

# The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 6 Issue 4

April 2015



**Dare to Sell to Libraries**

**Dare to Target Your Markets**

**Dare to Connect Your Physical and Electronic Books to Readers**

**Dare to Use Publicity Tools for Your Books**

**Dare to be Committed**

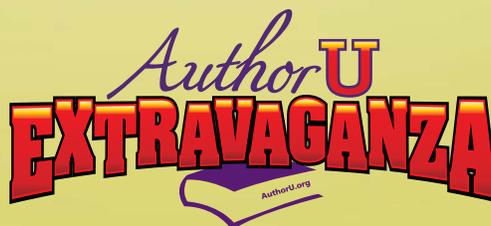
**Dare to Get Author Rewards**

**Dare to Create an Awesome Video and Book Trailer**

**Dare Greatly in Social Media**

**Dare to Submit to Online Directories**

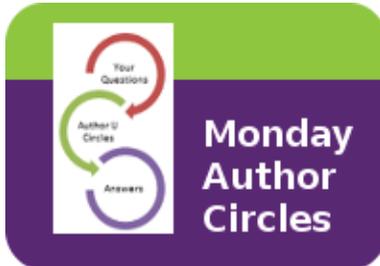
**Dare to Avoid Amazon Swindle**



**Extravaganza Special with Strategies from Extravaganza Speakers**

# At a Glance

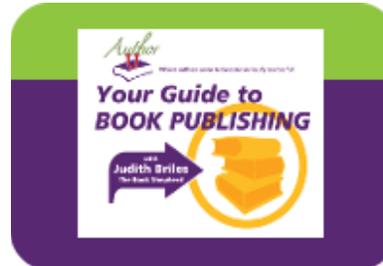
**Save the Dates!** Better yet - *get registered!*



**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>

## April

- 11 **Saturday Morning at Author U** - *The Wide World of Publishing Legalese - How to Stay Out of the Frying Pan and the Fire!*  
*(This is the rescheduled program from February)*
- 11 **Author U Mastermind** on Saturdays
- 13 **Monday Evening Salon** – *Write to Climax*
- 15 **WebinarGOLD** – *Create Conflict in Fiction and NonFiction Books*
- 21 **Tech Tool Box** – *Repurposing Your Stuff ... Articles, Blogs, Books to Create MORE Articles, Blogs, and Books*

**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

# At a Glance

## May

- 2 **Author U Day** at Barnes & Noble, Colorado Blvd.  
7-9 **Extravaganza** – Renaissance Denver Hotel

### 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

## June

- 6 **Final Program before Summer Break**  
27 **Member BBQ ... put on your calendar now**

- September 12** Monthly Meeting – Garcia's  
**October 3** Monthly Meeting – Garcia's  
**November 7** AuthorU BookCamp  
**December 5** Holiday Party ... put on your calendar now

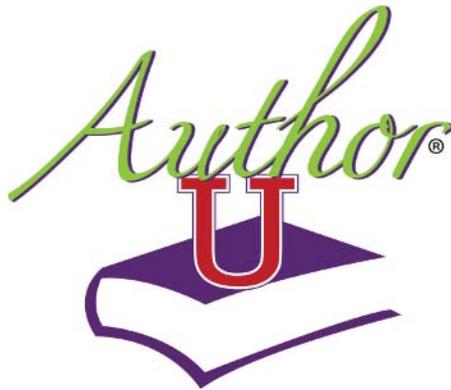


## Your Guide to BOOK PUBLISHING



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.

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



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

## Contact Author U

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Google+ :	Join the Community, Author U
LinkedIn:	Join the Author U group
Pinterest:	<a href="http://pinterest.com/authoru">http://pinterest.com/authoru</a>
Office address:	Author U (niversity) PO Box 460880, Aurora, CO 80046

Savvy Authors Who  
 Want Their Books to  
 Soar Think ...



**Author U** stretches members to a higher level. Some will be publishers, some will not, but ALL will learn and grow.

**Author U** shows YOU, the author, how to be the best you think you can be . . . and then how to 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)

**FOUNDER:** Judith Briles

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*Publishing Smarter ... Not Harder*
- 9**  
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- 10**  
**Evening Salon**  
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- 11**  
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*Register Now!*
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**Your Guide to Book Publishing**  
*Podcast*



May 7-9, 2015



An Evening with Jimmy Wayne

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## Let the Light In ...

### Start a Dare Greatly Campaign for You and Your Words

Judith Briles, Author U Founder



Ahhh ... April is here ...

As in showers, meaning rain (we think), as in spring really, well, springing forward. Flowers peek above wintered ground. Trees begin to show that yes, indeed, green stuff will burst from sleepy branches. Sunlight is with us longer. Coats and scarfs are happily put away. April is about new beginnings. Ideas gurgle up. It's a Happy Dance for me.

I'm not an ice, snow kind of gal. Summer, warmth, outdoors are what call to me. I've already committed myself to complete ... and publish ... not one, not two, not three ... BUT FOUR NEW BOOKS this year. Not client books as The Book Shepherd—that task is a piece of cake—a dozen to two dozen plus books are

completed every year in our offices in that capacity. Nope, four books with my name on the cover as the author. I'm daring myself to do it.

That means that I have to get my creative juices flowing. Not just *get* focused ... *remain* focused. Committed to complete my quadruple dare-to-deliver FOUR books to layout and print.



GM's Cadillac line launched its Dare Greatly campaign earlier this year. With the first commercial, I was hooked. Not to run out and buy a Caddy (although I will confess, the most comfortable car I owned years ago was one), but pulled in. Images of well-known and not so well-known but enormously successful men and women unfolded over the months. I loved them. The tag line was always there: At Cadillac, we dare greatly. Because we believe that only those who dare drive the world forward. It got my attention.

