



The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 6 Issue 1

January 2015



In Sight ... In Mind

Ban Resolutions ... Revisiting Your Book Vision

Digital Book Sales in Europe: Meet VAT

Kindle Formatting

Book Competition Countdown

POD for Audio and Video Products

Author Holiday Tea Sold Books!

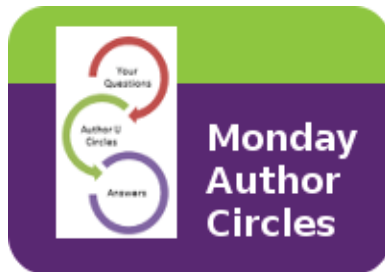
BootCamp's Publicity Tips

What to Do with a Stale Book

Your Online Presence Starting Now

At a Glance

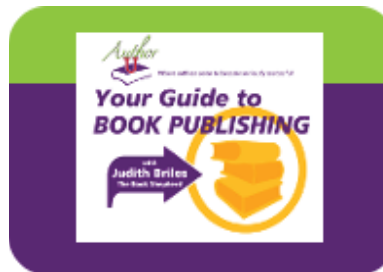
Mark Your 2015 Calendars ... *Save the Dates!*



Every Monday

7 EST, 6 CST,
5 MST, 4 PST

862-902-0260
Access Code:
7590373



**Live
Thursdays**

Find us on
iTunes

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

January

- 3 **Saturday Morning with Author U** - Creating a Ground and Pound "E" Strategy
- 10 **Author YOU Masterminds** - on Saturdays
- 12 **Salon** – Managing Social Media
- 13 **Tech Tool Box** – *Pinterest and Instagram*
- 15 **Draft to Dream** Book Competition entries must be in
- 19 **Webinar** – Fiction Plotting

Every Monday Author Mentoring Mondays Call 10 a.m. Mountain,
(5, 12, 19, 26) 12 p.m. Eastern: 605-475-5920
access code - 3252604

Thursdays **Author U** – *Your Guide to Book Publishing* radio show



February

- 7 **Saturday Morning with Author U** - *The Wide World of Publishing Legalese*
How to Stay Out of the Frying Pan and the Fire!
- 2, 9, 16, 23 **Monday Author Circles** – weekly 862-902-0260; access code: 7590373
- 10 **Tech Tool Box** – *More Than Just Images: How to Use Pinterest to Promote Your Blog, Services & Products and Capture a Moment: Instagram*
- 15 **Draft to Dream** Book Competition entries must be in
- 16 **Salon** – Social Media Management ... *How to Manage Your Social Media ... And Your Sanity!*
- 19 **Webinar** – Fiction Plotting
- 28 **Author YOU Mastermind** on Saturdays

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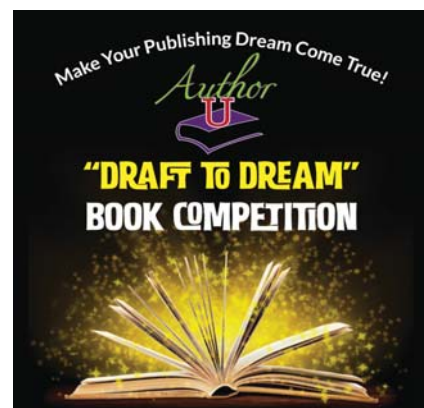
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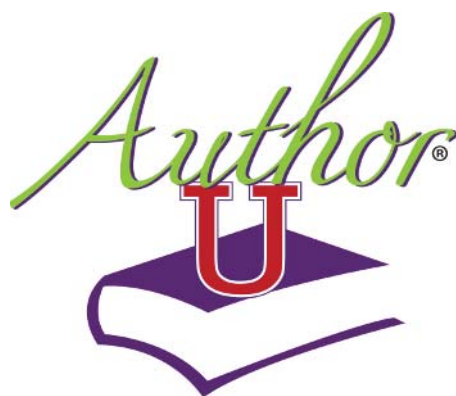
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Code of Ethics



ENTER NOW!

Deadline is Jan. 15, 2015



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

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 Judith Briles' CEO, Skype: Judith.Briles
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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.

Success comes from hard work, careful planning, learning your craft, and being in the right place at the right time ... Author U shows you how to navigate and implement strategies that will compliment you and your book.

www.AuthorU.org

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In Sight ... In Mind

Judith Briles, Author U Founder



Typically, most view January as the month of resolutions. I suggest you don't. Why? Simply this: most resolutions are trashed within a few weeks of making them. It's estimated that over 75 percent of resolutions are quickly sidestepped.

What are the top reasons resolutions become *out of sight ... out of mind*?

Creating an All or Nothing Scenario

Almost guaranteed to set any author up for failure, we authors sometimes think of success in a black and white format. Usually, it is kicked off with the word "instant" ... as in I need to sell 500 books in the next two weeks; *I need to get on a national TV show this month; I need to _____*. The publishing journey is a marathon, not the mythical short sprint that most just published authors think.

Lapsing and Relapsing

ODing either way ... happens if there is a relapse ... then you promise yourself (or others) that you will get back on track ... and you do until you run into another hiccup. Then it moves into an all or none strategy that rarely goes flawless in execution or succeeding. Hiccups happen—get that it's part of the journey. They hurt, but are rarely fatal.

Rewards Work

Every author has something different that motivates him or her. What's yours? Do it/ Enjoy it. Celebrate whatever your "it" is. Growth and success come in a variety of steps and stages. One of my favorite books is *Mastery* by George Leonard. Required reading when I worked on my MBA years ago, its "aha" was the value of setbacks and plateaus ... events that would enable/encourage one to regroup, relearn, practice, and then woot ... a huge leap in progress becomes highly probable.

Re-instill Vision

When you started on the Author Journey, you had a vision for you or your book, preferably both. It's time to revisit it. Clarify and goose your motivation.

Accountability and Action

Your Author and Book GamePlan for success require all of the above plus it needs action that has accountability tied to it.

Many jump on the authoring journey without putting one together. If that's you, it's never too late—you just may not like some of the revealing "hiccups" that your lack of a GamePlan didn't include. If you had one, you could be under the influence of Author Fatigue Syndrome—you are pooped.

Let's try something different. It's time to revisit it and reward yourself for the milestones you can mark off as DONE. Instead of vowing that you won't do this or you will do that ... create a new GamePlan for 2015. If you have book in hand, it's all about marketing and positioning. If your book is being written or is in production, it's ditto—along with making sure that "your team" is creating the book that is your vision and one that you have no regrets about.

Continued on page 6 ...

In Sight ... In Mind: Continued from page 5 ...

Lots is going on in January at AuthorU.org. Our member survey supported keeping Colorado meetings on Saturday and moving up the time. Starting this month on January 3rd, we will meet from 8 to noon on the first Saturday of the month at Garcia's in the Denver Tech Center—with summertime exceptions and the Extravaganza in May.

Remote offerings for members include open coaching every Monday at noon Eastern; Author Circles at 7 p.m. Eastern on Mondays; the evening Salon on the 12th focusing on social media management at 8.45 p.m. Eastern; the Tech Tool Box on the 13th with a deep-dive into Pinterest and Instagram at 5:00 Eastern. The Salon and Tech Tool Box is an onsite activity, as well.

All events are on the Website under the Events Tab. Don't forget ... the *Draft to Dream Book Publishing Competition* ends on the 15th, and early bird registration for the Extravaganza is just around the corner. 2015 is the year for *in sight, in mind* for you and your book.

Judith



2015



Reserve Your Spot now ... MAKE IT SO...

the Author U Extravaganza slated for May 7-9, 2015

May 7th Deep-Dive Dinner Workshop with Heather Lutze, author of *The Findability Formula*, *Thumbonomics*, and the forthcoming *Marketing Espionage* from 6 to 9. The Author Shark Tank will be held in one session on Thursday.

Brainstorm with the Pros will be back. There will be 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.

Early Bird Deadline is January 30th—lock yours in pronto.

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



Creating a Ground and Pound “E” Strategy

Note ... our Member Survey showed that the majority of respondents wanted to stay with Saturday meetings and start a bit earlier. You spoke, we listened. Beginning in January, we start at 8.30 for coffee and munchies and move into our program.

January 3rd



Think “e” marketing for you and your book, building a loyal following and a variety of tips and tricks that will morph what you are currently doing. Hot stuff for the New Year. Word of mouth and customer loyalty are hands down the best marketing there is out there, but in order for word of mouth and loyalty to come into play you have to have readers, so how do you get them? The Internet? Everybody knows that the Internet is a powerful sales and marketing tool, but how do you use it ... and keep your sanity and make money?

Your Saturday Mornings presenter is Nick Taylor. He's been working in the digital frontier of publishing for years and is an author of several bestselling fantasy novels. In his experience, NO ONE technique will bring you success. Instead, you have a large set of tools you can use.

You can't just think in the long or short terms ... you have to think of both.

January's lead program for 2015 will show you

- Short- and long-term marketing approaches you can use to sell more books.
- How to build a loyal audience.
- Tips and tricks to create powerful word-of-mouth advertising.
- What a chart rush is ... and how to make that happen.
- Using Goodreads giveaways to help set your book up for success.
- Book bloggers: who are they and how can you work with them.
- Quick and dirty Twitter techniques.
- Bundling with other authors.
- Lots more!



