



# The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 6 Issue 3

March 2015

## Flexibility...

It was a dark  
and snowy night



*Using Photos in Your Book Interiors*

*Get 100,000 Eyes on Your Book*

*Create Name Capture within Your Book*

*Social Media Resources for Authors*

*Imbedded References in Your eBooks*

*Creating Pages for Your Website CheatSheet*

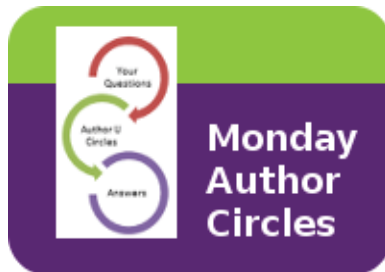
*4 Book Publicity Myths – and What You Need to Know about Them*

*11½ Steps to Start an Expert eBook*

*Remainder Books – Where to Send Sunset Books*

# At a Glance

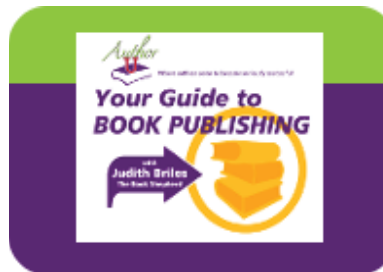
Mark Your 2015 Calendars ... **Save the Dates!**



**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>

## March

- 7 **Saturday Morning with Author U** - *Write with Scrivener from Zero to 100 ... a writing software that will change your authoring life! Turn your thoughts and ideas into epic results!*
- 11 **WebinarGOLD** – *Create Titles and Headlines that Rock*
- 17 **Tech Tool Box** – *Author Media Pages*
- 21 **Author YOU Mastermind** on Saturdays
- 23 **Salon** – *Marketing with Hashtags*

**Every Monday Author Mentoring Mondays**

Call 10 a.m. Mountain, 12 p.m. Eastern: 218-632-9854; access code 1239874444

**Every Monday Author Circles**

Call 5 p.m. Mountain, 7 p.m. Eastern 862-902-0260; access code 7590373

**Every Thursday Author U** – *Your Guide to Book Publishing* radio show

## 2015



**Reserve Your Spot now**

**... MAKE IT SO...**

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

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- 11 **Author YOU Mastermind** on Saturdays
- 14 **Tech Tool Box** – TBA
- 15 **WebinarGOLD** – TBA

### Every Monday

#### Author Mentoring Mondays

Call 10 a.m. Mountain, 12 p.m. Eastern: 218-632-9854; access code 1239874444

### Every Monday

#### Author Circles

Call 5 p.m. Mountain, 7 p.m. Eastern 862-902-0260; access code 7590373

### Every Thursday

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

## May

- 2 **Author U Day** at Barnes & Noble, Colorado Blvd.
- 7-9 **Extravaganza** – Renaissance Denver Hotel
- 5, 12, 19, 26 12 p.m. Eastern: 605-475-5920; access code - 3252604



## Your Guide to BOOK PUBLISHING

with  
**Judith Briles**  
The Book Shepherd



Where authors come to become seriously successful.

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.

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

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May 7-9, 2015



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

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

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

### The Next, Next Thing in Publishing

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

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

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



## Webinar Gold Publishing Smarter ... Not Harder

*Webinar Gold—Publishing Smarter, Not Harder* series is for Author U members only. Hosted by Nick Taylor and Judith Briles, a new webinar will be available FREE to all Author U members ... non-members can attend for a fee each month. A live presentation will be given on a Wednesday. The time and login information will be **posted on the website as well as in the Monday announcements from Author U.**

### MARCH

### Webinar: Create Titles and Headlines that Rock and Hook the Reader!

**Cost:** FREE to paid-up Author U members; \$49 for non-members

Titles are critical to your book's success. AND they are key to your blog, article ... anything that you create a headline for. In this interactive webinar, Nick Taylor and Judith Briles will create and dive into all things title, introducing tools to use and offering a variety of tips and tricks that will reveal titles that hook the reader—the purpose of any title/headline.

#### Register:

<https://attendee.gotowebinar.com/register/3164553158881806850>

After registering, you will receive a confirmation e-mail containing information about joining the webinar.

Register on the <http://AuthorU.org> website for all Webinars.



# Deleting the Snowy and Storming Nights in Your Journey

Judith Briles, Author U Founder



Last month, we had a snafu at our regular Saturday Mornings meeting when our speaker's mother was acutely ill and he needed to be at the hospital. Getting a text message at 11:00 at night is not what most want to get, and certainly not me. Not unless Great Aunt Martha has bequeathed me something wonderful. Since I don't have a Great Aunt Martha and there is no one that I know of who will be bequeathing me anything, the pinging was nagging me from my sleep. Getting out of bed, I found my phone.

Gulp, the speaker for the meeting had messaged me to go to Plan B. He had a family emergency, and the odds that he would be there the next morning were nose-diving. Hmmm, since I had to create Plan B on the spot, it became texting the speaker for the following month, knowing that he would be attending, and asking if he would be able to 1) move the program up and deliver it in 9 hours; or 2) for me to create an entire new program and deliver it 9 hours later; or (3) poll all those present and just ask if they would like to do a "WeNote" and do the entire morning and Questions and Answers.

The Speaker was still up and immediately responded he would be good to go if need be; I set to work and created a new marketing program with slides; and the flip chart would be available if the WeNote option was voted for. An e-mail was sent to all those who had registered that a change in program was in play and that the program slated for that morning would be done in a later month.

Crawling back to bed, I managed a total of three hours that night and was ready to go at 8 a.m. The group voted for a new option: 4) do the WeNote and add a sneak preview of what the following month's program on Scrivener.

And we were off and running with loads of great questions popping up that allowed for in-depth responses and how-tos. It could have been a stormy meeting ... it wasn't.



The snowy storms continued in February, which caused the rescheduling of the Evening Salon that writing muse Anne Randolph was scheduled to deliver on Write to Hot. It now is available on April 13th—details can be found on the AuthorU.org site.

Flexibility, knowing that not everything is going to flow or roll-out as slick as ice, is what we authors and publishers are all about. It removes those dark and stormy nights in your journey. Yes, I could have been pulling my hair out. But really, what does that do? We had options; the group participated in the final solution. Everyone felt that they got what they wanted out of it. The ABCs to the XYZs of Publishing Legalize will be delivered at the April 11th meeting.

Continued on page 7 ...

**Deleting Stormy Nights:** Continued from page 6 ...

**One of the most frequent questions I get asked is**

*How long do I have to market my books?*

It cannot be answered without you answering this question: How long do you want to sell books?

If your answer is for a long time ... then my answer is

*You market your books until you no longer want to sell them.*

**We are excited about the Extravaganza May 7-9.** Very excited. The speakers are terrific. The topics varied with new ones never presented before. The Friday night program will be fabulous (I promise)—we are expecting a huge interest from the public wanting to attend the Evening with Jimmy Wayne event—we've made 100 extra tickets available. Where else can you get a gourmet dinner and evening of music for \$60?

The ways to market your books with a twist will be at the Extravaganza. So will TED. Make sure you stay until the very end—we have a powerhouse ending with Foreign Rights Sales, Interior and Exterior Design, Frugal Book Marketing, and Podcasting Power.

We had the Extravaganza food tasting and WOW! Being impressed was not what we expected, but it's what we got. Delicious is what came out of the unison mouths of six of our members. Wait until you see the Friday night splash and the exclusive AuthorU Drink.

**If you haven't signed up, what is holding you back?** We have a payment plan in place. Call and get your name on the list. I want you there. Also, call the hotel and secure your room for Thursday and Friday nights—both are long days—stay there **303-799-3500**.

Postcards have been sent out for all March events—the leprechauns have great plans in AuthorU land.