Continued on page 7 ...

**Let the Light In:** Continued from page 6 ...

My creative sparks were sparking and juices gurgling. I loved it—don't you, too, when something you see or hear completely sucks you in?

One of my favorite movies this past year was the *Imitation Game*. In accepting the Oscar® for the Best Adaptation of a Screenplay, Graham Moore said, “Stay weird, stay different, and then when it's your turn and you are standing on this stage, please pass the same message.” Oh boy, the sparks are sparking again and the juices gurgling.

Cadillac was talking to us authors ... and to the audiences that we get out words in front of. Those morsels and nuggets that will solve problems, create ahas, entertain. Moore is tossing out the “dare” and reminding all of us to be “true to self.” A double dare from two giants. And now, I've got a quadruple dare I've dished out to me.

We have the ability to drive the world forward. Are you doing your share?

It's only one month to the AuthorU Extravaganza ... some of you are still wondering “Should I or shouldn't I attend?” My question is WHY WOULDN'T YOU ATTEND???? The only authors and authors-to-be who shouldn't be there are those that are so freakin' successful that anything added to their success plate is not wanted. Is that you? ... I don't think so. I quadruple dare you ...

Every year, I come away with plenty of items to tweak and revamp what I'm doing. And I know more than most of our members about publishing and marketing and, gulp, social media. Yet I plan on learning a lot over the May 7-9 event. Be there.

*Judith*



*AuthorU*  
**EXTRAVAGANZA**

**Reserve Your  
Spot now!**

**MAKE IT SO...**  
attend the Author U

**Extravaganza**  
May 7-9, 2015





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



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

**APRIL 15 - 4 P.M. MST**

### Webinar: Create Conflict and Stories that Hook the Reader for Fiction and NonFiction

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

Stories need conflict to add juice for the reader to get his or her attention ... to add juice... to keep them involved. Not just for Fiction ... the NonFiction author adds stories to set up a problem, supply a solution. You will get hot tips on how to do it during this hour.

#### Register:

<https://attendee.gotowebinar.com/register/815005662591970306>

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.





## 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 April 11<sup>th</sup> session, along with those about

- 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.

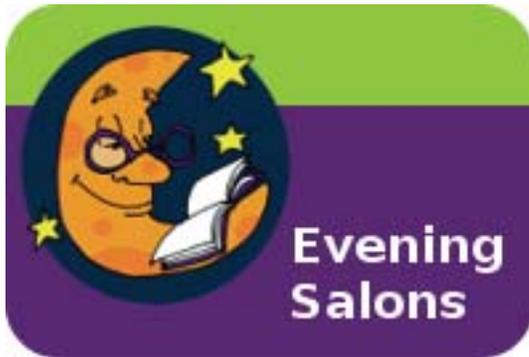
**Date:** Saturday, April.11, 2015    **Cost:** \$20 for members; \$30 for non-members

**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.



## 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.



**April 21<sup>st</sup> from 3 to 6 p.m.**  
*Remote members welcome!*

## Repurposing Your Stuff ... Articles, Blogs, Books to Create MORE Articles, Blogs, and Books

**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 on your website? Or have you even thought about it? Spring has officially “popped” ... it’s time to spring yourself, your website, 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 to learn must-have items for your media page, bios (yes, plural!) to have posted, and review author one-sheets. After this workshop, the spotlight will be so bright on your media page, you’ll have to wear shades!

Bring STUFF in files on your computer or a flash drive that you can download to your laptop—access to your old BLOGS and ARTICLES, Word document of your BOOK—and your laptop!

**Date:** Tuesday, April 21<sup>st</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.**



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

**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)

For more information go to: <http://authoru.org/event/2015-extravaganza-may-7-9>  
 to register online ... or ... view the agenda in this issue, print,  
 and register through mail or by calling Judith at (303) 885-2207

**Thursday, May 7, 2015**

9:00-9:20am	<b>Dr. Judith Briles</b>	<i>The Business of Authoring and Publishing</i>
9:25-10:15am	<b>Hunter Boyle</b>	<i>Your DIY Digital Marketing Action Plan</i>
10:15-10:30am	<b>Break</b>	
	<b>EAGLES</b>	<b>EAGLETS</b>
10:30 – 11:15am	<b>Amanda Barbara</b> <i>Pre-Publication Marketing</i>	<b>Nick Zelinger</b> <i>Nuggets for Newbies and Trends in Cover Designs</i>
11:20 – 12:05pm	<b>Marty Dickinson/Gary Jezorski</b> <i>How to Sell More Books...Faster...and Keep More of the Money!</i>	<b>PANEL: Everything You Need to Know about Book Reviews</b> Moderator: Dr. Judith Briles Joan Stewart, Patti Thorn and Victoria Sutherland
12:05 – 12:50pm	<b>Lunch on your own</b>	
12:50-1:35pm	<b>Susie Scott</b> <i>Creating a Video Book Trailer</i>	<b>Steve Replin</b> <i>Legal Hot Potatoes: How to Stay Out of the Fire When It Comes to Your Book and Blogs</i>
1:40-2:25pm	<b>Mara Purl</b> <i>Creating Dialogue, Scenes and Killer Copy</i>	<b>Bill Van Ordse</b> <i>How to Fuel Your Book</i>
2:25-2:35pm	<b>Break</b>	
2:35-3:20pm	<b>Kelly Johnson</b> <i>Gizmos and Gadgets: Creative and Easy Tools for Authors</i>	<b>Joan Stewart</b> <i>Free Graphics Tools for Publicity and Social Media</i>
3:25-4:10pm	<b>Angela Bole</b> <i>What's Happening in Indie Publishing Today</i>	<b>Nick Taylor</b> <i>eBook Strategies That Roar</i>
4:15-6:00pm	<b>Shark Tank</b>	
6:00-6:40pm	<b>Dinner and Book Awards</b>	
6:45-9:00pm	<b>Heather Lutze – Workshop:</b> <i>Findability for You and Your Book and Spy on Your Competition</i>	