We'll also look at how you can use some of the content you are already writing to give you additional products and maximize your publishing efforts. Repurposing is essential in expanding your brand!

Date: Saturday, January 3, 2015

Cost: \$20 for members; \$30 for non-members

Time: 8.30 a.m. to noon

Note ... ALL walk-ins will pay \$10 extra at the door.

Location: : **NEW! Garcia's Restaurant** – Banquet Room on the left of main restaurant—separate entrance, 5050 S Syracuse, Denver, CO 80237 (25 & Belleview – Syracuse is east of 25 when you exit at Belleview)

Menu: : It's a full breakfast ... Scrambled eggs, Browned Potatoes, Link Sausage, Fresh seasonal fruit, French Toast, Bacon and Assorted breakfast Bread. Served with Orange Juice, Cranberry Juice, Coffee, and Hot Tea



The Wide World of Publishing Legalese... How to Stay Out of the Frying Pan and the Fire!

February 7th

All authors need an overview of some of the important items that are “musts” when it comes to publishing. And there isn’t an author that doesn’t have questions about “legal stuff” and publishing.

Today, you will get answers.

Do you know and understand how to keep and protect your intellectual property rights in copyright, trademarks, publishing contracts, working with a literary agent, co-writing, and how to understand the legalese in the publishing and authoring worlds?

Do you know how to keep and protect your brand as it grows and becomes your strongest asset?

How can you tell if your fiction masterpiece will land you in the frying pan because it’s loosely based on a real life situation?

What’s the process in starting down the path to a TV or movie deal based on your work? You will have the answers to these questions and so much more after the February 7th session along with:

- Copyrights
- Joint authorship
- Work for hire
- Trademarks
- Publishing contracts
- Literary agent contracts and business points of negotiation
- And lots more!



Your workshop presenter is Steve Replin, an intellectual property attorney who focuses his law practice on representing those in the creative arts such as writing, film, music, art, fashion, publishers, agents, managers, music labels, and publishers, as well as other affiliated occupations. Steve is perpetually excited about helping new and emerging writers and other creatives build their careers with strategies around protected intellectual property rights, the right contracts, and a clear vision of where you want to go to in order to build your personal brand with strength and direction.

He’s the author of an award-winning book, *Where to Go When the Banks Says NO*, used in universities for their finance courses. His book is a roadmap for entrepreneurs seeking funds to either start a business or grow what they have. His next book is *For Women Only: Where to Go When the Bank Says NO*, available this Spring.

Date: Saturday, February 7, 2015

Time: 8.30 a.m. to noon

Cost: \$25 for members; \$35 for non-members

Note ... ALL walk-ins will pay \$10 extra at the door.

Location : **NEW! Garcia’s Restaurant** – Banquet Room on the left of main restaurant-separate entrance 5050 S Syracuse, Denver CO 80237 (25 & Belleview – Syracuse is east of 25 when you exit at Belleview)

Menu : It’s a full breakfast ... Scrambled eggs, Browned Potatoes, Link Sausage, Fresh seasonal fruit, French Toast, Bacon and Assorted breakfast Bread. Served with Orange Juice, Cranberry Juice, Coffee and Hot Tea



January 12th Salon

Social Media Management ... How to Manage Your Social Media ... And Your Sanity!

Note: Only paid-up AuthorU.org members can attend. Remote members welcome via Skype.

Hootsuite is a social media dashboard that allows you to measure and manage your social media networks through one account. You can schedule tweets and messages, track mentions, review people's Klout scores and analyze social media traffic.

You have the option to post tweets immediately or schedule them for specific dates and times to go live.

Once you see how this tool saves you significant time and energy, you'll wonder how you ever lived without it!

Then we will dive into other tools to use ... when you leave, you will find that you have just found at least one extra hour in your day!

Bring your laptop with you, please!

Cost: \$27 Dinner included

Where: Judith Briles' Home, 14160 E. Bellewood Dr, Aurora CO 80015

When: Monday, January 12th

Time: 6 p.m. to 9 p.m.

Inspiration is like an unexpected welcome guest. When it drops in, you are thrilled to see it. The question is: what are you going to do until it shows up again?

~Judith Briles



January 13th

More Than Just Images: How to Use Pinterest to Promote Your Blog, Services & Products and Capture a Moment: Instagram

Note: Tech Tool Boxes are open to paid-up AuthorU.org members. Remote members can participate via Skype.

With Pinterest having such a focus on images, we tend to forget that this is just one aspect of how to utilize Pinterest.

This workshop will review various methods of using Pinterest for your book and business including

- How you can drive traffic to your blog through Pinterest.
- How to conduct a contest through Pinterest.
- How you can add your Audiobook recordings to your Pinterest and not only grow your followers, but also offer “snippets” from your book.
- How to monetize your book and other products with a Pinterest boost.

... and more!

This workshop will help you set up your Pinterest account (if needed) and then walk through examples and demos to learn methods for using Pinterest.

Instagram is a quick and fun way to share your life and stories using pictures and video.

Come learn about Instagram. After a tutorial in setting up Instagram, we'll start capturing those moments for you to share!

Bring your laptop and the log in details to access the dashboard of your blog.

Date: Tuesday, DATE

Time: 3 to 6 p.m. Mountain

Cost: \$60

Location: Judith Briles' Office in Aurora, Colorado (you will get directions the day before and what to bring for each session). For out of state members, we can set up Skype for you to participate.



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.



January 7th

How to Create Compelling Characters

Do you have characters or stories in your books? Will your reader love 'em, hate 'em ... or just not care? It's a critical question that every author needs to address.

Register: <https://attendee.gotowebinar.com/register/9178102207940740098>

You can have the most compelling and creative plot out there, but without good characters your story just won't move. How do you come up with compelling characters that readers can relate to and get behind? That will be the subject of this webinar. We will delve into the creation of characters and even how to write bios for them so we have something to refer back to when writing. So please come join me as we go over how to create engaging characters. Date is Wednesday, January 7th—details on the Events tab on the website. Freebie for AuthorU.org members.

Get ready for Publish Smarter ... Not Harder. Watch for the dates and get them on your calendar. Archives will be in the "Logged in Members Only section." Check this month's webinars under the Events tab.

Date: January 7th

Time: 6 p.m. Eastern

Location: Anywhere your laptop is

Register: <https://attendee.gotowebinar.com/register/9178102207940740098>

Shannon Parish

CEO of IllustratingYou, LLC, Creative Coach

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



ShannonParish.com

Based in Boulder, CO
You can reach Shannon directly at

(720) 295-7409



Publicity BookCamp – Authors on Fire

By Phililppa Burgess



Publicity Expert & Proud Cheesehead Joan Stewart joined Author U from Wisconsin on November 15th for the Author U Publicity Book Camp. Joan, otherwise known as The Publicity Hound, provided tips and tricks for authors at every stage to put together a powerful PR plan. It was a cold snowy day outside, but the event was warm with Joan Stewart setting fire to everyone's intentions to promote and sell books. Everyone who was there walked away with a huge list of ideas and action items for taking their public relations, brand building, and book marketing activities to the next level.

Here were my top three take-aways:

Start Now: It doesn't matter what stage you are with your book, you need to start your PR planning as early as possible. It's never too early to begin positioning yourself as an expert and start to gain media credits. It takes time to polish your skills with the media, get your feet wet, and build on your experience toward getting larger and more consistent exposure. Media exposure helps give you credibility as an expert, amplify your message, and build your fan base. It is all about building your brand, and there are lots of ways to start and work through the channels you own (eg. social media, blogging), as well as those you earn (eg. magazines, radio, TV). It takes time to plan, implement, and see results; so the sooner you start, the better.

Polish Your Pitch: Can you tell us about your book in 30 seconds or less? Can you make us say, "Tell me more...". Your pitch needs to be pithy and enticing. It needs to be clear about who you are, what you are offering, and what's in it for your audience. Many authors really struggle with talking about themselves and their book. They sometimes tell us too much or too little. They also sometimes have a hard time knowing specifically who their audience is and where to find them. They are thinking either too broadly or not widely enough. The key is to *niche it enough* and make the pitch *interesting enough* so that the people in the niche will recognize the book as specifically being written for them. At the event several Author U members were put on the "hot seat" and walked away with lots of feedback to hone their pitch and expand their thinking about finding and reaching new audiences.



Get in Sync with the Media: Every form of media from television, radio, magazines, newsletters, blogs, and social media work on different scheduling cycles. It is important to understand their lead times and needs. Some outlets have lead times of nine months, where others may be planning out only be a few weeks or for the next day. An author who can learn to speak into their listening and present a valuable content proposition with the right supporting materials will find success with media. Another key tactic is "newsjacking," where you take a breaking news story and inject your ideas and expertise to generate media coverage and social engagement. We got lots of real world examples of best pitching practices, all of which had led to genuine results for authors.

Continued on page 13 ...

BookCamp: Continued from page 12 ...

You can find and follow Joan Stewart at

Website: www.PublicityHound.com

LinkedIn: www.Linkedin.com/in/publicityhound

Facebook: www.Facebook.com/publicityhound

Pinterest: www.Pinterest.com/publicityhound

Twitter: @publicityhound

Blog: www.PublicityHound.com/blogs

Joan Stewart will be speaking again at Author U Extravaganza May 7-9. Be sure to join us whether you need a PR refresher or want the opportunity to hear her insights for the first time.

