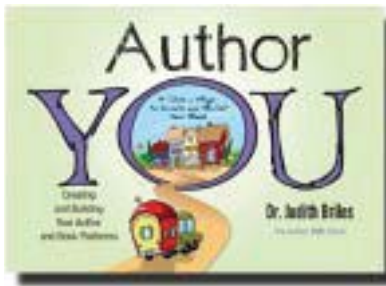


The Beverly Hills Book Awards has announced its Winners and Finalist. Author U members include:



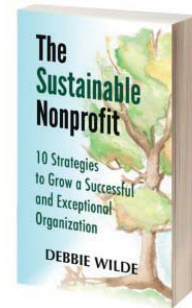
Gail Mencini

Winner for *To Tuscany with Love* in the Chick Lit category.



Judith Briles

Winner for *Author YOU: Creating and Building Your Author and Book Platforms* in the Writing/Publishing category.



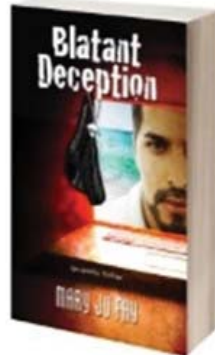
Debbie Wilde

Winner twice for *The Sustainable Nonprofit: 10 Strategies to Grow a Successful and Exceptional Organization* in the Miscellaneous and Social Political Change categories



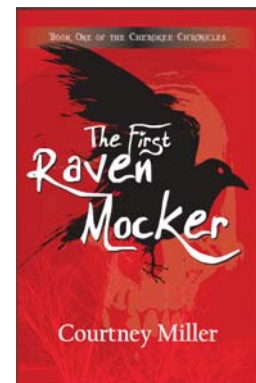
Dianne Moroney

Winner for *The Imagine Project: Stories of Courage, Hope and Love* in the Inspiration category



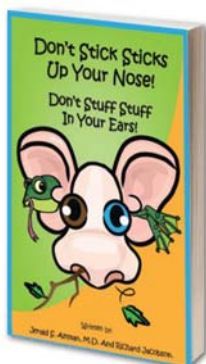
Mary Jo Fay

Finalist for *Blatant Deception* in the Erotica category.



Courtney Miller

Finalist for *The First Raven Mocker* in the Historical Fiction category.



Dr. Jerald Altman

Finalist for *Don't Stick Sticks Up Your Nose! Don't Stuff Stuff In Your Ears!* in the Picture Books, 4 – 8 category.



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,

bread, 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.

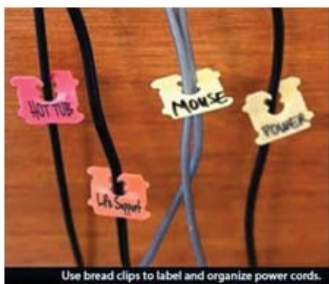
We have to select the final title and get it assembled. This will be an author and publishing community project with all proceeds in sales going to the Authors Hall of Fame.

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

TIPS



Bread Clips to the rescue! What author doesn't have a variety of cords under the table, over the desk, everywhere? Very cool idea for all those cords that multiply and you wonder which goes to what and/or what does it do!

Aha Mobile Tip: Did you know that most searches using the cell phone are now done between 7 pm and 10 pm? That means that you need to strategically place items for the evening crowd—the majority of postings for social media are done during the 9 to 5 time frames. Expand your posting hours—peak time for mobile social media and marketing. <http://ow.ly/tXEsA>



Is your email getting through? Maybe. Maybe not. Don't assume. With all the firewalls, spam blockers and filters out there, less and less email is getting through—even to long-running contacts. It's wise to make a phone call as a follow-up and/or double up—send it through your regular server and duplicate with another email server.

Amazon and Google Findability Tip:

Does your website or your book title pop up first in a Google search? Are you right at the top of the page or buried in stuff? Do you know that over 90 percent of searches never make it to page two on the search meter? How's your Findability ... as in your website, your name? When it comes to listings you can control, control them.

For Amazon

- Include your website address on your back cover of the book.
- Include your website address on the copyright page.
- Make sure you complete the About the Author or Biography section—add the website address.



TIPS



Aha #TweeterTip: Did you know that what someone Tweets and Retweets about gives you an inside track if you are pitching yourself and seeking a meeting. You get instant snapshots of the Tweeter's personality and what he or she thinks is interesting to share with followers. For example, if you look at Judith Briles' stream

at either @AuthorU or @MyBookShepherd, you will know instantly that she likes to share info about authors, books, publishing. You would know that she is a promoter of all things in recent info about anything that markets a book. You would get that she likes things with a twist and noodles the thinking. And you would see that she likes to throw in something quirky once in a while, movies she has seen, sometimes a cooking idea or recipe, an event attended, quotations. She doesn't Tweet about family or friends.