**Friday, May 8, 2015**

8:00 – 8:20am	<b>Dr. Judith Briles</b> <i>Welcome</i>
8:25 – 9:30am	<b>Joel Comm</b> <i>How to Be an Awesome Author</i>
9:35 – 10:35am	<b>Hayley Foster</b> <i>Short Talk ... Big Impact – Creating a TED Talk</i>
10:35 – 11:15am	<b>Break and Exhibits</b>
11:15 – 12:15pm	<b>Sandra Beckwith</b> <i>How to Build Book Buzz</i>
12:15 – 1:15pm	<b>Lunch</b>

1:15 – 2:15pm	<b>Joan Stewart</b> <i>How to Become the Go To Expert in Your Topic or Niche</i>
2:20 – 3:20pm	<b>Lori Gama</b> <i>New Social Media Marketing for Authors: Are You Soaking It Up?</i>
3:20 – 4:00pm	<b>Break and Exhibits</b>
4:00 – 5:00pm	<b>Lisa Hale and Nancy Chen</b> <i>Positioning and Branding Yourself for Profit: Your Prereq for \$ucce\$\$</i>
5:10 – 6:15pm	<b>Rounds With The Pros</b>
6:30 – 9:00pm	<b>Dinner and Entertainment</b>
<b>Saturday, May 9, 2015</b>	
7:05 – 8:15am	<b>Sunrise Workshop with Amy Collins</b> <i>How to Beat Amazon at its Own Game</i>
7:05 – 8:00am	<b>Coffee and Exhibits</b>
8:15 – 8:25am	<b>Dr. Judith Briles</b> <i>Welcome Back</i>
8:25 – 9:45am	<b>Daniel Hall</b> <i>Creating High Profit Info-Products (Even If You're A Fiction Writer)</i>
9:45 – 10:30am	<b>Break and Exhibits</b>
10:30 – 11:20am	<b>Lori Ruff</b> <i>Build Your Influence and Amplify Your Brand</i>
11:25 – 12:15pm	<b>Robin Cutler</b> <i>The Business of Indie Publishing: Integrated E &amp; P Solutions That Work from Ingram Spark</i>
12:15 – 1:25pm	<b>Lunch and Final Exhibits</b>
1:25 – 2:15pm	<b>John Kremer</b> <i>How to Market Your Books Using Pinterest</i>
2:20 – 3:10pm	<b>Victoria Sutherland</b> <i>Selling Foreign Rights</i>
3:10 – 3:20pm	<b>Break</b>
3:20 – 4:10pm	<b>Rebecca Finkel</b> <i>Books Open Up – Readers Fall In: Design ... What's Between the Covers</i>
4:15 – 4:55pm	<b>Dr. Judith Briles</b> <i>Crafting a Podcast: Growing your Book Business</i>
4:55pm	<b>Wrap Up and Drawing for FREE 2016 Extravaganza spot</b>

### Accommodations

**Note:** Be conference savvy ... stay at the hotel, even if you are a local—these are long days. Author U has a block of rooms at the Renaissance Denver Hotel, our Extravaganza site, at a reduced rate of **\$119** that can include days three days before the Extravaganza and three days post—online booking is higher than this rate!

Make your [reservations NOW](http://tinyurl.com/nuouey5) (<http://tinyurl.com/nuouey5>) ... call 800-HOTELS 1 (800-468-3571). Make sure that you ID the *Renaissance Denver Hotel* and the *AuthorU* group rate.

**ORDER NOW**

## REGISTER NOW!

**Bonus-**You may register additional friends, colleagues or family members for a reduced fee who are not already AuthorU members. **Most meals are included.** You will be invoiced and your credit card charged the balance split on February 15th.

**Make It So and Count me in for the Author U Extravaganza 2015!**  
**Just click on the price below that is for your event(s)-or print out and fax in to [303-627-9184](tel:303-627-9184) ... and we will Count YOU in!**

**HURRY! Prices are discounted through March 31st, 2015!**

**\*Join Author U and receive AU Member price.**

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

EVENT OPTIONS	Until March 31 <sup>st</sup>		After April 1 <sup>st</sup>	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
1st Registration	<u>\$445</u>	<u>\$545</u>	<u>\$495</u>	<u>\$595</u>
Additional Registration	<u>\$275</u>	<u>\$325</u>	<u>\$295</u>	<u>\$375</u>
Deep Dive Session	<u>\$75</u>	<u>\$95</u>	<u>\$85</u>	<u>\$105</u>
Eagle Session -Thur	<u>\$75</u>	<u>\$95</u>	<u>\$85</u>	<u>\$105</u>
Eaglet Session – Thur	<u>\$75</u>	<u>\$95</u>	<u>\$85</u>	<u>\$105</u>
Friday Only	<u>\$275</u>	<u>\$325</u>	<u>\$295</u>	<u>\$345</u>
Saturday Only	<u>\$225</u>	<u>\$275</u>	<u>\$245</u>	<u>\$295</u>

Total Extravaganza 2015 Registration: \$ \_\_\_\_\_ \*Please add me as a new member for \$99 \_\_\_\_\_

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

Address \_\_\_\_\_ Zip \_\_\_\_\_

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

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ CVV \_\_\_\_\_

\*Join Author U and receive AU Member price.