*Judith*



**Reserve Your Spot now**  
**... MAKE IT SO...**  
the Author U Extravaganza slated  
for May 7-9, 2015





## Up and Running with *Scrivener from Zero to 100*

*... a writing software that will change your authoring life! Turn your thoughts and ideas into epic results!*

A lot of tools and classes are available to help authors publish and market their books. There's an even larger amount of writing classes designed to teach would-be authors how to craft their books. But what about the tools of actually typing the book? About organizing a book?

Sounds silly, but what you write in can make a huge difference with how much time, energy, and even money you put into a project.

- Would you like to learn how to streamline what you do?
- Would you like to know how to broaden your output?
- Would you like to know how all those who pump out books do it quickly?
- Would you like to write and work smarter, not harder?

If you answered "YES" ... then get signed up NOW for the March 7<sup>th</sup> *Saturday Mornings* program at AuthorU.

**Introducing Scrivener from Literature Latte.** Scrivener is an application designed around writers. Unlike most word processors you've used, Scrivener is set up to allow you to write your book or books in a single file. In that file you can also have all your research material, including web clips, along with notes and profiles for setting, characters, and anything else you might like. Scrivener allows you to import and export many popular file formats, making it easy to work with service providers.

E-book Master Nick Taylor will guide you through this mind-opening morning that will morph what you do in front of your computer. He started writing with Scrivener a few years ago and has never looked back. Its tools have streamlined his writing process and made life so much easier.

In this meeting, he will show you how to use Scrivener. Get ready to be pleasantly surprised at how simple and intuitive the software is. So please join us for **Up and Running with Scrivener**.

**PS ...** If you don't have Scrivener now, download it for this session. Here is a link to get a 30-day free trial version of Scrivener. <https://www.literatureandlatte.com/trial.php>

**And, bring your laptop fully juiced ... you want to be in synch with the Master.**

**Date:** Saturday, March 7, 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 (I-25 & Bellevue – Syracuse is east of 25 when you exit at Bellevue)

**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 ABCs and XYZs of Publishing Legalese How to Stay Out of the Frying Pan and the Fire!

**April 11<sup>th</sup>**

**NOTE:** *this is the rescheduled program from February.*

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 who 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 7<sup>th</sup> 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, April.11, 2015

**Time:** 8.30 a.m. to noon

**Cost:** \$20 for members; \$30 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 (I-25 & Bellevue – Syracuse is east of 25 when you exit at Bellevue)

**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



## Marketing with Hashtags!

**March 23<sup>rd</sup> 6:00 p.m. - 9:00 p.m.**

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

Hashtags are a powerful tool for every author to use. From headlines to content, from articles to blogs ... anywhere the written word is delivered within the Internet, hashtags will expand your reach exponentially.

- Think of them as your positioning best friend.
- Think of them as influence.
- Think of them as a way to ID your expertise.
- Think of them as a hook to bring book buyers, bloggers, reporters, and journalists to you.

Originally unique to only Twitter users, hashtags are now the universal tool on the Internet to track key influencers and topics.

In this hands-on workshop, you will quickly create and broadcast your message to the waiting cyber world.

**Judith Briles**, The Book Shepherd and Founder of AuthorU will lead this fast-moving session on how to use hashtags in your blogs, your articles, in media/publicity ... anything that adds to your influence and marketing. It's how she grew her podcast from a few to hundreds of listeners a month. Bring your laptop.



**Cost:** \$27 Dinner included

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

**When:** Monday, March 23<sup>rd</sup>

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

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



**May 2 will be big ... it's Author U Day at the Colorado Blvd Barnes & Noble.** Author signings all day ... all customers who use the special coupon at check-out will create a donation back to the Authors Hall of Fame gratis B&N ... how very cool is that! Watch for more info and sign-ups to participate.

**Only 5 spots left.**



## Write on Fire – How to Climax!

**April 13<sup>th</sup> 6:00 p.m. - 9:00 p.m.**

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

Noted writing coach and muse Anne Randolph will be your guide. Last time we did this Salon, it was sold out quickly. Get on board now!

\*\*\* Leave your laptop at home ... instead, bring a writing pad. Anne will connect your head with your hand.

Write on Fire! Channel your creativity. Free your genius. Your pen on your paper leads you through creativity exercises, allowing your innermost thoughts to transfer onto the page.

HOW TO CLIMAX! Whether you do or not, your story must. Something has to happen that masters character change. This workshop relates Story Arc to sex. The Enticement, Stimulation, and High Points are the same in your story as in a sexual climax. Use the senses to hook your reader, titillate excitement to the point of cloy, and take your reader on a ride to the end. Learn how to take your story over the edge. Drive your story to the brink and back without wine, incense, or lewd words. Crystalize your Story Arc.

Join Anne Randolph, creator of Kitchen Table Writing, for this creative Evening Salon. Bring paper and pen and your imagination. Anne believes writing by hand frees the writing spirit. A workshop with Anne is an experience to remember, one that will affect your writing practice for a long time.



**Cost:** \$27 Dinner included

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

**When:** Monday, April 13<sup>rd</sup>

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

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



**How Author U communicates with you**—Did you know that Author U posts two Blogs a week—Sunday (general article) and Thursday (Top 10 Tweets) that includes what the topic is on Author U - *Your Guide to Book Publishing*? On Mondays, the general e-blast delivered to your e-mail is called "It's Monday at Author U." On Thursdays, the blast is "Thursday at Author U." Get over to the website and subscribe twice: once for the Blog and once for the general e-mails and notices.





**March 17<sup>th</sup> from 3 to 6 pm**  
*Remote members welcome!*

## Shine the Spotlight on Your Media Page

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

Authors – when was the last time you shined the spotlight on the media page of your website? Or have you even thought about it? Spring “pops” officially this week (Friday, March 20<sup>th</sup>) ... it’s time to spring you, your media presence, and your book forward.

Interested in speaking engagements and media exposure? The marketing of your book and business should include a media page on your site.

Join us for this Tech Toolbox and learn must-have items for your media page, bios (yes, plural!) to post, and to review author one-sheets. After this workshop, the spotlight will be so bright on your media page you’ll have to wear shades!

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

**Date:** Tuesday, March 17<sup>th</sup>

**Time:** 3 to 6 p.m. Mountain

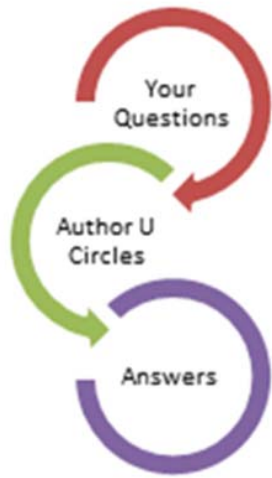
**Cost:** \$59

**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.



**May 2 will be big ...** it’s **Author U Day at the Colorado Blvd. Barnes & Noble**. Author signings all day ... all customers who use the special coupon at check-out will create a donation back to the Authors Hall of Fame gratis B&N ... how *very cool* is that! **Watch for more info and sign-ups to participate.**

## Author U Circles



The online **Author U Circles** are live! Times are  
7 ET, 6 CT, 5 MT, 4 PT.

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

**The Phone # is: 862-902-0260 Access Code: 7590373**

What's the value? ... Priceless!

- ✓ 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 you are?

We invite you to join an Author U Circle. Each call will have a facilitator and a group of authors who are in a similar stage in the process. Bring your questions. We will have answers.

These calls will be on Mondays at 5 p.m. MT throughout the month. They each will last between 30 - 50 minutes.

- 1<sup>st</sup> Monday - Writing
- 2<sup>nd</sup> Monday - Platform Building
- 3<sup>rd</sup> Monday - Production
- 4<sup>th</sup> Monday – Marketing & Book Sales

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

**Get your time zone on your calendar now and number to call in:**

**Mondays at**  
4 p.m. PT, 5 p.m. MT,  
6 p.m. CT, 7 p.m. ET



**Writing**

March 2



**Platform Building & Social Media**

March 9



**Marketing & Book Sales**

March 23



**Book Production**

March 16

# Here's what ...

*Author U*  
Where authors come to become seriously successful.  
**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 icon on the Home page—a click away. You can also subscribe on iTunes.