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

Holiday Author Tea



The Authors Holiday High Tea on November 22nd was celebrated with over 90 in attendance and 20 authors and their books.

The youngest featured was 9-year-old Bella Thomson with *Bella the Baker Street Baker*, created by Julie Griffin. The array of books was fabulous—from *What's Hot on the Moon Tonight?* for amateur astronomers to adventure reads in *The Bootlegger '40 Ford* to biographies including *Shot Down! The true story of Captain Howard Snyder and the crew of the B17 Susan Ruth* and *Heart of Fire*, an engrossing memoir of a little girl who was playing hide and seek in her grandmother's basement when the entire house exploded. Cookbooks included *Cake Decorating with Modeling Chocolate* and so much more. Book sales were brisk, the weather welcoming ... a grand afternoon for all!

Continued on page 14 ...

Holiday Author Tea



Hosts Judith Briles and Julie Griffin created a fabulous food spread to tempt the taste buds—authors Charles Clark, Bobbi Boldon, Andrew Planck, John Maling, Julie Griffin, Judith Briles, Gene Morton, A J White, Chuck Fischer, Mara Purl, Connie Streisheim, Anthony Garcia, Jane Withers, John Czingula and Anne Randolph all had a great time in person and Steve Snyder, Kristin Conaris, Lesia Cartelli, and Ashlee Bratton were represented but off at other signings.



Judith Briles and Julie Griffin



Julie Griffin and Bella the Baker St. Baker



Mara Purl and Judith Briles

Plan on being there next year. The date is already set for November 6th.



Make your publishing dream
come true ...

Draft to Dream Book Publishing Competition

- Do you have your manuscript ready or almost there?
- Is crossing the finishing line and having your book in print a goal?
- Would you like expert publishing help for free?

As the premier authoring resource in the country, AuthorU.org creates community, education, guidance, vision, and success for the serious author. **The Draft to Dream Book Publishing Competition** is your tipping point to realize your dreams ... to make your book a reality.

4 amazing authors to-be will stagger away with a Grand Prize valued in excess of \$10,000. From

Editing, to Cover Design, to Interior Layout, eBook creation, Advanced Reader copies, National Distribution, Virtual Assistance, one year Membership in AuthorU.org, full registration at the Author U annual Extravaganza, ISBNs, Book Review, Platform Strategy Session, ETC. Prizes are being finalized ...

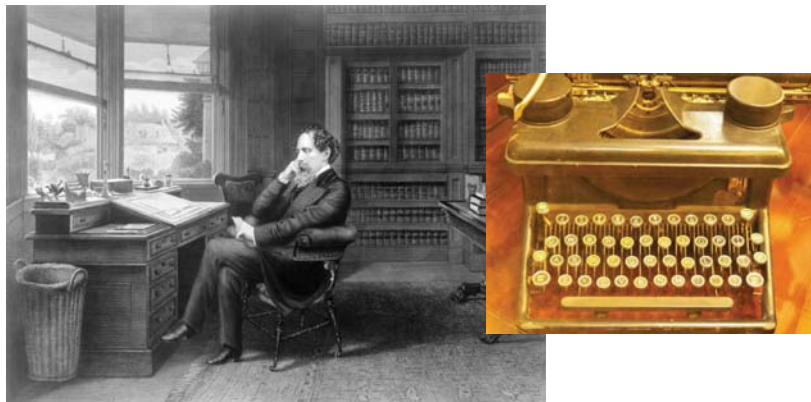
36 Finalists will get a 6-month membership to AuthorU.org, a special webinar designed exclusively around Nuggets for Newbies, discounts to all Author U events and attendance at the Eaglet/Eagle Publishing Day at the Author U Extravaganza on May 7, 2015, and participation in a special How-to Crowdfunding Webinar.

All entrants will receive a free copy of the *Author YOU Mini Guide to Publishing Timelines* and two months of *The Author Resource* e-zine exclusively available to Author U members.

Early Bird Entry Fee is \$119 ... **for Author U members, \$99**
Tardy Bird Entry Fee is \$129



... with the Author U



**All entries must be in by January 15, 2015.
Finalists will be notified by April 20, 2015.**

**Manuscripts must be received in the Author U offices
no later than January 15, 2015.**



Full Details are on the [AuthorU.org](http://www.AuthorU.org) website.

Winners will be announced at the



May 8th, 2015.

Disclaimer: There will be no “upsales” from sponsors of the services provided and/or won. Services have been donated by the sponsors of the Draft to Dream Book Publishing Competition and AuthorU.org.

Author U (niversity)

Author U is a membership organization — an authoring resource that creates community, education, guidance, vision, and success for the serious author. It does so through The Author Resource, an e-zine for members, multiple monthly programs including Brunch & Learn, Dinner and a Program, Salons, Tech Tool Boxes, Author YOU Circles, the Author U - Your Guide to Book Publishing radio show, Hangouts On the Air, Author Mentoring Mondays, BookCamps, and the annual 3-day Author U Extravaganza. <http://www.authoru.org>

Your Guide to BOOK PUBLISHING



Here's what **Your Guide to Book Publishing** brings you this month. Your Host is Judith Briles, CEO of Author U. ALL past shows can be heard through the Author U “On the Air” icon on the Home page—a click away. You can also subscribe on iTunes.



The Author U Circles are exclusively for paid-up AuthorU.org members—no guests allowed.

- ✓ How about not paying for an hour of specialized coaching?
- ✓ How about being the “fly on the wall” and getting answers to questions others pose that you haven’t even thought of?
- ✓ How about engaging with others who are on the same journey as you are?

Nov. 3, Dec.1 & Jan. 5

A graphic illustration of a globe composed of a network of blue lines and dots, resembling a social media network. The globe is surrounded by numerous small, colorful icons of people. A large blue ribbon banner wraps around the middle of the globe, featuring the text "SOCIAL MEDIA" in white capital letters. The background is a light blue gradient with radiating lines.

Platform Building & Social Media

Where are you in your process? Pick one of two Author Circles and mark your calendars.

BOOK Marketing

[illegible]

Book Production
Nov. 17, Dec. 15 & Jan. 19

BRING YOUR BOOK TO LiFe!



Trying to get that new book of yours out into the world?
Or maybe yours just needs that jolt of electric make-over
magic to give it new life and selling potential.

With 20 years of award-winning experience in book design, NZ Graphics can breathe new life into your book cover and interior—making it shine, pop and dazzle—from cover to cover. Stop by the NZ Graphics booth and see samples of his work and discuss your project. Visit www.NZGraphics.com to see more examples of award-winning books and testimonials.

"If you need a book interior, book cover, logo, brochure, flyer ... you name it ... Nick Zelinger and NZ Graphics should be at the top of your list. He is flexible, creative and a pleasure to work with. My clients rate him tops, so do I."

— Dr. Judith Briles, *The Book Shepherd*, Author, *Author YOU: Creating and Building Your Author and Book Platforms*

"If you're an author or publisher and want your book cover and interior design process to be easy, high value and hassle-free, NZ Graphics is the company for you. Nick Zelinger is one of the most professional, customer service book cover designers in the business. Hire him now."

— Maryanna Young, President, Aloha Publishing



Nick Zelinger, NZ Graphics ... A Proud Member of the Author U Community.

Meet Premier Partner ...

Cornerstone VA



**How to add valuable time to your day
by delegating those tasks that
prevent focused work and play . . .
... partner with **Cornerstone VA!****

KELLY JOHNSON is a business owner who partners with coaches and authors to handle their tasks and projects so that clients can focus not only on growth opportunities for their business, but also on achieving professional goals. Work and communications are conducted virtually via e-mail, phone, fax, and the Internet.

A Virtual Assistant assists clients in achieving professional goals and is a valuable resource and sounding board, partnering with clients for success. The VA maintains and supports the foundation of a client's business and is a small business owner.



Cover design entices people to pick up the book but the **interior** is what ***makes the sale!***

Book layouts are just as important as what's written on the pages.

The most common mistakes made are:

- **Widows and orphans** – bad page breaks; last line of a paragraph at the top 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.**

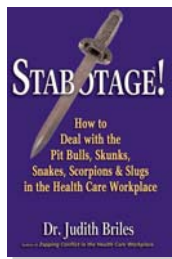
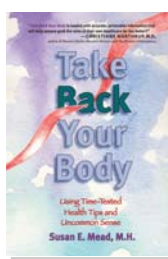
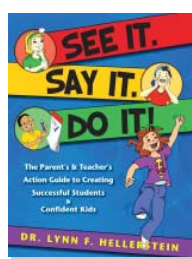
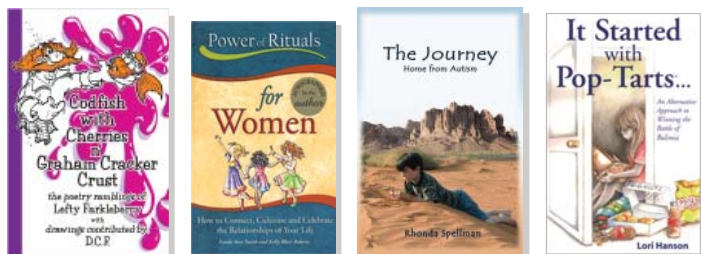
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Kindle Formatting Made Easy

By Carolyn Howard-Johnson



Recently I published some quick tips on publishing articles and books on Kindle in my Sharing with Writers newsletter and got tons of feedback, some of it from folks who said they were still worried about “the learning curve.” So I decided to include information on publishing on Kindle in the Appendix of the second edition of my multi award-winning *The Frugal Editor: From your query letters to final manuscript to the marketing of your new bestseller*. (<http://bit.ly/FrugalEditorKind>)

Though Kindle’s program for uploading an e-book is constantly changing and improving, I think these beginning-to-end formatting instructions will be useful even as Amazon and its Createspace partner continue to make conversion easier. And it will be helpful for formatting books for some other e-readers, as well.