Checks should be payable to Author U, a 501(c)6 organization. Registration may be faxed to [303-627-9184](tel:303-627-9184) or mail to: Author U c/o Judith Briles ~ 14160 E Bellewood Dr. ~ Aurora CO 80015 or completed online.

**There will be no refunds for cancellation 0- 31 days BEFORE the start of the Extravaganza. There will be a cancellation fee of \$200 if cancelled 32 or more days before the scheduled Extravaganza. A non-refundable deposit of \$100 reserves your registration cost.**

**Reserve your room at [800-HOTELS-1](tel:800-HOTELS-1) or [800-468-3571](tel:800-468-3571)**

Contrary to what many believe, publishing is a marathon, not a sprint.  
 Each mile within a marathon has significance.  
 Getting your book written is only the first leg.  
 Most authors think it's the Finish Line.  
 Think again. It's not.  
 The Author U Extravaganza is designed to continue the journey,  
 one mile at a time for both beginning and experienced authors.

~Judith Briles, Founder

**Author U  
EXTRAVAGANZA**

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

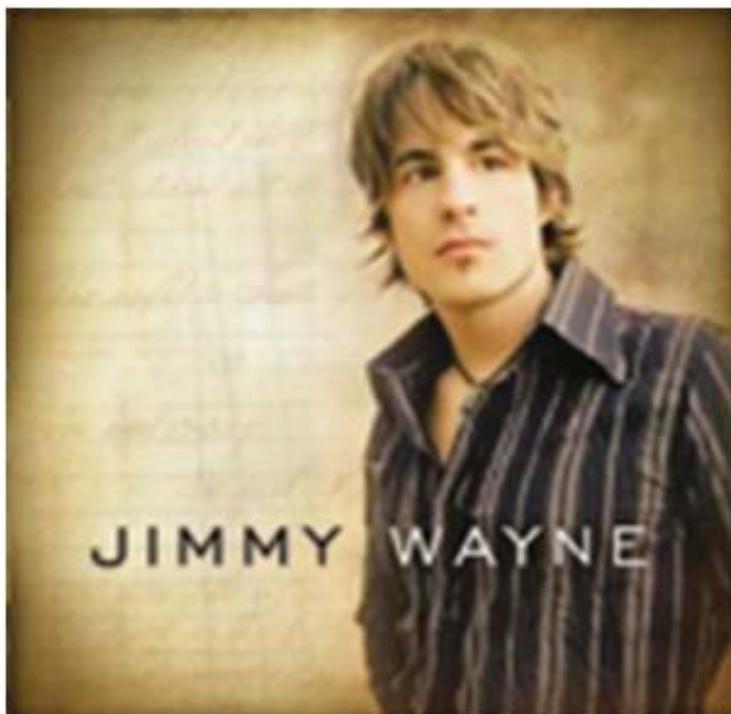
# NZ Graphics Top Ten Reasons to Attend this Year's AuthorU Extravaganza!

Nick Zelinger



As a book designer, author, and musician, I get to wear many hats. This May 7-9, I'll be in seventh heaven! The Author U Extravaganza is THE premier event for authors and writers, schmoozing together, and learning the most recent publishing and marketing strategies from the nation's top experts.

**So here are my Top Ten Reasons (and, BTW, in no particular order since they are all tops):**



## NUMBER 1

A very special Friday night performance by New York Times bestselling author and country music star, JIMMY WAYNE.

I first caught sight of Jimmy when he was a guest on the TV Show "Daryl's House" (from Daryl Hall & John Oat's fame). Jimmy did such a dynamic rendition of the Hall & Oat's classic "Sarah Smile" that every band member turned and grinned as Daryl Hall himself said, "Wow, that was spot on—the way it should be done!" He's had a string of smashes, including the number 1 hit "Do You Believe Me Now." A truly gifted musician.

A former foster child, Jimmy is the national spokesperson for the National Court Appointed Special Advocate Association (CASA). He'll

be signing his recent release, *Walk to Beautiful: The Power of Love and a Homeless Kid Who Found the Way*, a New York Times bestseller. In honor of his appearance, a special donation will be made to CASA.

Oh—BTW—Jimmy Wayne walked half-way across America for his "Halfway Across America" Campaign—finishing his trek on a broken foot—all to bring awareness to the cause of foster kids who are aging out of the system.

Continued on page 17 ...

NZ Graphics Top Ten: Continued from page 16 ...

Finally, as I'm a presenter and Author U member, there's a generous discount for attending this year: Register at the AuthorU member rate—use the promo code: AU2015—and save a whopping \$200!!

For more information and to register for the **Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at (303) 885-2207.

## NUMBER 2

For my money—the top-rated marketing speaker in the country: HEATHER LUTZE.



Author, Internet Marketer Extraordinaire, Speaker—Heather is off the charts. I've witnessed her expertise on several occasions. She truly knows how to “get found” online; and her strategies, tips, and shortcuts to success have benefited many organizations—authors included.

What I love about Heather is that she stays current. Her *Findability Formula* works; has stood the test of time; and with all of today's congestion on the Internet, she can navigate the noise and get you to where you can be heard—and seen. Don't miss her!

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## NUMBER 3

I'm always excited to visit, browse, and pepper these service providers with questions: THE EXHIBITORS.