*Upcoming in March ...*

**Here's what Author U brings to you—make sure you listen in.**

March 5th – All Things Ingram

Robin Cutler, manager of IngramSpark, will take listeners on the roller coaster of distribution and what Ingram can do for the author and book.

March 12th – AnaBooks

A whole new way to look at books and publishing with Mitchell Levy.

March 19th – Videos and Trailers

Producer Susie Scott shares the latest tips and tricks in creating a video and book trailer—move from So-So to Better to Best.

March 26th – Bring Sanity to Your Author Life

Kelly Johnson shares insider tips on how to engage a Virtual Assistant, how to negotiate fees, how to manage, and how to determine what you can delegate out.



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That *Works* for You?**

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## eBook Publishing

### The How-To Guide For Writers

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

bookbaby PRESENTS  
eBook Publishing  
**THE HOW-TO  
GUIDE**  
FOR WRITERS  
by STEVEN SPATZ



## Meet Premier Partner ... Sheridan Books, Inc.

**Sheridan Books Inc.** is a leading book manufacturer providing publishers with complete book manufacturing services. At Sheridan we take care of all the details so you don't have to. The Sheridan difference? State of the art capabilities, our passion for providing great service, and always putting you first.

In addition to superior service, high quality products, reliable on-time delivery, and competitive prices, SBI is proud to provide you with the following:

**Four Color Text Printing** — When you are looking to add a splash of color to your text and components, then look no further than Sheridan Books. Our color presses and commitment to providing reliable and consistent color allow you to print full four-color throughout, making your book visually appealing and stand out from the rest.

**E-book Services** — Are you interested in converting your titles to e-books or selling e-books from your website but don't have the time or resources to take this on? Sheridan's Electronic Content Services (ECS) takes the hassle out of converting your titles to leading e-book formats and provides you with a direct to consumer distribution sales solution.

**Digital Printing** — When looking to print lower quantities, test market a new title, or avoid inventory and inventory costs, Sheridan's Digital Print Advantage (DPA) program does the trick. From 1-500 copies DPA can produce your titles digitally on-demand. With DPA you submit and order your digital print titles online; softcover books are produced in as little as two working days, and hardcover books are produced in five working days.

For additional information visit our website at [www.sheridan.com/books](http://www.sheridan.com/books)



**Mary Heim**  
Direct Sales Manager  
[mary.heim@sheridan.com](mailto:mary.heim@sheridan.com)

**(734) 475-9145**

A vertical advertisement graphic for Sheridan Books. It features a stack of books in various colors (black, white, blue, yellow) with a tablet resting on top. The text is arranged vertically: the Sheridan logo and tagline "Ideas. Delivered." at the top, followed by "We Deliver..." in green, then "Printing Excellence eBook Solutions Unparalleled Service" in blue, and "Offset & digital printing eBook conversion & distribution" in blue. At the bottom, the website "www.sheridan.com/books" and phone number "800.999.2665" are listed in blue.

**Sheridan**  
Ideas. Delivered.

**We Deliver...**

**Printing Excellence  
eBook Solutions  
Unparalleled Service**

Offset & digital printing  
eBook conversion & distribution

[www.sheridan.com/books](http://www.sheridan.com/books)  
800.999.2665



## Your Guide to BOOK PUBLISHING



**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 250,000 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.

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# Photos: Use or Don't Use

By Rebecca Finkel



*"A picture is worth a thousand words."* —Chinese proverb

According to that logic, we can reduce the cost of printing a book by adding images and eliminating a few pages. While probably not the best strategy when writing a book, it's something to be considered when designing a cover. A book needs to "sell itself" to a potential reader in a relatively small chunk of time. Seconds, even. An image will get a book into a potential buyer's head quicker than words. The trick is to marry the image to the title, for the one-two punch. They see it, then read it, or some combination thereof.

But where do you find this image? How do you know if the perfect one you have on your phone/digital camera/online will print as beautifully as you expect? There are lots of factors involved: size, color, content, and copyright.

Where do these great images reside? Many times over the course of writing the manuscript, you run across an image that is just perfect. Or it is your focus during the writing process. But let's say that's not the case. I like to use [iStockphoto.com](http://iStockphoto.com) and [bigstock.com](http://bigstock.com) as a way to generate ideas. I can type in a few key words or phrases and view numerous images. Very rarely do I see an image that I use exclusively. Usually the selected image is merged with other images, modified, or manipulated in some way. Titles and subtitles need to be integrated into the photo. But these two sources are a great way to find quality images at a reasonable price. Once purchased, the images are yours to use.

Be careful of other online photo sources. Some will charge extra for the copyright, or allow single use only. The fine print, while tedious, will give you the information you need. The key word is "royalty-free." This will allow you to use the image in web, print, media, etc. You are purchasing the copyright for this image. Avoid "rights-managed." This means you will be charged for the size and placement of the image each time it is used.

If you have an image you've taken with your phone or digital camera, my first question would be, "What size is it?" As a rule of thumb, if you want the image to be large on the cover, the file size needs to be more than 2mb. Smaller file sizes are usable, but not as the large, eye-catching, full-size cover image. You can tell the covers that have an undersized image—they are blurry and unfocused, with soft edges.

All digital cameras take photos using RGB (red, green, blue) color mode. They are properties of light. To print a photo it will need to be converted to CMYK (cyan, magenta, yellow, and black) — ink colors. Software can convert RGB to CMYK; and for the most part, it is invisible. If your photo has a lot of soft yellow or deep blue, you might see a bit of a color shift.

Is it imperative to use an image on the cover? I just took a peek at this week's top 20 NYT fiction bestsellers. All but one had some sort of graphic or photo on the cover. And all but one NYT top 20 non-fiction books had an image. Conclusion: Images are important and take advantage of the ability to say and relate more to the reader, but an all text cover can be successful as well.

## March 17th Tech Tool Box ... Author Media Pages



Your Author presence needs to snap, crackle, and pop. It will with your new look after this Tech Tool Box. Hot tools for communicating your book, expertise, words. Always limited space—sign up now. Register on the website. Available to members everywhere via Skype.

## March 23rd Evening Salon ... Marketing with Hashtags



Monday Evening Salon ... dinner included from 6 to 9 p.m. Register at [www.AuthorU.org](http://www.AuthorU.org). If you aren't consistently using hashtags in your articles, blogs and anything that you put out on the Internet, you are missing huge marketing opportunities and presence.



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# HOT!

## Jimmy Wayne is coming to the AuthorU Extravaganza

to entertain and delight attendees on Friday evening. A donation will be made to CASA, the National Court Appointed Special Advocate Association. Jimmy Wayne is the national spokesperson.



His book, *Walk to Beautiful*, will be available to purchase onsite.

### DON'T MISS: An Evening with Jimmy Wayne...

#### His Journey, His Book, His Music.

There are a limited number of EXTRA tickets available (only \$60) for an Evening with Jimmy Wayne and Gourmet Dinner!

If you're registered for the AuthorU Extravaganza, your ticket is already included for Friday night.

Click here to purchase: [http://www.secureinfossl.com/carts/shopping\\_cart/showCart/6702034.html](http://www.secureinfossl.com/carts/shopping_cart/showCart/6702034.html)

**A huge country music star**, he's also the author of the just released *Walk to Beautiful*, which will be available to purchase onsite and get signed. Jimmy is a former foster kid turned country music singer/songwriter whose songs and story highlight his mission to bring awareness to kids who age out of the foster system and become homeless. With hits such as *Put Your Hand In Mine*, *I Love You This Much*, and *Paper Angels*, he released *Do You Believe Me Now*, his biggest hit to date for which he earned the millionaire award for having 100,000,000 radio spins in America.