Note: Contrary to what many believe, your readers can buy an e-book from Kindle that can be read most any place, including your computer. On the “buy” pages of most of their e-books (if not all), they offer a free app that gives readers a choice of the format

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Formatting e-books will feel more intuitive if you remember that e-readers do not have page numbers. The pages change every time a reader changes the size of a font, and many do that often.

- Start with your fully edited manuscript in Word.
- Save your copy as a doc., not .docx, or .rtf (rich text format).
- Use a simple font, preferably Times New Roman or Verdana. Guides suggest you use eleven point rather than the twelve point you use for your print book manuscripts.
- Do not use bullets, at least not fancy ones. Here is what the Kindle folk say: “Please know, basic (black dot) bullet points will reflect well on KDP [Kindle Digital] conversion. However, please avoid using fancy bullet points or numbered bullets. Fancy bullet points do not convert well.”
- Single space your text.
- Use one-inch margins all the way around.
- If your book is fiction, change the paragraph indent from .5 to .2 inches. If you write nonfiction, don’t indent at all. Put spaces between your paragraphs instead.
- Remove any headers or footers you might have used in your printed book. That includes text of any sort and page numbers. Don’t mistake headers and footers for headings, subheadings, etc. Leave your headings and subheadings in your copy, though you might want to simplify them.

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Kindle Formatting: Continued from page 21 ...

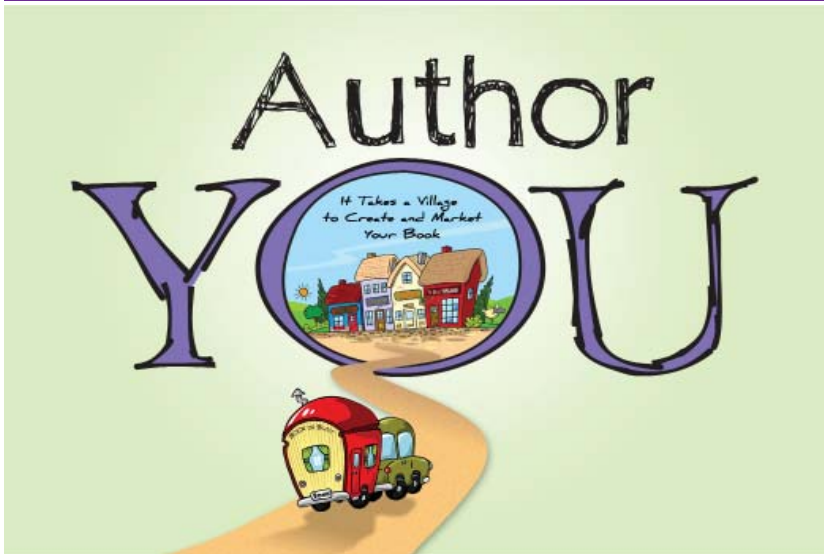
- Set justification. That is the little section in the Word ribbon at the top of your screen that lets you move text all to the left, all to the right, center it, or justify it on both right and left. Most suggest you use the latter so the copy looks even on both sides.
- If you want to use live links, have at it. People who read e-books love them and even writers of fiction and poetry can use links in their frontmatter and backmatter and, certainly on their "Contents pages." Kindle does support imbedded links (meaning you can hide the links behind the keywords that describe them).
- Use Word's Page Break feature between chapters, but do not make a blank page as you might for a print book. Word's Page Break feature is in its ribbon and it requires only a single click. Do not leave lots of space between chapters or sections. A single space is all that is needed. In fact, Nook will not accept more than one blank line.
- You can use special formatting in your chapter headlines. Make them bold or larger than the body copy, but do not use fancy fonts (typefaces). Some readers (like Nook and Kindle) do not support the ornate ones. Arial, Verdana, and Times New Roman are safe bets. You can use italics, but I see no reason for the clutter. People will be reading on a screen, after all. Chapter subheads can also be given some attention with bold or larger typeface but, again, don't get fancy.
- If your book is nonfiction, mark the headings so you can make a table of contents with them—all automated and courtesy of Word. You should be able to find the heading formatter in the Word ribbon at the top of your screen. Alternatively, use Word's Help feature.
- Your Contents page should have live links so that readers can skip easily to the sections or chapters in your book they want to read. Use the References tab at the top of your Word screen to make a Contents page automatically after you have formatted each headline.
- If you are using sidebars in your nonfiction, you can use a more advanced formatting model. (I give you a link to access a program for that below.) It is easier (but not as pretty) to set sidebar copy off with a row of tildes (~~~) and introduce it with a header that designates it as a sidebar. Close with a similar row of tildes. (Tildes are supported by the simple Kindle model.)
- You can also use all-caps for the first three or four words in every chapter or section. That helps cue the reader that he or she is beginning something new. This is especially popular for books of fiction.
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- If you do not have book cover art, Createspace.com provides generic templates for to those who publish with them at no cost. All their template choices have a similar look and limitations, but with some trial and error, you can make one of them look quite presentable. To get an idea of how yours might look, see the ones my poetry coauthor Magdalena Ball and I use for our Celebration Series of chapbooks: http://howtodoitfrugally.com/poetry_books.htm

Continued on page 23 ...

Kindle Formatting: Continued from page 22 ...

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- If you have advanced formatting needs or ideas (picture book anyone?) use this link for detailed instructions (<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000729511>) and a free program download that will make it happen for you.
- Here is a link for more updated information on formatting for Kindle (<https://kdp.amazon.com/self-publishing/help?topicId=A17W8UM0MMSQX6>) using your Word program.

Carolyn Howard-Johnson is a multi-award-winning novelist and poet. She is a former journalist and publicist and now shares expertise gleaned from her former careers as the author of the *HowToDoltFrugally* series of books for writers (www.howtodoitfrugally.com) that includes the newly formatted, updated, and expanded *The Frugal Editor*, which won Book Publicists of Southern California's coveted Irwin award, as well as awards from Reader Views, USA Book News, and a nod from Dan Poynter's Global Ebook Awards for the second edition e-book. She was named Woman of the Year in Arts and Entertainment by members of the California Legislature and was given her community's Diamond Award by the city library and Arts and Culture Commission.



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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.

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Your Guide to BOOK PUBLISHING

with
Judith Briles
The Book Shepherd



Author U - Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask

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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. 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.

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What Is Your Online Presence?

By Michele DeFilippo

Your online presence is the combination of a blog and social media such as Facebook, Twitter, Linked In, Pinterest, etc. and how effectively those are building an online community of book buyers.

Some authors build their online presence with great results. Others? Not so much.

The answers to four critical questions will help you evaluate and increase your online presence, build your community, and sell books:

1. Who is your audience?
2. Are you blogging?
3. Who is talking about you?
4. Are you doing too much?



Who Is Your Audience?

When you first considered writing a book, you should have researched the demographics and interests of your audience. To whom does your book speak? Who will buy your book? What are their likes, their dislikes? Their ages, incomes, professions?

It's time to revisit that research, this time considering where your audience hangs out on the Internet and what topics interest them. This step helps you write blog and social media posts relevant and interesting to your audience. The goal is to increase the size of your community, your audience, by having community members refer your posts to their friends.

Knowing where they hang out helps you decide which Facebook pages and LinkedIn groups to join, which hashtags to use on Twitter, who to follow on Twitter, what topics to address on your blog, and what photos to post on Pinterest.

Not only will you speak more directly to your audience, but knowing your audience gets you over the hump of not knowing what to write. In our next blog post, we'll help you with Blogger's Block.

Are You Blogging?

"Blogger's Block" is just as nasty as writer's block and perhaps more insidious as it can crop up weekly, every time you sit down to blog, giving you an excuse for not communicating with your community of readers.

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Online Presence: Continued from page 26 ...

To avoid Blogger's Block, you need to know your audience—the members of your online community. Knowing who you are addressing in your blog will help you avoid not knowing what to write about. "Who Is Your Audience" is the first question you must ask yourself when seeking to improve your online presence.

Start with creating an editorial calendar, a calendar devoted to what you will post on your blog and when. Your editorial calendar can look like a regular calendar or agenda; you can download pages off the Internet or buy a pocket calendar to use for planning your blog posts. You can even install an editorial calendar plug-in on your WordPress website.

As the first step in creating your editorial calendar, decide how often to post. You don't need to blog daily; weekly is plenty. Choose a day of the week and be consistent. Blogging weekly leaves you space in your week to post spur-of-the-moment articles to your blog should you wish to respond to a pressing current event.

In your calendar, mark any special dates that you feel require a special blog post, such as historical events, holidays, anniversaries, and the like that would be applicable to your audience.

Next, brainstorm a list of topics that your readers will find appealing. Keep this list on your smartphone or computer so that you have it handy and can add to it should inspiration strike throughout your day. Take those topics and turn them into article titles. You might get two or three articles out of one topic.