**NZ Graphics Top Ten:** Continued from page 17 ...

For the new or established author, this year's exhibitors have something for everyone: printers (traditional and print-on-demand), marketers, eBook services, book designers, editors, social media marketers and managers, branding experts—whatever you'll need to get you and your book(s) up and running, they will be there.

As an exhibitor myself, I can tell you it's always exciting to share what I do with authors and publishers—you'll have ample time to visit, chat, and take away the info you'll need. There will be 30 there!

For more information and to register for the **Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at **(303) 885-2207**.

#### NUMBER 4



Do authors and publishers have rock stars? Yes they do! JOEL COMM.

So nice—they've asked him back twice!! Joel is a NY Times bestselling author and the go-to guru on marketing, social media, and conducting one's business online. His book *KaChing: How to Run an Online Business that Pays and Pays* is essential reading for authors who need to treat their work as a BUSINESS! As an added bonus, Joel is just plain fun—a great speaker, engaging, funny—and chock full of content. When I grow up, I want to be just like him! Well, with my bestseller, of course.

For more information and to register for the **Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at **(303) 885-2207**.

#### NUMBER 5

As a life-long musician, my band mates and I are always asking “where's the food ... do we get fed??"  
THE FOOD!

**The Food!**

Continued on page 19 ...

**NZ Graphics Top Ten:** Continued from page 18 ...

The food at the Renaissance Denver Hotel is over-the-top awesome! Judith Briles and her staff did an extensive taste-testing (why wasn't I invited??). Let's face it, we all want to learn, take away the latest content—but feed us!!

All meals are included Thursday night through Saturday's lunch—Unbelievable!

**For more information and to register** for the **Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at **(303) 885-2207**.

## NUMBER 6

I'm not bragging, but I am a presenter AND am exhibitor this year, so...ME!!



In the 6 years or so of being part of the Author U Extravaganza, I know very well that authors need to know the latest, greatest strategies, marketing maneuvers, and tips to get their book off the ground and running. But first, you need to have a quality product in your hands—and that's what I do.

My presentation, "Nuggets for Newbies and Current Trends in Cover Design" will give you solid advice on how to make your book an award-winner and bestseller—hot off the press.

And if I'm not engaging enough—we have many top designers and layout artists who'll you'll meet and schmooze with—we're here to help.

**For more information and to register** for the **Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at **(303) 885-2207**.

Continued on page 20 ...



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

NZ Graphics Top Ten: Continued from page 19 ...

## NUMBER 7



If you want your books in stores and distributed worldwide, in a word: INGRAM!!

Robin Cutler of Ingram will be here to show you just how to do that—this is HUGE!! Ingram is the juggernaut of book distribution, and Ingram Spark and Lightning Source have been the solid leaders in print on demand and world-wide distribution.

I know I'll be peppering Robin with questions so I can be a better conduit between design and print for my many clients.

**For more information and to register for the Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at **(303) 885-2207**.

## NUMBER 8



Wanna get noticed big time? Want to get a powerful brand established so you can connect with your audience?

LORI RUFF is among the Top 10 MOST CONNECTED Women on LinkedIn with 30,000 connections! She's been recognized by Forbes, CEO World, Pew Research, Nielsen, American Genius Beat, and others as one of the world's Top 50 Power Influencers in Social Media and Branding.

She is also a globally recognized expert in LinkedIn training and Social Media—she'll show us how at the Extravaganza.

**For more information and to register for the Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at **(303) 885-2207**.

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NZ Graphics Top Ten: Continued from page 20 ...

## NUMBER 9



There are so many ways to get your book—and you, as the author—noticed and up and running. A professional-looking book trailer is essential: SUSIE SCOTT

We have Susie to thank for her connection with music star and author Jimmy Wayne—she knows a million people (to quote Dave Barry: I am not making this up!).

Susie of i25 Productions knows all the ins and outs of a great-looking and cost-effective book trailer—it's a must have for every author. She is the expert in her field.

For more information and to register for the **Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at **(303) 885-2207**.

## NUMBER 10

Certainly last but not least—and with so much information to share: THE AUTHOR U COMMUNITY.



*... Where Authors Go to Become Seriously Successful.*

There are dozens of speakers, presenters, experts I could and should have added to this list—you'll just have to come and meet them all for yourself. (As I'm a presenter and Author U member, register at the Author U member rate—use the promo code: AU2015—and save a whopping \$200!!)

The Author U Community houses an elite group of experienced professionals who are eager to share their experiences and expertise: Actress and bestselling author Mara Purl, Publishing expert Amy Collins, Publicity guru Joan Stewart, Multiple bestselling and award-winning author and book shepherd Dr. Judith Briles, Tech-savvy genius Kelly Johnson—the list just goes on and on.

Continued on page 22 ...

NZ Graphics Top Ten: Continued from page 22...

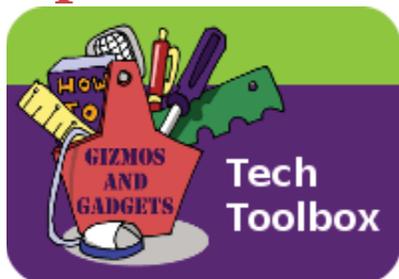
It's a dynamic community focused on success and establishing superior standards for the Independent Publishing Industry. I'm just so proud to be a part of it. Come join us!

For more information and to register for the **Author U May Extravaganza**, please visit [www.AuthorU.org](http://www.AuthorU.org) or contact Judith Briles at (303) 885-2207.





## April 21st Tech Tool Box ... Repurposing Your Stuff



Authors – when was the last time you shined the spotlight on the media page on your website? Or have you even thought about it? Spring has officially “popped” ... it’s time to spring yourself, your website, your media presence, and your book forward.