In 2009, Jimmy toured with Brad Paisley and recorded *Sara Smile* with Hall & Oates. The next year he became CASA's national spokesperson and released the novel *Paper Angels*. In 2012, Jimmy helped get the bill passed extending the age of foster care to 21 in both California and Tennessee. Jimmy lives in Nashville and continues to raise awareness for kids by writing, singing, and speaking.

*Walk to Beautiful* is the powerfully emotive account of Jimmy's childhood and the unconditional love and acceptance Russell and Bea Costner gave to Jimmy. This elderly couple provided a stable home and the chance for him to complete his education. Jimmy says of Bea, "She changed every cell in my body." After his high school graduation, Jimmy went on to earn a degree in Criminal Justice because, as he says, "I knew a lot about it." But in his heart, Jimmy wanted to write songs and sing.

Continued on page 20 ...



**Jimmy Wayne:** Continued from page 19 ...

A music company opened its doors to Jimmy, and he moved to Nashville to pursue his dreams. He had several memorable hits, such as *I Love You This Much*, *Paper Angels*, and *Do You Believe Me Now*, which remained at #1 for three consecutive weeks on the Billboard Chart.

But success was not satisfying. Jimmy remembered where he came from, and he wanted to give back. With his *Meet Me Halfway* campaign—a 1,700 mile walk from Nashville to Phoenix—Jimmy walked halfway across America, raising awareness for foster children. Along the way he not only found a lot of crazy things, such as coins, keys, a plastic Jesus, and a Lucille Ball ashtray; but he also found himself. And more important, he found a way to forgive the people who had hurt him.

*Don't miss this amazing man!*



**Reserve Your Spot now**  
**... MAKE IT SO...**  
 the Author U Extravaganza slated  
 for May 7-9, 2015

**May 7<sup>th</sup> Deep-Dive Dinner Workshop** with Heather Lutze, author of *The Findability Formula*, *Thumbonomics*, and the forthcoming *Marketing Espionage* from 6 to 9. Prior to Penny's first session are the Eaglet/Newbie sessions. 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. The Early, Early Bird left and flew the coup ... **Prices are low right now—lock yours in pronto.** Before they increase AGAIN.

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

*You have to write the book that wants to be written. And if the book will be too difficult for grown-ups, then you write it for children.*

— Madeleine L'Engle

*"The more you leave out, the more you highlight what you leave in."*

— Henry Green

# 11½ Steps to Start an Expert E-book

By Dr. Patsi Krakoff, ContentforCoaches.com



Are you an expert? Then you need to write and publish an expert book. Now. *Before* your field gets flooded with too many e-books on the same topic...(if it isn't already). Trust me on this one.

Just as business blogs caught fire in 2004-2005, expert e-books are what smart professionals use as a key marketing tool to get found, get known, and get clients.

If you're an expert and want to get found online, there's no better way than to give visitors to your website or blog a free report that shows your expertise, builds credibility, and starts conversations.

An expert e-book is a longer version of that free report that can easily be sold on Amazon. Traditional publishing barriers have fallen. All that's standing between you and published author status is a little time and work.

So let's get busy. Here's why:

This is one of those opportunities on the rise. Don't miss being on the early crest of the wave.

- *The International Digital Publishing Forum (IDPF) reported U.S. wholesale e-book sales for January 2010 were \$31.9 million, up **261 percent** from the same month a year earlier.*
- ***E-books are now outselling hardcover books at Amazon, selling 180 e-books for every 100 hardcovers.***

Last month I shared with you how to write an expert e-book fast and efficiently. Here's how I suggest you start with an outline in 11½ steps.

Sample outline process:

1. **Pick a topic**, for example 'how to be a better boss.' This is not a title, it's a topic. The title comes later. This is what you are going to write about in a nutshell. (Later we'll refine it to make a title, to include keywords, and to take into account what's selling on Amazon.)
2. List, define, and elucidate **the key problem** people experience with this topic.
3. **Describe solutions**, traditional approaches, and why they don't always work.
4. **Use 3-5 examples of either failure or success, including emotions.**
5. **Use research** to show actual situations and make them come alive
6. **Use your own experiences** as a professional and your own perspective.
7. **Ask 'what if?' questions** that are compelling and that suggest better solutions.
8. **Describe the benefits** of arriving at better solutions.
9. **Tell stories** of how you were able to help people, clients. (This can include your own personal

Continued on page 22 ...

**Start an Expert E-Book:** Continued from page 21 ...

story of a turning point in your life. Perhaps a pivotal moment when you or a client said “enough.”)

**10. Describe common objections** and barriers to success; include a story of someone who wasn't successful. Include values, morals, and emotions.

**11. Finish with a conclusion** that reviews the lessons or message you are passionate about; tie back to research or to real people; tie back to you, what you can do for people.

**11½.** Include a call to action. What do you want people to do?

Remember

- People don't care what you say (or write) until they know you care.
- You aren't the hero of the story—they are ... or you show them how they can be.
- You have some experience with both success and failure.
- To share your values and driving motivation as congruently and authentically as you can.
- Leave them with a compelling call to action. (This leads to the marketing phase and should be strategically planned out.)

This is a fast way to get you started writing your expert e-book. If you don't start, you won't finish. Start now and see what happens. You just may inspire yourself.

I see so many would-be authors get hung up on details and never get started. If you're an expert, you know a lot about your field. So get your expertise down in an outline using these 11 ½ steps. Who knows, you might even grow them into chapters!

**Dr. Patsi Krakoff** is a psychologist and a journalist who provides quality content for leadership development coaches for their e-newsletters, blogs, and e-books. She's known as The Blog Squad, offering business blog and writing services for professionals. Find out more at her award-winning blog, [www.WritingontheWeb.com](http://www.WritingontheWeb.com), and subscribe to BizBookNuggets at [www.ContentforCoaches.com](http://www.ContentforCoaches.com).



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## BOOK PROMOTION POYNTERS

# E-Books and Imbedded References

By Dan Poynter, The Book Futurist



Last issue, I wrote THE NEW HOME LIBRARY IS PORTABLE. The home library is no longer on physical shelves; it is composed of e-books contained in a (portable) smartphone.

Here is the next step.

The e-books of the future will contain imbedded references. Both fiction and nonfiction will reference sources and interesting related URLs for more information.

We are used to footnotes in nonfiction, but the fiction of the future will also have imbedded references. The e-book format makes them possible.

This newsletter is full of references. To make Publishing Poynters scanable, each item has a brief description and a URL source for more information.

In my first work of fiction, *Tailwinds: Adventures of a Young Aviator*, I tell a story that takes place in the late 1930s and early 40s. This is historical fiction as every bit is based on what really happened. Only the dialogue is made up. There are many references to text and video because a lot of the events are unheard of or unbelievable. The imbedded references show they really occurred.

*Tailwinds: Adventures of a Young Aviator* (Example of fiction with imbedded references)

by Dan Poynter

<http://amzn.to/WFPxcO>

<http://www.smashwords.com/books/view/247518>

Books are going electronic, and the world is going digital. E-books are portable (think smartphone), do not consume trees, are quicker to transport, and are less expensive.

With imbedded references, fiction and nonfiction both become reference books and are much more valuable. They become books readers will want to keep.

For more of **Dan Poynter's** wisdom, subscribe to his Publishing Poynters newsletter.

<http://mad.ly/signups/42313/join>



**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.



# Have You Built Name Capture Mechanisms Into Your Book?

By Bret Ridgway



Your book should serve as an entry point into your entire product mix—where the real money from your book is made on the products and services people purchase from you that are a follow-up to your book.

That means your book is what many would consider a lead generation product. It's designed to introduce people to you, to get them into your "funnel" that you hope will lead to the sale of those other products and services. Some would say your book should be used as a business card, and you shouldn't hesitate to get your book into the hands of as many people as possible.