Now plug these article titles into your calendar. Aim to have a couple of months scheduled; now you'll never be stuck for something to write!

Who Is Talking About You?

Who is talking about you? If the answer is "no one," it's time to get to work!

Now to get to the nuts and bolts: let's increase the buzz around you.

First step? Find out how many people are talking about you. Go ahead, Google your name (yes, it sounds creepy and egotistical, but it's good to know what people are saying about you).

Do your search results fill up a page or two? They should. Ditto your book title. Why? Positive listings act like an online resume. Also, getting your website url posted on other people's websites makes Google think that you are popular and relevant, increases your "searchability" factor, and eventually moves you up in the search rankings.

There are things you can do to help get your name out there.

Guest post on other people's blogs. Include your website url in a short bio at the end of the article.

Online reviews, essential for book publicity, also advertise your name, book, and website. The more articles you can get your name and website url into, the better your search rankings.

Start tweeting. Twitter is like one big networking event. It's easy and fun to meet people, and one of the

Continued on page 24 ...

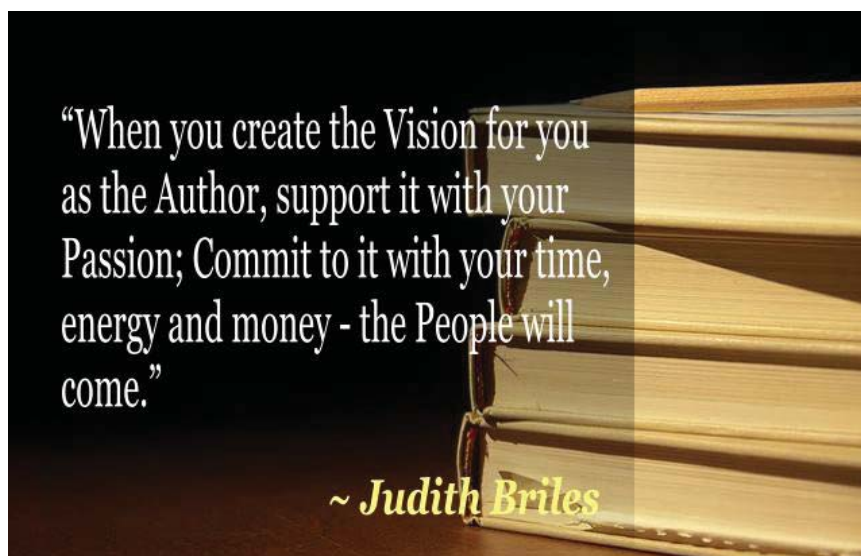
Online Presence: Continued from page 27 ...

best ways to drive traffic to your website and get people talking about you. Here's a basic primer:

- In Twitter, do a search on terms relevant to your audience, which will result in people whose focus is similar to yours. "Follow" them. They will follow you back. Now you have people to talk to.
- Get over "what do I tweet about?" Tweet the link to your blog post, about current events, pithy sayings, links to interesting articles.
- Take note of the influencers in your area of interest. In your tweets, include the user names of these people (the name that starts with @) so that they get notified when you post about them. Hopefully they will do likewise.
- Get retweeted. "Retweeting" means that one of your followers finds your tweet to be interesting, and retweets it to their followers, sending your thoughts and username to a whole new group of people. Somewhere down the line, someone unknown to you will click on your username, find your website, and write about you. It works.
- Learn how to use # (hashtag). It's too long a topic to address here, but it's effective!
- Hang out on Twitter for a while and watch what everyone else does, and then do it better.

Getting known takes time. People often ask, "When will I start to show up in the search rankings?" Well, you're there, on page 20, unless people search on your exact name or book title. Moving up closer to page 1 takes some effort on your part to get people to notice you, write articles about you, and talk about you.

Continued on page 29 ...



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Online Presence: Continued from page 28 ...

Are You Doing Too Much?

It's easy to become overwhelmed with blogging and social media and e-mail, in building your online presence. The problem with building a community is that they demand to be spoken to! If you don't, they leave. Tending to your community certainly takes a lot of time and effort, but try to avoid becoming overwhelmed. Overwhelmed people tend to shut down and avoid those tasks that are making them feel uncomfortable and unhappy.

Instead, be picky and be realistic. Ask yourself how much you can reasonably commit to doing, given your other tasks. Also, choose the activities that you consider to be fun; you are more likely to do fun things. Hate Facebook, but love the interaction on Twitter? Just do Twitter. Love images more than words? Do Pinterest. Would you rather share your expertise with others? Consider LinkedIn discussion groups and Quora, and perhaps even (gasp) forget about blogging. Just do what you like and can comfortably commit to doing, *but do it!*

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

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Reviving a Stale Book

By Penny C. Sansevieri



What if I told you that you could simply and easily revive an old or older book and start making sales on it again? Would you be game? Most of us who have been writing for a while are sitting on a lot of content and a lot of older books that are taking up virtual shelf space on Amazon.

I was at an event a few weeks ago where an author there said that he had a science-fiction/fantasy book that had been out for a few years and it hadn't done well. "I sure wish I knew then what I know now," he said. And I realized that, for him, it's really not too late.

This is an issue a lot of authors face: a book that's been out for a while and you feel like you've really exhausted your options. Book sales are sagging, and you figure it's over. Well, it's not. You have a ton of options now to revive, renew, and even re-release a book with minimal effort.

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format and that's it. It's pretty easy. If you do this, you may also want to freshen up the book cover and add some quotes you got.

Bundle eBook: The guy I spoke to about his Sci-fi book also told me that his book was long, 330 pages to be exact, and I said: "Why not split it up and re-release it as a series and a bundle?" Even if it's the same book it does not matter. Some folks like shorter books—we know that. And it's also a great way to start owning the virtual shelf. So a longer book can be separated out (make sure you chop it at a natural ending point in the book) and then put these separate segments up on Amazon. With a book that's as long as his is, you could do three separate eBooks. Make sure you have a page in the back of each book that leads the reader to the next book in the series. Also, doing this will also revive your publication date and bring it current. This will open up new options for promotion and reviews, too.

Change up the cover: Earlier this year we had one of our authors redo a cover for her book—one that's been out for a while. When we did that, sales started spiking again. We had another author who tried this, and it worked again. I was at an event last weekend where an author told me she did this, too. It's not an Amazon algorithm thing per se; but it's often the newly refreshed content that helps to spike visibility of the book because it looks new to readers, especially if your book is genre fiction. These readers are always on Amazon, looking for a new book to read; so it's a great way to grab their attention.

Short is the new long: We have all heard that we should "own the shelf," which means that you want to publish a lot. Pushing out new content to Amazon in the form of an eBook can help propel your other, older books, onto a reader's radar screen. If you have white papers, blog content, pieces of your book that you didn't include or cut because of length, you can package these up and release them on Amazon.

Continued on page 31 ...

Reviving a Stale Book: Continued from page 30 ...

An example of this is an author we're working with who wrote the third in a series of books. The third book had a lot of content removed to keep it at a particular length. She's going to take the content that's been removed and release it in a "Director's Cut" version, putting the separate segments on Amazon. If you do that, make sure that all of the segments lead to your other books with a page or links or something to direct them.

There's a lot you can do with a book that's been out for a while. As long as the content is still relevant, you can do almost anything to it to revive it and give it a second chance. Keep in mind that once you do revive it, you can start to pitch it or, in some cases, repitch it to reviewers.

Sometimes authors will tell me they've already pitched certain reviewers for their book and didn't get a response the first time around. The wonder if they should they pitch them again. The answer is yes, you should. Once you have a new book, it's like a clean slate. Make the most of it!

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. To learn more about Penny's books or her promotional services, you can visit her website at www.amarketingexpert.com.

Saturday Mornings with Author U

Creating a Ground and Pound "E" Strategy on January 3rd

Keep off the New Year with ...

- Short and long term *marketing approaches* you can use to sell more books.
- How to *build a loyal audience*.
- Tips and tricks to create powerful *word of mouth* advertising.
- What a *chart rush* is, and how to make them happen.
- Using *Goodreads* giveaways to help set your book up for success.
- *Book bloggers*, who are they and how can you work with them.
- Quick and dirty *Twitter techniques*.
- *Bundling* with other authors.



January Author U members get FREE webinars twice a month. Get ready for *Publish Smarter ... Not Harder*. Watch for the dates and get them on your calendar. Archives will be in the Logged in *Members Only* section. Check this month's webinars under the Events tab.

Author Alert: Tax Increases in Europe for Digital Products



The follow is an e-mail received by participants in the past month from Amazon.com about the changes in taxes that will be charged on digital products—meaning eBooks—that are sold in Europe. What it means is that if your eBook sells for \$9.99 U.S., to net the amount that you currently receive, you will need to increase your retail price approximate \$2.00 in your European pricing ... Read on:

From Amazon:

“This is a follow-up mail to remind you of the upcoming changes in European Union tax law and what this will mean for your books in Kindle Direct Publishing.

On January 1, 2015, European Union (EU) tax laws regarding the taxation of digital products (including eBooks) will change: previously, Value Added Tax (VAT) was applied based on the seller’s country – as of January 1st, VAT will be applied based on the buyer’s country. As a result, starting on January 1st, KDP authors must set list prices to be inclusive of VAT. We will also make a one-time adjustment for existing books published through KDP to move from VAT-exclusive list prices to list prices which include VAT. We’ll put these changes into effect starting January 1st; you may always change your prices at any time, but you do not need to take any action unless you wish to do so.