## April 13th Evening Salon ... Write on Fire



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.



## From the Comfort of Your Own Home

Hot tools for communicating your book, expertise, words. Always limited space—sign up now. Register on the website. [www.AuthorU.org](http://www.AuthorU.org) Available to members everywhere via Skype.

# Tip Sheets: An Author's Best Publicity Tool

By Sandra Beckwith

**NOTE:** If you want to learn HOW to *Build Book Buzz* ... you want to meet, talk with and learn from a master: Sandra Beckwith is at the Extravaganza!



When Irish children's author Avril O'Reilly sent a tip sheet to media outlets throughout the country, she had immediate success that included newspaper and television interviews for her book, *Kathleen and the Communion Copter*.

Using the prescribed format for this powerful publicity tool, O'Reilly offered parents advice for selecting just the right Communion gift for little girls. She made that bridge between fiction — her book — and nonfiction — the advice she could offer as a result of her book's research — to create a tip sheet that offered the media useful information they could use immediately.

A tip sheet is a type of press release that offers tips or advice in a bulleted or numbered format. Like a press release, it's written like a news story so that a media outlet or blogger can run it as is without doing additional research or writing.

## Popular with media outlets

Media outlets, especially newspapers and magazines, like tip sheets because they can pull just one or two tips to fill space. They also run them completely as submitted or use them as a starting point for longer feature articles on the tip sheet topic.

Radio stations like to share the advice in snippets or, like TV talk shows, build author interviews around the tip sheet topic. In fact, several years ago, my book-related tip sheet on how to get a good holiday gift from a man was the basis of my appearance on the syndicated "Home & Family" TV talk show with Chuck Woolery and Cristina Ferrare.

Bloggers run them as new posts because tip sheets save them the time it takes to write something helpful themselves.

When done right, they showcase a nonfiction book's content or a novel's theme while getting the book title in front of a book's target audience. (Here's a link to one I've used successfully to promote one of my books: <http://bit.ly/tipsheetexample>.)

## Tip sheet elements

Successful book publicity tip sheets include specific elements:

- An attention-getting headline that includes the number of tips.
- An opening paragraph that describes the problem.

Continued on page 25 ...

**Tip Sheets:** Continued from page 24 ...

- A quote about the problem from the book author.
- A sentence that introduces the tips.
- Tips listed with bullets or numbers.
- A concluding paragraph about the author and book.

For many, the hardest part of writing a tip sheet is coming up with a topic. Start by making a list of the most commonly asked questions you get from readers or others. For fiction, begin with your book's themes. A novel that deals with grief and loss, for example, could yield a tip sheet on how to recover from loss. A memoir about a challenging childhood could offer tips on becoming more resilient. Nonfiction book chapter topics often make good tip sheet subjects.

As for individual elements, the best tip sheet **headlines** mimic those you see on the cover of women's magazines – “5 surprising ways to get a beach body fast” or “6 tips for keeping that stuffed inbox empty.” Include the number of tips and the tip sheet topic.

When writing the **opening paragraph** to describe the problem you're solving, use statistics whenever possible to give your content weight and credibility. For example, the author of a book about family caregiving writing a tip sheet about how to avoid caregiver burnout might use this first paragraph: “The National Association of Family Caregivers reports that self care is one of the biggest problems among caregivers today. The association reports that nearly three quarters (72 percent) of family caregivers report not going to the doctor as often as they should, and 55 percent say they skip doctor appointments for themselves.”

The **author quote** amplifying the problem should always add something new, rather than repeat what was stated in the opening paragraph. Use this opportunity to share an opinion. Remember to provide attribution with the author's full name and book title.

The **set-up sentence** for the tips is simple. Use this formula: “Here are (author's last name) (number) tips for helping (audience/group) (topic).” For the caregiving tip sheet, this sentence could be: “Here are Smith's six tips for helping family caregivers take better care of themselves, too.”

When **listing the tips**, use bullets or numbers. Remember that your goal here is to offer advice, not talk somebody into buying your book. Start each tip with a verb to encourage action and keep each tip to no more than three sentences.

The **last paragraph** ties everything up with two or three factual sentences about the author and the book.

### Common author tip sheet mistakes

I require both the fiction and nonfiction students in my “Book Marketing 101: How to Build Book Buzz Premium E-courses” to write a tip sheet as a homework assignment. I see these mistakes over and over:

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**Photos:** Continued from page 25 ...

- Confusing a tip sheet with an ad. A tip sheet is a subtle rather than an overt book promotion tool.
- Forgetting to study newspaper and magazine articles before writing the tip sheet. News writing style is informal and factual. There's no hyperbole.
- Not understanding that a tip sheet is designed to help people solve a problem. State a problem . . . offer your solutions.
- Offering a list of reasons to buy the book instead of a list of tips.
- Avoiding tip sheets because they write novels and don't see the connection between advice-giving and fiction. It's true that it's harder to come up with tip sheet topics for fiction, but it's doable for every book. Look for the themes in the novel; review what you learned writing it. There's good advice in there, for sure.

### How to use them

Distribute tip sheets by e-mail (copy and paste them into a message – never send as an attachment) to media outlets that would be interested in the content. Add them to your book's online press room; turn them into free downloadable reports designed to entice people to sign up for your mailing list. Use them as the starting point for future blog posts. Attach them to article pitch letters sent to journalists.

Add tip sheets to your book marketing plan and you'll have many new friends among media editors, reporters, producers, and bloggers. You'll also get much more exposure than your competition!

**Sandra Beckwith** is an award-winning former publicist who now teaches authors how to market their books. Subscribe to her free Build Book Buzz newsletter at <http://buildbookbuzz.com> for a steady stream of tips and advice.