But there is a problem you need to overcome with your book if you want to turn it into a high performing lead generation device for you. The problem is that if someone buys your book online, say at Amazon, or they buy your book in a retail bookstore like Barnes and Noble or Books a Million, you have no idea who purchased your book. These outlets do not

pick up the phone and call you or shoot you an e-mail to tell you the name and contact information of the book buyer. It simply doesn't work that way.

That's why you, as the author, need to build into your book what are called "name capture mechanisms." What are name capture mechanisms? In most cases they are invitations from you to the reader to come to a website for additional bonus content.

When your reader comes to that website they'll usually have to opt in by providing you their name and e-mail address in exchange for that bonus content. Your bonus content could be many different things, including

- Audio content such as an interview of you.
- Special PDF reports that expand upon some topic in your book.
- Video content.
- Checklists or other tools related to your topic.
- Newsletter.

You're really only limited by your own creativity as to what might make suitable bonus content for your readers. Ideally, your bonus content should be directly related to the core content of your book. Someone reading your book about, for example, improving your relationship with your spouse probably wouldn't have much interest in a bonus special video about Michael Jordan's greatest career dunks on the basketball court.

We're frequently asked how many times within a book should you try to drive the reader to your website in an effort to capture their name and e-mail address. That, to a large extent, depends on the length of your chapters. If you have shorter chapters, then every 3-4 chapters is probably sufficient.

Continued on page 25 ...

**Name Capture:** Continued from page 24 ...

If you have long chapters you may even be able to do one per chapter. Any more than that and we think it can start to become a bit annoying. But it's your book, so include as many name capture mechanisms (also called bounce back offers) within it as you want.

It's so important to make sure that anywhere online you are driving people to from your book is fully functional. You don't know how many books we've seen offering bonus content that failed miserably on this front. You type in the URL they're directing you to, and the page isn't even there.

Your book should be among your best list-building tools. Again, please make sure any resource you're directing people to within your book is fully operational. Otherwise, it becomes a missed opportunity.

How much information should you attempt to capture from an online visitor who came from your book? No more than you intend to use in your ongoing marketing. The less information you request the more people are likely to complete the request and opt in to your list. You absolutely must have their e-mail address. In most cases, their first and last names are also requested. Some will request only the first name. It's your call.

We can't stress enough how your book should be among your better list-building tools. And the only way it can help you to increase your platform and the size of your list of followers is by using your book to drive them online where you can capture their name and email address. Give careful thought as you are writing your book as to what other information would your readers be interested in that would inspire them to visit your website and give you their name and e-mail address.

Your ability to convert the casual reader into a real fan by getting them to provide you their information is critical for building your platform and impacting even more people with your message. "Name capture mechanisms" or "bounce back offers" are your keys to greater impact.

**Bret Ridgway** is co-founder of *Speaker Fulfillment Services*, a company dedicated to working with authors, speakers, and information marketers. He is a frequent guest on teleseminars, webinars, and live events, where he shares his unique behind-the-scenes knowledge of all aspects of information marketing.

**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.
- **Crowded layout** — Not enough white space.

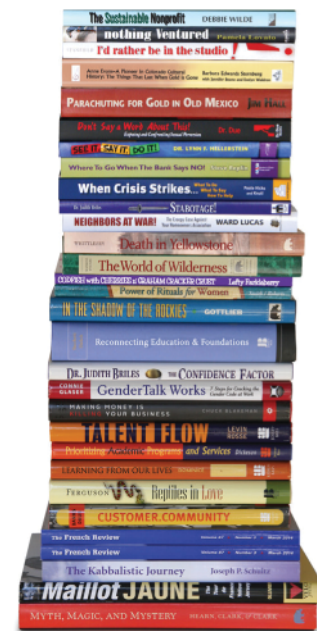
**What clients are saying about Ronnie at WESType Publishing Services**

*Ronnie is a stickler for detail and keeps her clients on task. She takes ownership of the project, rather than viewing it strictly as fee-for-service. She works hard, communicates frequently and is highly reliable.*

— Steve Jacob

*Ronnie is gifted in every way when it comes to the art of typesetting and layout. My book, *Thumbonomics: The Essential Business Roadmap to Social Media and Mobile Marketing*, was loaded with graphic elements. She was tireless in her work and produced a wonderful book in the end. Thank you Ronnie for your dedication and your endless hours of hard work. It paid off big time.*

— Heather Lutze



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# Remainders ...

## Is Your Book Ready to Go into the Sunset?

By Judith Briles



There comes a time when books are put out to a pasture of some sorts. Remaindered is the term that is the most frequently used.

Some refer to remaindered books as printed books that are no longer selling well and whose remaining unsold copies are being liquidated by the publisher at greatly reduced prices. True from the traditional publishing standpoint. BUT it could also mean that, as an indie publisher/author, you need more room in your storage; your work has taken you in another direction and you just want to clear out some of your inventory to make room for more; or it even could be that you have totally repurposed the book and you want to clean house to get ready for the new baby.

**No matter what the reasons**, you want to sell what you have at whatever cost you can get. Below is a list of 14 Remainder Outlets for you to consider ... good luck!

### American Book Company

10267 Kingston  
Pike Knoxville, TN 37922  
(865) 966-7454  
[www.AmericanBookCo.com](http://www.AmericanBookCo.com)

### BookLiquidator

219 Lake Wichita Drive  
Wylie, TX 75098  
(972) 926-3860  
[www.BookLiquidator.com](http://www.BookLiquidator.com)

### Bargain Books Wholesale

3030 29th St SE  
Grand Rapids, MI 49512  
(717) 227-9576  
[www.BargainBooksWholesale.com](http://www.BargainBooksWholesale.com)

### Bradley's Book Clearance

390 Fountain Street  
Pittsburgh, PA 15238  
(412) 435-0015  
[www.BradleysBooks.net](http://www.BradleysBooks.net)

### Book Closeouts

67 Front Street North  
Thorold, Ontario, Canada L2V1X3  
(905) 680-7230  
[www.BookCloseouts.com](http://www.BookCloseouts.com)

### BZ Overstock

105 West Dewey Avenue  
Wharton, NJ 07885  
(973) 891-1600  
[www.BZoverstock.com](http://www.BZoverstock.com)

### Book Sales, Inc.

400 First Ave North Ste 300  
Minneapolis, MN 55401  
(800) 458-0454  
[www.BooksalesUSA.com](http://www.BooksalesUSA.com)

### Daedalus Books Inc.

9645 Gerwig Lane  
Columbia, MD 21046  
(410) 309-2730  
[www.DaedalusBooks.com](http://www.DaedalusBooks.com)

Continued on page 27...



**Remainders:** Continued from page 26 ...

### East Tennessee Trade Group

245 Lands Rd., Madisonville TX 37354  
(423) 442-3693  
[www.RhinoSales.com](http://www.RhinoSales.com)

### Readers World Wholesale

PO Box 129, Ashland, OH 44805  
(419) 281-5952  
[www.ReadersWorldWholesale.com](http://www.ReadersWorldWholesale.com)

### S&L Sales Company

PO Box 2067, Waycross, GA 31502  
(800) 243-3699  
[www.SLSales.com](http://www.SLSales.com)



### Tartan Book Sales

500 Arch Street, Williamsport, PA 17701  
(800) 474-9816  
[www.BrodartBooks.com](http://www.BrodartBooks.com)

### Texas Bookman

2700 Lone Star Drive, Dallas, TX 75212  
(800-566-2665)  
[www.TexasBookman.com](http://www.TexasBookman.com)

### World Publications

140 Laurel Street, East Bridgewater, MA 02333  
(508) 880-5555  
[www.WrldPub.net](http://www.WrldPub.net)

**Judith Briles** is the founder of AuthorU.org and known as The Book Shepherd. She will be the Closing Speaker at the Extravaganza, speaking on Podcasting Power. Learn how she built her listenership from just two people three years ago to over 200,000 every month now.