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Starting January 1st, for any titles already published in KDP, we will make a one-time adjustment to convert VAT-exclusive list prices provided to us to VAT-inclusive list prices. Subject to minimum and maximum thresholds, we will add the applicable VAT based on the primary country of the marketplace to the VAT-exclusive list price provided. For example, if an author had previously set £5.00 as the VAT-exclusive list price for <http://amazon.co.uk>, the new VAT-inclusive list price will be £6.00 because the applicable VAT rate in the UK is 20%. Please note, if an author had set a consistent VAT-exclusive list price for all Euro based Kindle stores, those prices will now be different due to varying VAT rates for the primary country of each Kindle store. For example, if an author had previously provided a €6.00 VAT-exclusive list price for <http://amazon.de>, <http://amazon.fr>, <http://amazon.es>, and <http://amazon.it> Kindle stores, the list prices including VAT will be €7.14 (19% VAT), €6.33 (5.5% VAT), €7.26 (21% VAT), and €7.32 (22% VAT) respectively.

Continued on page 33 ...

Author Alert: Continued from page 32 ...

Minimum and maximum list prices for the 35% and 70% royalty plans will now also include VAT. For books published before January 1st that would fall outside these new limits after VAT is included, we will adjust the list price to ensure the book remains in the same royalty plan that was previously selected.

Learn more about the new minimum and maximum KDP EU list prices:

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<https://kdp.amazon.com/help?topicId=A30XCAGX3E5QDC>



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eBooks available for pre-order, scheduled to release after January 1, 2015:

For pre-orders placed before January 1, 2015, on books that will release after January 1, 2015, we will pay your royalty as though VAT were still only 3%.

eBooks scheduled for a Kindle Countdown Deal:

If you currently have one or more books scheduled to run a Kindle Countdown Deal in the UK marketplace during or after January 1, 2015, your book will still be eligible to finish that promotion, even if the list price does not fit the new requirements of being priced between £1.99 and £15.99, including the VAT.

Setting List Prices for EU Kindle stores:

Starting January 1st, to make it easier to set customer-friendly list prices without having to calculate VAT for each country, authors will set list prices for EU marketplaces that include VAT. To accommodate this, the KDP pricing grid will be updated to accept VAT-inclusive list prices. Previously, if an author wanted to provide a suggested list price of "£1.99", he would have

Continued on page 34 ...

Author Alert: Continued from page 33 ...

to set “£1.93” as the VAT-exclusive list price to account for the 3% VAT we would have applied. Now, authors can simply enter “£1.99” and we will deduct the applicable VAT to calculate royalties. In the pricing page, authors will also see their suggested price without VAT displayed for the primary country of the marketplace to help them understand how royalties will be calculated for sales to customers from that primary country.

For those authors who set their EU marketplace prices automatically from their US list price, we will convert the US list price to local currency and that will be the list price that includes VAT. For example, if an author sets the US list price to be \$10.00, then we will convert that price to Euros for the German marketplace, and assuming the exchange rate is 0.8, the <http://Amazon.de> list price including VAT will be €8.00. For purchases in Germany, we would deduct 19% VAT and calculate royalty on a VAT-exclusive list price of €6.72.

Learn more about setting list prices for EU Kindle stores:
<https://kdp.amazon.com/help?topicId=A30464Q6OVH578>

As always, if an author list books with a lower list price on other sites, we may price match those books to the lower prices. We recommend authors review their list prices that include the new VAT on January 1st when these changes go into effect to determine if they want to make any updates.

We think that respecting your VAT-exclusive list prices and keeping books in their chosen royalty plans offers the best experience for authors. If you would like your books to be handled in a different way, contact us with your feedback:
<https://kdp.amazon.com/contact-us?topicId=eu vat>

Best Regards,
Kindle Direct Publishing Team

Response from Nick Taylor, eBook expert and principle in LightandSoundGraphics.com ...

“Until the first of January, it’s not going to really be a pain, but after that it will be. Unless I’m mistaken, people are either going to have to take a hit on royalties or price their books accordingly. Twenty percent is an insane rate, and I’d be very surprised if it doesn’t hurt those markets. We might see indies pull from those markets or, I should say, never distribute to them in the first place rather than deal with the conversion.

Unless Amazon and others have some nifty calculator on their sites, authors/publishers will have to manually set their prices in different territories, which will mean currency conversion. In general, I think it a poor practice. I’m not sure how places like Smashwords are going to address it. I can’t see them adding in multiple pricing sections on their site to deal with offsetting this. I doubt the EU will be the last to pass a law like this—there’s a huge amount of money in digital. Books aren’t the only thing hit by this type of law. Music, video, and software all get snagged by it. Those and ours are big industries with a lot of money on the table, and I know our government has looked at similar laws in the past.

If a book was put into digital form prior to December 31, 2014, then Amazon will make automatic adjustments. Anything after that date will require the author/publisher to make the adjustments to increase the price from 20 to 23% from the retail U.S. base.”

The Technology and Tips Toolbox

Kunaki: Print on Demand for Audio and Video Products

By Kelly Johnson



Print-on-demand: a term familiar to many authors and used as a method of printing books regardless of the size of an order for a set cost per copy. Print-on-demand offers many benefits, including large inventories of a book not having to be kept in stock or storage.

How may an author use a print-on-demand service for the audio version of their book or a video series they created in support of their book?

Check out Kunaki: <http://www.kunaki.com/>

Kunaki has been in business since July 2005 and is located in New York. They are a digital CD / DVD manufacturing, publishing, distributing, and fulfillment service that offers full color, cellophane-wrapped retail-ready

products.

It is free to create an account with Kunaki. There are no set up fees, no contracts to sign, no minimums, and you retain full copyright to your product.

Kunaki can also manufacture and drop-ship any quantity to Amazon.

The fastest method to create your product is to download the Kunaki software, which you use to create and upload your product. This method is free of charge. The software does require a PC.

Kunaki also provides dimensions to create your own custom front cover, back cover, inside sleeve, and disc label (all printed in full color).

Since many retail stores require a UPC bar code, the Kunaki publishing software can add a Kunaki UPC bar code to your product (no fee for the Kunaki bar code). You also have the option to add your own bar code or choose not to add a bar code. A bar code issued by Kunaki may only be used on products manufactured by Kunaki. In addition, if you use your own bar code, you need to embed your own bar code into your package design.

taking you
FROM CONCEPT TO REALITY



CREATE | PRINT | MARKET



Color House Graphics | 800.454.1916 | www.colorhousegraphics.com

Continued on page 36...

Print on Demand: Continued from page 35 ...

Ready for the price per unit?

For a CD, the product includes:

CD
Tray card
2 panel insert
Jewel case
Cellophane wrapping
Full color printing on disc
24 hour rush manufacturing

For a DVD, the product includes:

DVD
1 panel insert
DVD case
Cellophane wrapping
Full color printing on disc
Cover sheet
24 hour rush manufacturing

Prices for either the CD or DVD:

Price for 1-5 units per order: \$1.00
Price for 6-99 units per order: \$1.75
Price for 100-199 units per order: \$1.40
Price for 200-299 units per order: \$1.35
Price for 300-499 units per order: \$1.30
etc.

A few addition items to keep in mind:

1. Kunaki does not offer discounts, does not bid on jobs, does not respond to requests for quotes.
2. The price above is the price per unit and does not include shipping costs. To calculate shipping costs, shipping options, and transit time, please visit <http://kunaki.com/prices.asp>
3. Kunaki will send 1 free review copy per publisher, not a free review copy per product. However, since you may order 1 product for \$1.00 plus shipping, this is a way to obtain a copy first before ordering a larger quantity.
4. They only offer support by e-mail.

While this service is not a match for everyone, it can be one cost-effective method of “print-on-demand” for your CD/DVD products.

Have fun exploring the service, and I will “see” you online!

To your success,

Kelly

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



New Members



Dr. Joelle Suel is the founder and Senior Pastor of Glory to Glory Christian Center in Aurora, Colorado. She also established the Glory to Glory Institute of the Holy Spirit, a ministry training institution, and The Joseph Company, an outreach ministry of helps that provides food, clothing and furnishings.

In addition to the spoken word, Dr. Suel ministers through the written word. To date her writings include the publication of her bestselling book *Counting the Cost*, the entire curriculum for the Institute of the Holy Spirit, and a daily devotional, *Today with Dr. J.* Dr. Suel earned a Doctor of Ministry degree from the Phoenix University of Theology. She is a powerful international speaker. A native of Puteaux, France, she became an American citizen in 2003. Her website is www.GlorytoGlory.us/



Joyce Feustel is the founder of Boomers' Social Media Tutor. She provides personalized social media tutoring and training to business owners and others who want to be more effective in their use of such social media sites as Facebook, LinkedIn, Twitter, and Pinterest.

Though she works with clients of all ages, she focuses on people ages 50 and above—the Boomer generation, those born between 1946 and 1964. Since she is of that era, she can relate well to fellow Boomers.