Now, why does that matter to you? Because, if you were to approach her, you want to create a bridge to connect. You would offer a tidbit that she would think, "book marketing, author success, publishing, amazing movie, even a recipe, a favorite quote, etc." that opens the door to a conversation.

catchy TITLES

Kick-butt Creating Title Tips: Don't publish another blog or article without running it through Advanced Marketing Institute's title check. It quickly analyzes the emotional, intellectual, spiritual pull of your title. It's fast and free:

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

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

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

www.TheBookShepherd.com

The Next, Next Thing in Publishing

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

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

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



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.



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Member of ...

PUBWEST



- *The Author Resource* magazine, published online 9 times a year
- All programs designed for the committed and serious author - rates are \$15 less for members meetings; \$50 for Book-Camps ... over \$100 for the Extravaganza
- Reduced attendance costs for monthly programs, BookCamps, and Extravaganza in May
- 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



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.

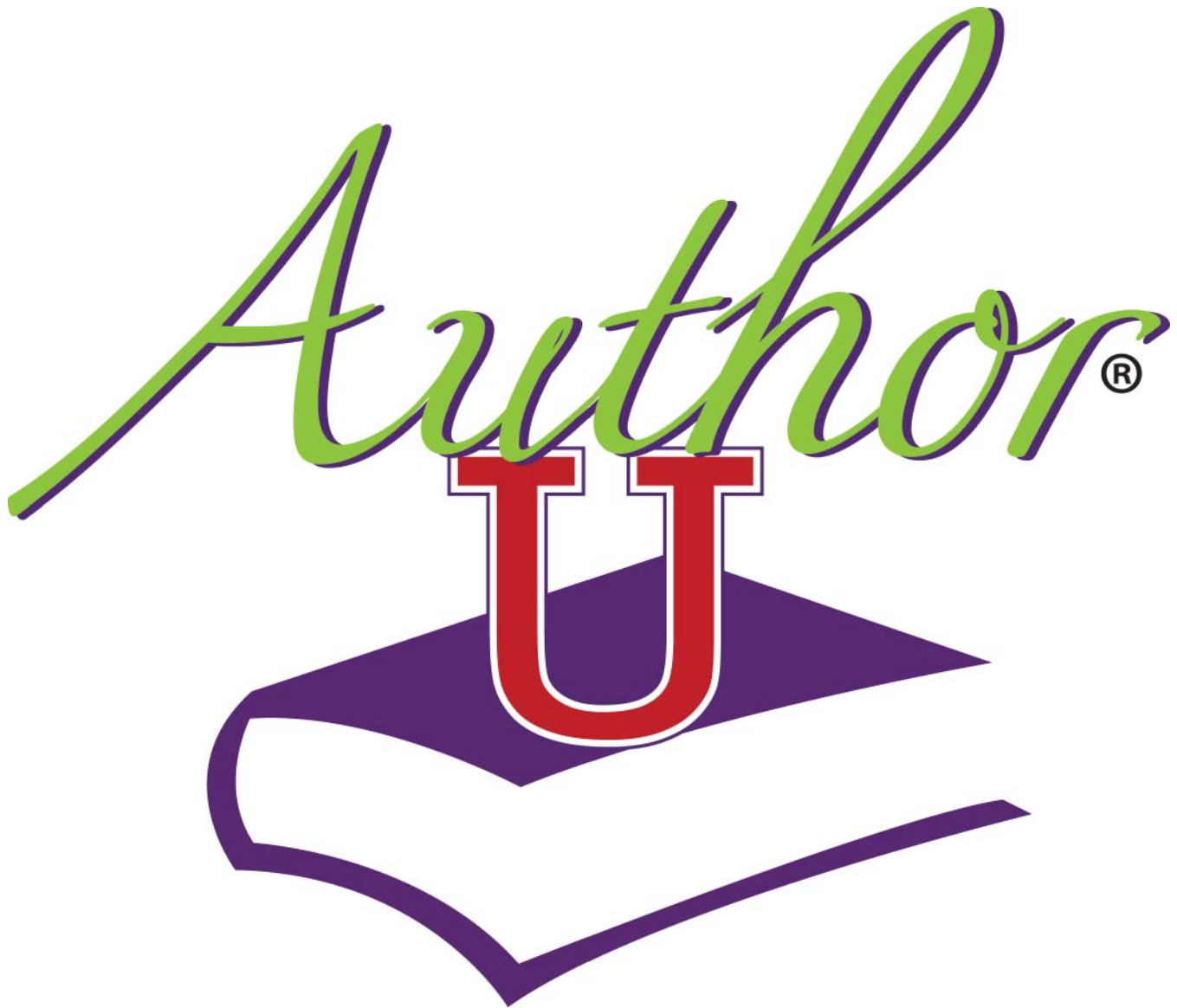
Article 3: Author U(niversity) members shall avoid using materials, titles, or thematic creations originated by others, either orally, graphically, or otherwise, unless the use has been approved by the originator.

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 Briles is the CEO and Chief Visionary Officer of Author U. She is at your service ...

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>