**If you are looking for FREE author and book coaching ...** call in to Judith's Author Monday Mornings at NOON Eastern time each Monday. The number is **218-632-9854**; Access Code **1239874444** ... have your questions ready—there's a full hour to ask and listen.



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## 4 Book Publicity Myths – and What You Need to Know About Them

By Sandra Beckwith



Authors often overlook publicity, which is one of the most important elements of a solid book-marketing plan. That's often because they don't know what it is, or they want it but don't know how to get it.

Add to that a third issue: There are many myths about publicity that confuse or bewilder authors. Because they're not sure what's true and what isn't or what's right and what's wrong, they head over to promote on Facebook instead because there's less mystery there.

It's time to do some myth-busting so you can leverage the power of publicity to sell more books. Here are four publicity myths you need to understand so your book gets the visibility it deserves.

### 1. Publicity is the same thing as advertising.

Nope. With advertising, you pay for, schedule, place, and control the message.

Publicity, on the other hand, is that free media exposure that results when your book title appears in a newspaper, magazine, or blog article or is included in a radio or TV interview. With publicity, though, you can't be certain that a media outlet will use the information you've provided or interview you for a story. Even when they do, you can't control what they use or when.

In spite of that lack of control, publicity is still a better than option than advertising because studies show that publicity is 10 times more effective than advertising. That's because of the implied editorial endorsement. People feel that if a journalist thought enough of you or your book to interview you or reference the book, you must be an expert or your book must be a great resource.

In addition, advertising costs money, but publicity is free if you do everything yourself, including handcrafting your press release distribution list. Unless you use a paid press release distribution service or hire a publicist, all you spend is time.

### 2. You don't have to pay for press release distribution because there are so many free distribution services and sites.

Actually, "free press release distribution service" is misleading. Yes, the services are free. Yes, they're for press releases. And yes, they're services. But they don't distribute anything. The free sites don't send your press release out to reporters, producers, editors, and bloggers. The releases sit on the service site, waiting to be discovered.

That's better than nothing; but if you want to make sure your newsworthy press release or tip sheet gets distributed to the right media outlets and journalists, you want to either develop and maintain your own media list or use a reputable paid service.

Continued on page 29 ...

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**4 Book Publicity Myths:** Continued from page 28 ...**3. Book publicity is all about sending press releases.**

Press releases, especially book announcement press releases, are only part of the publicity mix (although the release that announces your book's publication is essential).

You also want to study the media outlets and blogs that are read, watched, or listened to by your book's target audience and figure out what sorts of articles and segments they run. Then you want to brainstorm article and segment ideas that you can contribute to as an expert resource. Once you have a solid list of ideas in hand for the media outlets that influence your audience, research the best person to contact with your idea and send them a solid pitch.

Case in point: Years ago, I had a choice seat on the syndicated TV talk show "Home & Family" guest couch alongside actor George Segal after pitching producers on a segment about how to get a great gift from a man during the holiday season. The idea came from the "Worst Gift from a Man Contest" I sponsored as part of the research for my humor book that explained male behavior to women.

I brought along a few of the winning entries, including a camera for a blind woman and drill bits in a velvet jewelry pouch. I also offered lots of tips and advice to Segal and hosts Cristina Ferrare and Chuck Woolery.

**4. You won't get publicity for your book unless you have relationships with journalists.**

When I worked as a publicist, I placed a client on the front page of The Wall Street Journal without knowing a soul at that newspaper. In fact, that's how it usually worked for me, whether the outlet was CNN or USA Today.

What you need more than media outlet buddies is an understanding of how the system works — which media outlets reach your target audience, how to find the right person at that outlet to contact, and what to "pitch" them.

You want to study each target outlet to understand

- What they use;
- How your news or story fits into that framework;
- How to determine the best person to contact;
- How to write a pitch that will get read.

Start locally, studying the newspapers and TV news programs and talk shows in your area to see how you might develop a story or segment idea built around the topic of or themes in your book. Weekly newspapers are usually the most receptive to ideas and pitches; so if you've got one serving your community, start there. Starting locally also lets you figure out what resonates and what doesn't and helps you refine your pitch before you take it to a regional or national media outlet.

It isn't hard to get book publicity, but it does take a little time to learn who to approach and what to approach them with. You've already done the hard part — writing the book. Compared to that, this will be easy.

**Sandra Beckwith** is a national award-winning former publicist who now teaches authors how to promote, publicize, and market their books. Her popular Build Book Buzz site has been named a top website for authors for the Association of Independent Authors and the Alliance of Independent Authors. Get free tips and how-to information in her Build Book Buzz e-newsletter at <http://buildbookbuzz.com>.

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# Social Media Resources for Authors

By Melody Barnes Jones



I've always been upfront with you about social media, mentioning the ever-changing landscape on multiple occasions. The truth is there is a lot to keep up with in social media. It's my profession, and I have to work at that every day myself. No wonder authors feel overwhelmed.

What's an author to do? If you are unable to invest in someone like me who can take on your social media for you, then it is up to you to keep abreast of the latest changes and best practices. You can do that with these resources and your own commitment to learning.

There are several resources I rely on, and I've shared the best with you below.

**Social Media Examiner** - [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

This site is easily the best resource on the biggest social media platforms and boasts an extensive archive of highly informative articles. They update every day, their posts are detailed and well-researched, and their contributors are well-known experts. Start here and refer to it often.

Recent headline: *Content Curation: How to Easily Find Great Content to Share*

**Jon Loomer** - [www.jonloomer.com](http://www.jonloomer.com)

Jon is THE expert in Facebook marketing. If you are a beginner at Facebook, get up to speed on the basics first, using the site above. Then come back to Jon's site and learn the more advanced aspects of how to utilize Facebook tools for the best return on your marketing investment.

Recent headline: *No, Facebook Organic Page Reach Is Not Dead*

**Rebekah Radice** - <http://rebekahradice.com>

Rebekah discusses a variety of social media topics in well-written style and with excellent graphics for those of us who are visual learners. Her information is best-suited to beginner and intermediate social media users.

Recent headline: *5 Simple Ways to Make Your Social Media Goals Stick*

Much like you wouldn't go a day without brushing your teeth, I suggest reading one social media article per day. You might divide your reading into weekly themes to get the most reading bang for your buck: Facebook, Twitter, Content Management, Tools, etc.

**Melody Barnes Jones** is owner of *Social Media Management Services*, where she takes care of the day-to-day so you don't have to. She offers coaching, trainings, and management of your accounts. Email her at [melody@socialmediamelody.com](mailto:melody@socialmediamelody.com).

# Want 100,000 Pairs of Eyes on Your Business Book?

By Gene Morton



Is it possible business book summaries offer a new channel for laying out your book's content for your audience? I found EBSCO and it opened up an entirely new channel to get my content in front of leaders and librarians worldwide.

## **What is EBSCO Business Book Summaries (BBS)?**

At a recent drop-in meeting for professional organization development consultants, my friend Judy Cole shared her experience as a corporate subscriber to EBSCO BBS. It shook my world.

Every month Judy, one of 100,000 time-starved executive, professional, and leader subscribers, has access to 4-8 page book summaries written by

EBSCO's professional writers. Subscribers like her use EBSCO BBS to keep up with their reading. Their jobs depend on it. These summaries profile books from respected traditional publishers such as Random House, Simon and Schuster, and Harvard Business Review Press, as well as many smaller independent publishers. They include print, e-, and audio book formats.

## **Here's How EBSCO Business Book Summaries Work**

Each month Judy reviews the latest EBSCO list of just released book titles. She scans the list, sees one that looks interesting, and orders a summary with her company's subscription. In less than 15 minutes, she has a print-out or can download and read the summary on her phone. If Judy wants to, she orders the book in her preferred format—print, e-, or audio—through Amazon or the author's website.