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Toll Free: **800-701-7998**



**LinkedIn Group**

**Have you joined the Author U LinkedIn group?**

There are over 9200 members worldwide. Join through groups. Share information. Ask questions. It's 24/7.

Join now: [http://bit.ly/AU\\_LinkedInGroup](http://bit.ly/AU_LinkedInGroup)

# You Must Have an On-going Commitment to Marketing

By Bret Ridgway



So many information marketers we know pour their heart and their soul into developing a product, and then they simply... stop. They think their work is done, so they rush their materials off to their publisher or fulfillment house and relax.

If that is you then, first of all, congratulations on finishing your book or course. You've completed the first big step. You should pause briefly to celebrate completion of this important milestone. It's a big deal. But recognize that it is only one step. Your book or course will need to be marketed—it will not sell itself.

Marketing requires a commitment of both time and money. Chances are a lot of the time investment will be of your own time, although there may be some marketing activities you can outsource to others. But the major thing you need to recognize is that it requires an ongoing commitment that should, in reality, begin many months before your product is published.

It's so easy each day to get bogged down in the little details of your business that you forget to invest any time in actually *building* your business. Michael Gerber of "The E Myth" fame describes it as working *in* your business rather than *on* your business.

The solution, according to our colleague and Internet marketing legend Armand Morin, is what he calls "Five-Minute Marketing." He makes sure he spends at least five minutes every day on some business-building marketing activity. Maybe it's an e-mail promotion to his list. Or maybe it's a couple phone calls to potential joint venture partners to get a commitment to participate in your upcoming new book launch. Or maybe it's lining up an article writer to generate 50 new articles related to the topic of your book.

It doesn't matter what it is as long as you're consistently applying some effort every day to activities that will help you to grow the business of your book. If you have employees, the development of a myriad of processes and procedures will be critical to your long term success.

These processes and procedures are certainly business-building activities. But these may or may not be marketing activities; so amongst the full complement of business building activities, make sure you include something within the marketing realm. Your future success depends upon it.

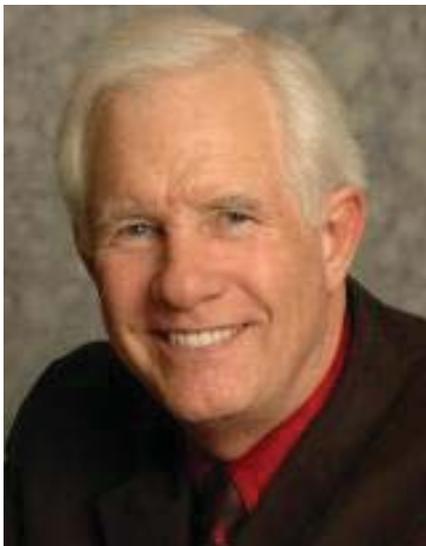
And "Five-Minute Marketing" doesn't mean you have to do it all yourself. If you're building a company, then have one of your team members handle the marketing responsibilities. Just be sure someone in your organization is investing some time in marketing every day.

**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.

## BOOK PROMOTION POYNTERS

# Selling Directly to Those Who Need and Want Your Book

By Dan Poynter, The Book Futurist



In promoting books, rifle shots are more efficient than shotgun blasts. Why tell everyone about your book when most don't care? Why not focus on those people who have already indicated they want and need your book?

Nonfiction and fiction are about something; both have subjects that will appeal to a reader here and there.

"Social networking" has been around since the campfire. The only difference today is that the Internet helps bring people who are interested in the same things together from all over the world. Since the circle around the campfire is larger, you now have a greater number of eager buyers for your book.

Spend time online, discussing your book's topic with your (new) friends. Published authors are prestige contributors in forums, blogs, and so on. Other people online need your wisdom and want your participation.

Here are four ways to get your message to the converted.

**1. Make a Google search** for your book's Subject + Book Blog. Try several subject/category words.

Book bloggers are valuable book reviewers. They are as dedicated to your book's subject as you are, and their readers/subscribers want more information on the subject. Those readers are all over the world, and you are reaching them individually.

Subscribe to the blog and comment from time to time. The owners of the blogs will love you because you are a celebrity, you have written a book on their favorite subject. Blog subscribers want more information on the subject and are prime candidates to purchase your book.



1-A: Search for  
 #stemcell  
 #transplant  
 #bonemarrow

Continued on page 29 ...

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**Directly Selling:** Continued from page 28 ...

#Cancer

#blooddisorder

Go to the sites and click on Contact. Send a short email announcement.

## 2. Google Alerts.

Sign up for <http://www.google.com/alerts>

This is a free clipping service. Put in your key words. Whenever one of those keywords shows up online you will get an instant notification from Google.

The Google Alerts are grouped into sections such as News, Web, and Blogs. The News section will provide a lot of new information for your book. Since many websites are built with WordPress, they contain a blog feature at the bottom where you can announce your book. The Blog section leads to readers of blogs on your book's subject. Announce your new book on some of the News and Web sections and most of the Blogs.

Keep the announcement short, and direct readers to your website. Here is an example of a response to Google Alerts on "stem cells," "bone marrow", and "transplant".

New Book:

*TRANSPLANT HANDBOOK FOR PATIENTS: Replacing Stem Cells in Your Bone Marrow.*

By a 75-year old author, in Day +118 since his transplant, who is setting records for recovery.

This book helps the patient, caregiver, and significant other to understand the journey.