Contact Joyce if you want to

- Grow your business
- More confidently navigate social media sites
- Create an attention-getting social media profile
- Help your business and community associates become more social media savvy

www.BoomersSocialMediatutor.com



Carol Walkner is a right brained entrepreneur, successful business owner, workshop leader, transformational coach, author, writer, poet, imagineer, recovering workaholic, and refugee from corporate America. She is a deeply caring person, good friend, kayaker, nature lover, expert at reinventing herself, seriously fun and trustworthy person to know.

Walkner splits her time between two great locations, the Jersey Shore and Long Beach, California, where she spends time with her grandchildren.



... and edits
... and proofreads
... and is a publications specialist

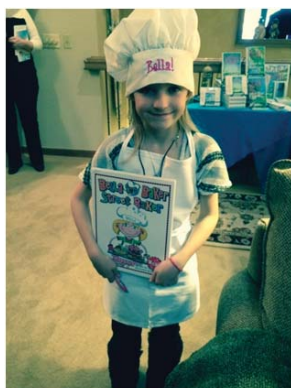
*Fast, reliable, affordable
and sharp-eyed*

bgindenver@aol.com

303-369-4088



Member News



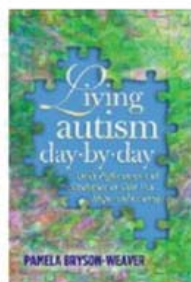
Judith Briles hosted her annual **Authors Holiday High Tea** on November 22nd with over 90 in attendance and 20 authors and their books. The youngest featured 9-year-old **Bella Thomson** with *Bella the Baker Street Baker* created by Julie Griffin to first time authors in their 80s.

The array of books was fabulous—from *What's Hot on the Moon Tonight?* by **Andrew Planck** for amateur astronomers to adventure reads in *The Bootlegger '40 Ford* by **Charles Clark** to biographies, including *Shot Down! The true story of Captain Howard Snyder and the crew of the B17 Susan Ruth* by **Steve Snyder** and *Heart of Fire* by **Lesia Cartelli**, an engrossing memoir of a little girl who was playing hide and seek in her grandmother's basement when the

entire house exploded, and cookbooks including *Cake Decorating with Modeling Chocolate* by **Kristin Conaris** and so much more. Book sales were brisk for all the authors. A grand afternoon!

Kim Curtis received the first copies of her book, *Money Secrets: Keys to Smart Investing* ...just in time for a speech the next day!

Congrats to **Pamela Bryson-Weaver** for hitting #1 in all categories on Amazon on her launch day for *Living Autism Day-by-Day* on both <http://Amazon.com> and <http://Amazon.ca>.



Living Autism Day-by-Day Oct 1 2014
by Pamela Bryson-Weaver

Paperback
CDN\$ 23.99 Prime
Get it by **Thursday, Nov 27**

More buying choices
CDN\$ 18.02 used & new (12 offers)

★★★★★ = 4

#1 Best Seller in Special Needs Children

Eligible for FREE Super Saver Shipping.

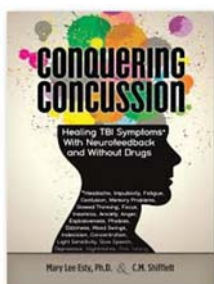
Books: See all 6 items

Amazon Bestsellers Rank: #355 in Books (See Top 100 in Books)

#1 in Books > Health, Fitness & Dieting > Personal Health > Children's Health > **Autism & Asperger's Syndrome**

#1 in Books > Health, Fitness & Dieting > Personal Health > Children's Health > **Special Needs Children**

#1 in Books > Science & Math > Medicine > Specialties > **Pediatrics**



Member **Carol Shifflett** shares that Kirkus has selected *Conquering Concussions* as one of its 100 Best Books of 2014 (Indie) AND one of its 12 Best Edifying Indie Books. That's huge for an indie author!



Member News

Bravo... Author U members walked away with 11 awards at the recently announced USA Books News awards... congrats to each of you... do the shouts outs, get the news on your websites, add it to your book page. And definitely create a press release.



Gluten-Free 101: The Essential Beginner's Guide to Easy Gluten-Free Cooking
by **Carol Fenster** in the Cookbooks: General category



Snappy Sassy Salty: Wise Words for Authors and Writers by **Judith Briles** in the Business: Writing & Publishing category



For the Love of Paprika by **John Czingula** in the Cookbooks: General category



Friends with the Scale: How to Turn Your Scale Into a Powerful Weight Loss Tool by **Linda Spangle, RN, MA** in the Health: Diet & Exercise category



To Tuscany with Love by **Gail Mencini** in the Fiction: Chick Lit/ Women's Lit category



Keep Your Fork: Dessert Is On The Way: Savoring the Second Half of Life by **Barb Warner, M.Ed.** in the Health: Aging/50+ category

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



Shot Down: The True Story of Pilot Howard Snyder and the Crew of the B-17 Susan Ruth by **Steve Snyder** in the History: General category and the History: Military category



The Portal of Light: Journey of Exodus-Jornado de Exódo by **Anthony Garcia** Winner in the Non-Fiction: Multicultural category and Finalist in the Religion: Eastern Religions category.



Raise the Child You've Got: Not the One You Want by **Nancy Rose** (also a Silver in the Global eBook Awards and a Finalist in the National Indie Excellence Awards in the Parenting category).



As a Colorado author, **Judith Briles** is thrilled to share that her book, ***Author YOU: Creating and Building Your Author and Book Platforms*** has won six national book awards over the past year in addition to holding down #1 on Amazon for a few days.

She was honored with the "best" in the Writing/Publishing categories from the USA Book News Awards, Indie Excellence Book Awards, International Book Awards, Beverly Hills Book Awards and received the bronze from the Independent Book Publishers IPPY Awards. At the annual American Library Association meeting this summer, *Author YOU* garnered a Book of the Year Indie/Fab Award in the Writing/Publishing category. When the book was initially launched, it earned #1 bestseller on Amazon in Writing and Publishing. ***Author YOU*** was also a Finalist in the Colorado Author's League Top Hand award this year.

HOT TIPS FOR WINTER

Tired of Talking to Voice Robots? ... Find Humans to Help !

If you've been stuck in voice mail hell, here's some bypass codes. Also are two sites that can assist you in identifying direct dial phone numbers:

Get Human (<http://gethuman.com/>) and **Dial a Human**. (<http://www.dialahuman.com/>)



FEATURED LISTINGS:

COMPANY	PHONE	DIAL A HUMAN DIRECTIONS
Fedex	888-463-3339	Press 0. Or say "Speak to Agent"
Amazon.com	888-280-3321	Press 0.
NIKE	800-344-6453	Press 0 0 0.
Rite Aid	800-748-3243	Dont press or say anything.
Dell	888-560-8324	Press 00 at each prompt.
Microsoft	800-936-5700	Press 0.
Greyhound	800-231-2222	Press 2 6.
KitchenAid	800-422-1230	Press 3 4 2.
Bosch Tools	877-267-2499	Press 1 0 0.
GMAC	800-200-4622	Repeatedly press # at each prompt.

TIPS FOR GETTING TO A HUMAN:

1. Dial 0, or try multiple zeros
2. You can add the # key or the * key before and after a 0
3. Dial multiples of other numbers 1111, 2222, 3333, 4444, etc.
4. Being silent sometimes works (believe it or not some people still have rotary phones)
5. Speak non-sensible phrases to confuse computer
6. Try speaking and repeating "Operator" or "Customer Service"
7. If there is a company directory, press just one letter and then try to connect to that person and then may transfer you or give you an inside phone number
8. Make sure once you get a human, ask for the direct line to call (and then email us with it!)

Did you miss a show?

Your Guide to BOOK PUBLISHING



Listen to any of the previous shows either on your computer or via iTunes. Always packed with useful information for the author who wants to succeed. Past shows are listed on the home page of Your Guide to Book Publishing and AuthorU.org.

All you need to do is click on the one you want, and it starts immediately. <http://togi.us/authoru>

HOT TIPS FOR WINTER

Is Anyone Listening or Viewing Out There?

If you do webinars ... do you have any idea what your listeners/viewers are doing? Below is a recap of a study sponsored by Intercall, the largest InternetConference Call Center.

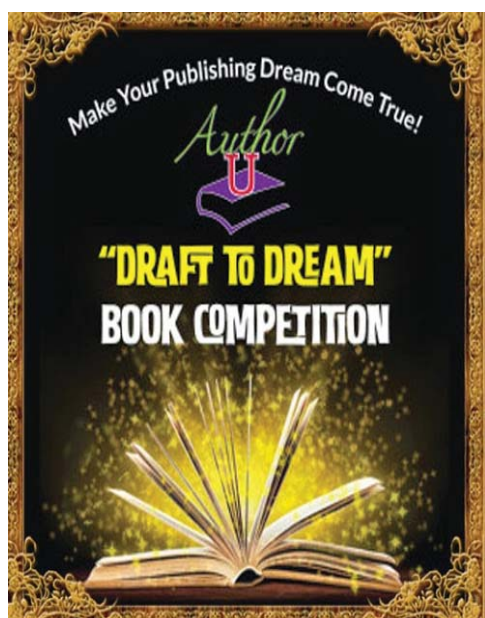
So what is the average person doing during your in-depth presentation?