## **Who Are These EBSCO People?**

Ever done any library research? If so, you used their service even if you never heard of them. Libraries subscribe to their reference databases so you can research the business, scientific, and technical journals and periodicals related to your topic.

EBSCO is a privately owned publisher in their own right with about 300 sales staff WORLDWIDE. Does this mean a professionally written summary of my book content could be available to 100,000 subscribers WORLDWIDE? The answer is YES!

## **Who EBSCO Serves**

EBSCO provides content to companies, governments, and institutions all over the world, including colleges and universities, public libraries, and medical and health libraries. Add K-12 schools, as well.

## **How I Contacted EBSCO**

It was a piece of cake. I found EBSCO Business Book Services, <https://www.ebsco.com/publishers>, in my Google search. Note: For your convenience, the hyperlinks are active in the e-versions of this article.

Here is an outline of my experience in submitting my book to EBSCO:

1. I sent a request to EBSCO to consider my book for their summary.
2. They asked for a review copy.
3. EBSCO reviewed my book and in a few weeks let me know they had accepted it.

Continued on page 32...



**100,000 Pairs of Eyes:** Continued from page 31 ...

4. I received their licensing agreement. My intellectual property attorney reviewed it and explained my rights and what to expect.
5. Based on their schedule, EBSCO will write a summary of my book. They will send me a copy to check for accuracy. Then it is offered to their worldwide subscribers through a proprietary mailing list. For me to create such a list could take centuries—well, if not centuries, at least 10 years—and by then all the e-mail address would have changed.

I cannot wait to see how much interest this will generate about my book.

### **Are The Same Books Summarized By Multiple Book Summary Companies?**

What about your business book? What could happen if its content landed in front of worldwide readers? What if you found out that your non-fiction business book could be carried on more than one service? After all, EBSCO is not the only BBS service.

I found a few BBS companies on the Web, but an article in the Wall Street Journal, <http://preview.tinyurl.com/kzn892m>, shows they are not all the same. While EBSCO is one of the best fits for my needs, there are three others who offer similar BBS services to different populations.

- Audio-Tech Business Book Summaries: <http://www.audiotech.com/business-summaries/>
- EBSCO: <http://www.ebscohost.com/learning-resources/business-book-summaries>
- getAbstract: <http://www.getabstract.com/en/publishers/>
- Soundview Executive Book Summaries: <http://www.summary.com/>

Yes, top authors like Malcolm Gladwell—author of *Blink*, *David and Goliath*, *Outliers*—have book summaries on the four listed services. Three of the services carry some of the same titles.

Does this mean one of us lesser known authors might be able to have our book accepted by multiple services? If so, this means access to whole new populations of potential readers.

Here is what I know today: my first priority is to see how my book summary turns out for EBSCO and to discover what kind of activity it generates. I want to know what is possible when my book summary ends up a click away from 100,000 readers. Then I will decide whether to apply for a second or a third service. Stay tuned!

Take a peek at what they are summarizing; see *Leaders First: Six Bold Steps to Sustain Breakthroughs in Construction* at [www.GeneMorton.com](http://www.GeneMorton.com), or [www.Amazon.com](http://www.Amazon.com).

### **QUESTIONS TO ASK YOURSELF:**

What about this idea of book summaries as a channel for your business book? Have you ever had experience with one of the book summary services? What lessons would you pass along to other authors who might be thinking of this as a channel? Fiction authors: have you found any book summaries that fit your genre?

**Gene Morton** is a consultant and award-winning author of *Leaders First: Six Bold Steps to Sustain Breakthroughs in Construction*.

## The Technology and Tips Toolbox

# Brainstorming Checklist: Creating Pages for Your Website

By Kelly Johnson



Here is a brainstorming sheet to use as a basic guide to help you in creating effective pages for your website. This may also serve as a helpful tool to use when talking with web designers to review and confirm details for your site.

### BRANDING

Do you have a logo or header that you can include on your web pages that is the same as your logo on other marketing collateral? ☐ Yes or ☐ No

If yes, add it to your web pages.

If no, can you identify someone who can create a custom logo or header that matches the theme of your other marketing materials or intellectual property?

What “theme” can you apply to your web pages to have consistency with your marketing materials, branding, etc.?

- ☐ Colors:
- ☐ Images:
- ☐ Mood:
- ☐ Other:

### CONTENT

Fill in the blanks to help you determine the content for each of your web pages.

Title: \_\_\_\_\_

Sub-Title: \_\_\_\_\_

- ☐ Page Content (Details; Information; if an event or product - location, price, etc.):
- ☐ Form needed on the page to collect information? *If yes, what information do you need to collect from customers?*
- ☐ Payment button needed?
- ☐ Thank You Page content if purchase is made:
- ☐ Privacy Policy & Disclaimer Information:

Continued on page 34...

**Checklist:** Continued from page 33 ...

- ☐ Refund Policy:
- ☐ Videos to create to add to pages?  
(upload videos to YouTube and embed videos on your web pages):

## “BACK END” SET UP / TECHNOLOGY / SEO

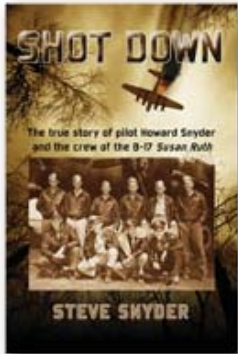
- ☐ It's important that you **map out what happens each time your site visitor clicks a link**, completes a process, or performs a Call to Action. For instance, for form mapping you need to determine what will happen and what page site visitors will go to, once they click “submit” or “sign up now” or “download now” on your form. Describe each in detail.
- ☐ **Form Mapping** (this includes a sign up form or opt in box to collect names and e-mails of site visitors to subscribe to your newsletter or receive a free report. This would also include a contact form):
- ☐ **Navigation Mapping** (the navigation bar on your website):
- ☐ **Alt Text for images:**  
(Alt text or alternative text provides text about what an image is about or represents when an image on a web page cannot be displayed. This is also the text that the search engines use to understand images).
- ☐ **Meta Descriptions** (for each page):  
(A meta description provides concise explanations of the contents of web pages. Meta descriptions are commonly used on search engine result pages to display short “excerpts” or summaries for a given web page. The meta description should use keywords, but also create a compelling description that a searcher will want to click).
- ☐ **Meta Keywords** (for each page):  
(A meta keyword helps tell search engines what the topic of the page is).
- ☐ **Testing Results** (conduct tests to see what site visitors will experience when clicking links and submitting forms on your site and help ensure each step is working correctly):
- ☐ Setting up **tracking of stats** on your web pages, such as Google Analytics.
- ☐ Adding your **social media icons** to the pages of your website.

The above brainstorming list is a starting point for creating or updating your website. Once you have these foundational pieces in place, you will be able to build on this list and have a website that accurately represents you and your business to site visitors.

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



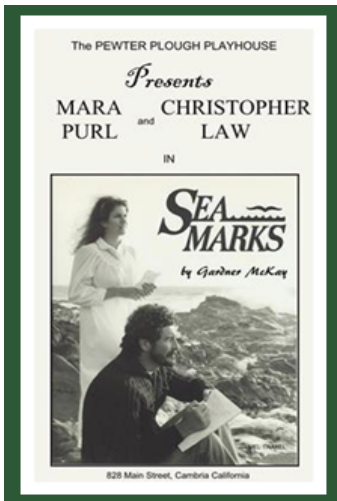
# Member News



It's back to print ... and a big one at that for Steve Snyder and his book *Shot Down*. With an initial printing of 2,000 books in August on Amazon, the supply is exhausted. He's back to print for another 5,000. Barnes & Noble has stepped up to the buyer's plate and put in a nice order.

While the majority have sold on Amazon, well over 500 books have been sold through other source such as air and war museums, local bookstores, and at my many public appearances. Reorders are coming in strong. Museums that ordered a few copies are now ordering multi-cases. Steve has found his niche and he continues to come back to it.

He has been relentless in his promotion... which means book sales. One weekend in February found him at the Sedona Public Library Coffee with a Vet Program, Page Springs Cellars Winery, and the Sedona International Film Festival. AND at a book signing that he did in GA, he got major news coverage on the nightly news—here's the link: <http://tinyurl.com/q6mds2l>



**Mara Purl** was stunning in *Sea Marks* ... a play that is romantic, funny, poignant ... had Colorado audiences laughing and hoping, happy and sad, as these two oh-so-human characters try their best to make their romance work.

The best-selling author and noted actress Mara Purl brought the award-winning play *Sea Marks* to the stage for public performances on February 26 through March 1.

Mara, remembered for her role as “Darla Cook” in the popular soap opera *Days of Our Lives*, co-stars with Christopher Law in the production directed by Colorado Springs’ grand dame of theater, Eve Tilly. Set along the rugged Irish coast, this thought-provoking and entertaining theatrical tour-de-force ponders timeless and universal themes with a Celtic flair.

## March ...Create Headlines and Titles that Rock!



Author U members get FREE webinars each 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.





# New Members



**Karl Schmidt** is the author of the *Tiny Book of Thoughts* trilogy and the *Tiny Thoughts for Personal Transformation* series; he is a photographer; and most importantly, he is a student of life.

Some of his past activities include being a hospice volunteer; a writer for a positive, soul-ution oriented newspaper; a founding member of, and a contributor to, a radio program called News for the Soul; one of the original

'gurus' (a term that Karl doesn't care much for) on a website called [www.Spiritual-Tips.com](http://www.Spiritual-Tips.com) (a subsidiary of Life-tips-dot-com); a former practitioner of various energy healing modalities. Karl's desire in sharing his writing can be summed up as

*At the end of the day,  
When I am on my way,  
I hope I can say,  
I made this place,  
A better place  
For the human race.*



**Bobbi Boldon** is the author of *The Princess Golf Handbook* and a real estate broker. She has over 30 years of experience as a residential real estate agent and broker in the Denver Metro area. Her PowerSeries™ classes, taught nationally, move new and seasoned brokers to \$1,000,000 in sales within eight weeks. She is currently working on her next book designed for the real estate buyer and seller.

## 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

## BOOK CLUB CENTER

**Book Clubs are great way** to connect with readers and sell books--lots of them. Here's a directory to start your search ... don't forget the Google Gods – search there as well.

Go to: <http://www.bookclubs-online.com/directory/>

## 12<sup>the only</sup><sub>1/2</sub> writing rules you'll ever need

1. If you write every day, you get better at writing every day. ☺
2. If it's boring to you, it's boring to your reader. ☹
3. Get a writing routine, and stick with it. ☺
4. Poetry does **NOT** have to rhyme. Poetry does not **NOT** have to rhyme. ☹
5. Resist stereotypes, in real life and in your writing. ☹
6. Writers read. Writers read a lot. Writers read all the time. ☺
7. Make lists of your favorite words and books and places and things. ☹
8. There doesn't always have to be a moral to the story. ☹
9. Always bring your notebook. Always bring a spare pen. ☺
10. Go for walks. Dance. Pull weeds. Do the dishes. Write about it. ☹
11. Don't settle on just one style. Try something new! ☹
12. Learn to tell both sides of the story. ☺
- 12½. Stop looking at this poster. **Write something!**

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## If you are writing a Novel ...

Here's the #1 tip you will hear from successful authors: Write the story you'd most want to read.

Forget about writing one that your Mom would like you to write or one that won't embarrass Gramma.

Write the story that your heart and soul yearns for ... the one you would dearly love to just dive into a lose an entire day.

Find your favorite quote--the one that makes you smile, laugh, or inspires you. Post it so that you can see it daily.

Then write.

# HOT TIPS FOR WINTER

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## Want to know where to send Review copies of your BOOK?

Use these links to ID targeted print media. For a list of magazine editors, go to <http://www.magagenie.com>. For a list of newspaper book editors, see <http://www.bookmarket.com/newspapers.htm>

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## Are you writing in the FanFiction genre?

Here are three hot sites that you can get info about FanFiction ... better yet, start posting. After all, if it was good enough for E. L. James and her *Fifty Shades of Grey* ... it's going to be a platform for you.

- Good Reads <http://www.goodreads.com/story/tag/fanfiction> With over 18 million users, all members of the site can share their work.
- FanFiction <https://www.fanfiction.net> Not surprisingly, FanFiction is considered to be world's largest fan fiction archive on the web (the other sites listed here usually have a variety of books posted). With over 2 million users, *Harry Potter* has over 675,000 titles posted, *Twilight* 215,000 titles, and *Lord of the Rings* 51,000 titles.
- FictionAlley <http://www.fictionalley.org/> In 2006, *FictionAlley* launched *HarryPotterWiki*, the site boasts over 60,000 registered users.





# HOT TIPS FOR WINTER



## Content writing and posting on the web

When writing blogs and articles, cite sources that add value to your content (and put in a hotlink to them), with references to the benefits of each. The resources you cite will take notice and readers will view your posts as authoritative.

Knowing who you are marketing and writing for and to adds to the quality of your work and expertise. The search engines reward you with better rankings, and your readers keep coming back. It's the path to effective content marketing.



## One of the popular sessions at the Extravaganza is the Author Shark Tank.

*There are just a few slots available.* Although the schedule is not up yet, you can claim a spot by registering now. Last year, one participant walked away with \$10,000 in gifts! It's under the Events tab on the website. There are only 3 spots available. The Author Shark Tank will be on Thursday afternoon this year, just before the Deep Dive Dinner Workshop with Heather Lutze. Register before the Extravaganza if you are going to participate and vie for one of the four spots.



**"Getting you from where you are ...  
To where you want to be!"**

Clarify Your Vision  
Set a Strategic Plan

**(720) 295-7409**



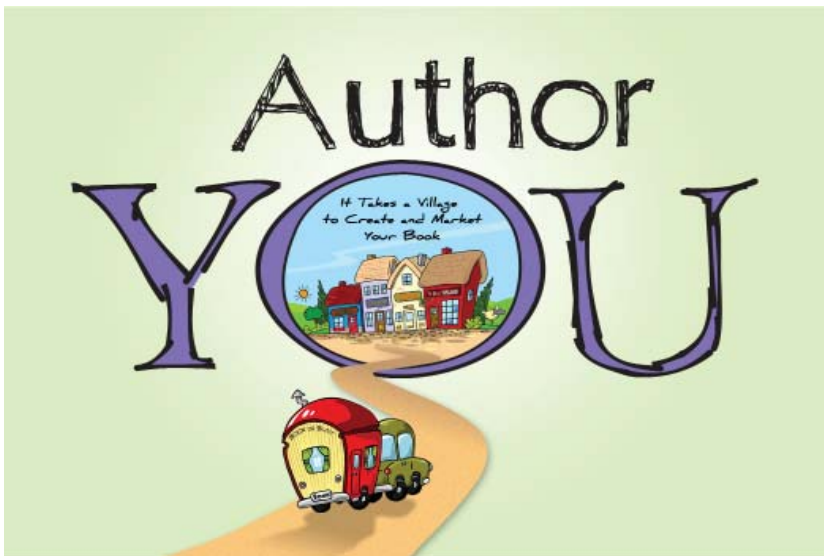
**Creative Visual Life Coach  
Creative Services:**

WordPress websites  
Illustrations and Cartoons  
Online Video Communication Tools

[Shannon@ShannonParish.com](mailto:Shannon@ShannonParish.com)

**ShannonParish.com**





## ... 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.

Structured 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](http://www.Meetup.com/AuthorYOU)

**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 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: 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/ngcjfzl>

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>