- 65% are doing other work
- 63% are sending an e-mail
- 55% are eating or making food
- 47% are going to the restroom (hopefully with the mute button on!)
- 44% are texting
- 43% are checking social media
- 25% are playing video games
- 21% are shopping online (good reason to mention your store during the call!)
- 9% are exercising
- 6% are taking another call

Yikes ... what's that mean? It means you can't be so-so. You will need to be interactive with your audience ... as if they were seating just a few feet away, devouring every word you say. Create quizzes. Offer something special if they can reveal a secret phrase, technique, or word that you used in the presentation. Have an open mic at the end of the webinar for Q&A. Keep it lively, informative, and content rich.

Webinars are great for sharing information; another tool in your author quiver. Use them to add to your fan base.



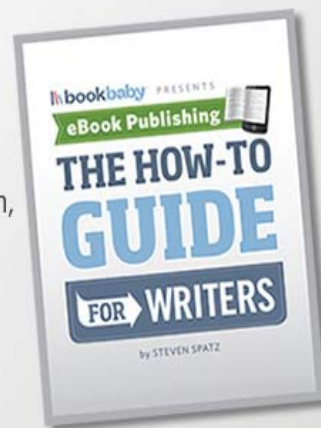
**All entries
must be in by
Jan 15, 2015.**

<<<<<<<



eBook Publishing The How-To Guide For Writers

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



HOT TIPS FOR WINTER



Do You Create Slides for Talks?

In every audience you speak to—whether at a conference, a small group, or online—one or more people will be affected by some degree of colorblindness. According to the American Academy of Optometry, at least five percent of your audience is affected.

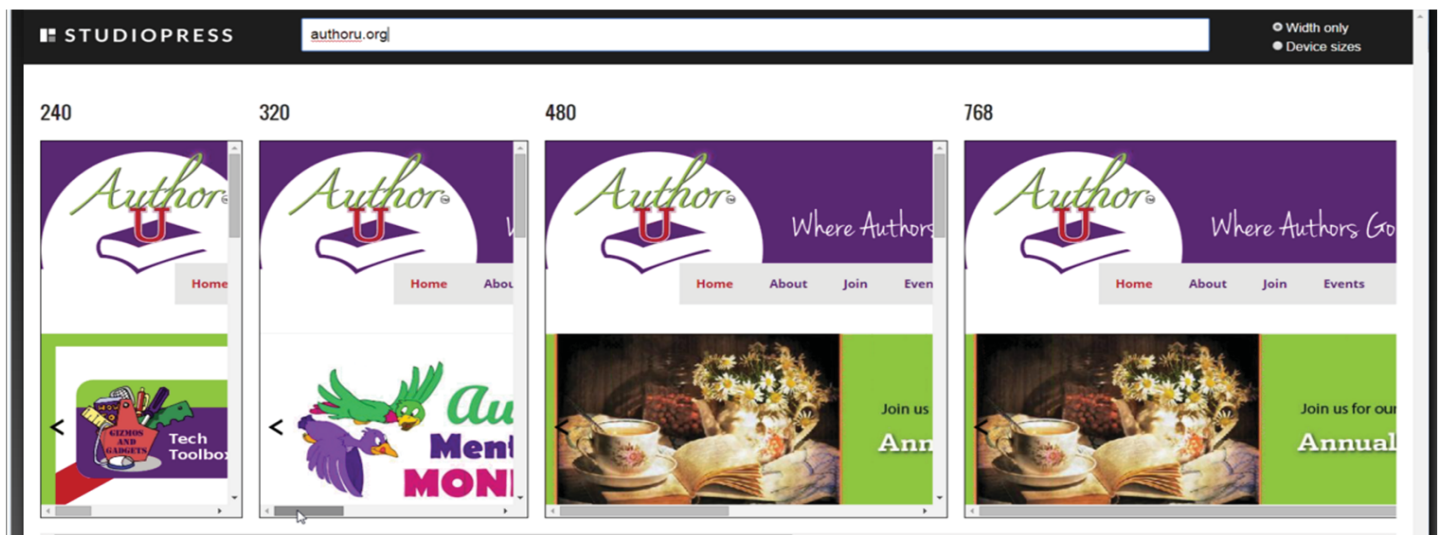
If you are making slides for a presentation, here are a few tips to make sure that they are “fit” for all!

- Avoid using the combination of red and green. Use magenta (purple) and green instead.
- If showing graphs and line drawings, label elements of the graph on the graph itself rather than making a separate color-coded key, since matching colors in distant places is extremely difficult for colorblinds.
- Do not convey information in color only. Show difference in BOTH color and shape (solid and dotted lines, different symbols, various hatching, etc.).
- Red is not your friend. It does not appear as bright and vivid color. Avoid using red characters on dark background.

Have you checked out your website on different mobile devices?



Below is a quick test on the AuthorU.org website. All come up on the mobile devices, but note that the visual display does vary. It's a good idea to test how your's looks on different phones, tablets, and web-sites. Mobile Test is a resource to use: <http://mobiletest.me>



Join Author U and REGISTER NOW for the 2015 Extravaganza ... and SAVE!

<http://authoru.org/event/2015-extravaganza-may-7-9>



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:



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 BookCamps ... 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: The Replin Law Group, 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

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



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.

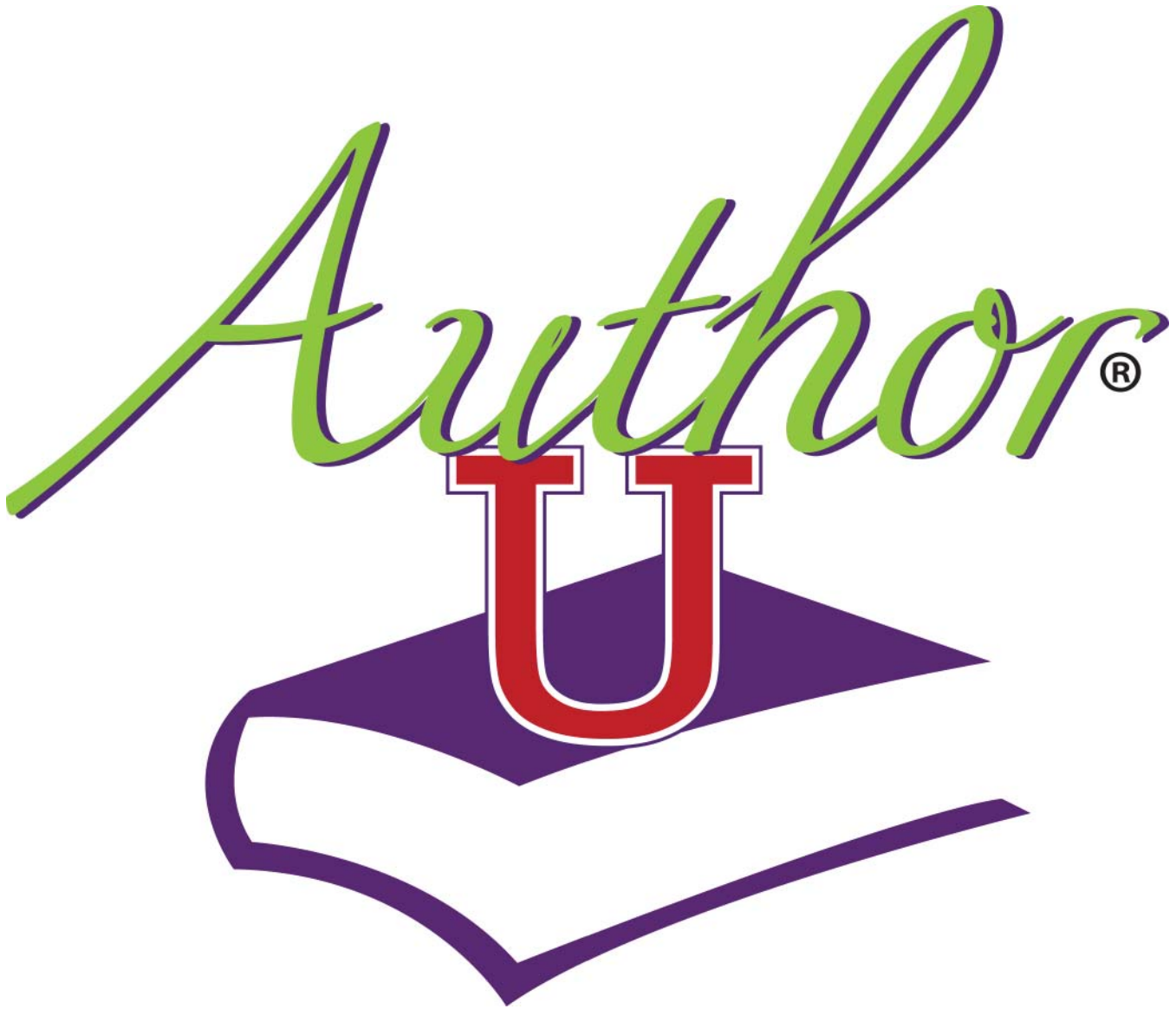
Article 3: Author U(niversity) members shall avoid using materials, titles, or thematic creations originated by others, either orally, graphically, or otherwise, unless the use has been approved by the originator.

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](https://twitter.com/AuthorU)

If you're a Facebook person, here is the page: [http://Facebook.com/AuthorU](https://Facebook.com/AuthorU)

If you're a Google+ person, here is the page: Join the Community, Author U <http://tinyurl.com/auggroup>

If you're a LinkedIn person, join the Author U group <http://tinyurl.com/nqcjz1>

If you're a Pinterest person, here is the page: <http://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>