--Dan Poynter, author of *Transplant Handbook for Patients*, <http://TransplantHandbook.com>

It is unlikely that you will be accused of spamming for two reasons. One, your book is right on the subject of the blog. And two, you are announcing a book, and most people hold books in high esteem. Most will be impressed that the author has taken the time to help them.

**3. LinkedIn.** Most postings are grouped into Still Active Discussions, New Discussions, and Jobs. New discussions will lead you to news on your subject and items you can comment on.

**4. YouTube.** Search for videos using the keywords on your subject. For example, I searched on "stem cells," "bone marrow," and "transplant." Focus on the YouTube videos that have been viewed many times. Chances are they'll continue to be reviewed often.

Always sign your posts with your name, book title, and website URL. Including your book's title will give your posts credibility; you wrote the book on the subject. Listing your URL will drive eyeballs to your website. After a few posts, blog readers will be impressed with your credibility and assume you have been around forever.

Promoting your book directly to those interested is efficient and encouraging. You will be amazed at the number of people worldwide who are interested in your subject.

Shoot with a rifle. Don't annoy the majority who have other wants and needs.

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

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

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# The Amazon Kindle Swindle - Authors: People Are Stealing Your Work!

By John Kremer

**Note:** John Kremer knows book marketing and will rock n' roll what you know and don't know about Pinterest one of the hottest places for you and your book at the Extravaganza. Be there.



Amazon is now eliminating duplicate content, PLR created e-books, stolen content, and related e-books. Your books should now be safe on Amazon's Kindle platform. Thanks, Amazon, for doing your job the right way and preserving the copyrights of book authors!

My long-time friend and fellow book author, Ernie Zelinski, alerted me to the **Amazon Kindle Swindle** - where Amazon.com is making out like a bandit! And providing no relief to book authors whose works are being stolen - and resold by Amazon.com.

Did you know that your copyrighted work (which took you months or years to write) might right now be sitting on Amazon.com and being sold as a Kindle e-book

by some charlatan - and may be sold under your name! But the money is going to someone named Mingfeng Lai or other aliases.

And, worse, Amazon is doing nothing about it but pocketing the money from such sales!

It's already happened to a number of authors!

Ernie Zelinski has already discovered three of his books being resold as Kindle e-books by people who have stolen his content. Mingfeng Lai is selling *Career Success Without a Real Job* and *Retire Happy, Wild, and Free* for 99 cents. Amazingly, the faux author describes the book as being written by Ernie Zelinski but lists himself as the author.

Check out the listings: <http://www.amazon.com/gp/product/B004XRA3WQ> and <http://tinyurl.com/n97pz6u> (Also check out Ernie's letter to Amazon.com on that page).

Another of Ernie's books, *1001 Best Things Ever Said About Work*, is being sold for \$5.99 as a Kindle e-book under his name! But he didn't list it. He doesn't even have a Kindle publishing account yet. Check it out at: <http://www.amazon.com/1001-BEST-THINGS-ABOUT-ebook/dp/B004UGM706>.

Ernie has notified Amazon about all three violations of his copyright, but they have given him no response.

Continued on page 31 ...

**Kindle Swindle:** Continued from page 30 ...

**Note:** If you check Mingfeng Lai's webpage on Amazon at <http://tinyurl.com/nr723g8>, you'll discover that he's selling 296 Kindle e-books as his own creations, most selling for 99 cents. You might be surprised to see your own book up on his page soon, if it's not already there.

S.K.S. Perry is another author who discovered his novel *Darkside* being sold via a false account under his own name. Nine days after filing a complaint to Amazon's copyright violation e-mail, he still hadn't heard back from them.

Amazon.com has to take responsibility for faux sellers like this. Or they will soon be sued by the legitimate copyright holders. Amazon has to set up a better system of vetting who owns the rights to the e-books they allow to be published as Kindle books.

Book authors: Write about the Amazon Kindle Swindle. Get up in arms. Do something now before your own words are stolen and Amazon profits from such stolen work.

It shouldn't be that hard for Amazon to set up a scanning system to see if a new Kindle e-book duplicates content already up on Amazon. That's what's Amazon's computing power should be all about.

At the very least, Amazon should set up a system so authors can easily report violators - and then Amazon should act immediately to take down such Kindle violations AND close the accounts of such e-book parasites.

Amazon should also have a better vetting process for who they allow to upload to Kindle's estore. At some point, Amazon has to take responsibility for how it profits from copyright theft. Or it will lose customers - every book author in the world, to start.

One way, of course, to cut down the effects of copyright theft is simply to do such a good job selling your book that a few theft sales won't matter.



**John Kremer** is an expert on book publishing and marketing. Besides being the owner of a publishing company (*Open Horizons in Taos, New Mexico*), he is the editor of the Book Marketing Tip of the Week newsletter. Subscribe: <http://www.bookmarket.com/tips.htm>

As a book promotion expert, John is the author of a number of books on publishing and marketing, including *1001 Ways to Market Your Books: For Authors and Publishers (6th Edition)*, *The Complete Direct Marketing Sourcebook*, *High Impact Marketing on a Low Impact Budget*, and *Celebrate Today*. He has also designed the *Do-It-Yourself Book Publicity Kit*, *Book Marketing Magic MultiMedia Program*, and *15,000 Eyeballs Internet Marketing Program*. <http://www.bookmarket.com/>

# You've Got to Do the Work to Get the Rewards

By Joel Comm

JOEL COMM will kick off the Extravaganza Friday morning. Get ready for an awesome session where he delivers the roadmap on "How to Become an Awesome Author."

**Note:** If you want to be an awesome author, you want to hear Joel Comm at the Extravaganza Friday morning as he sets the stage for high performance. Be there.

Whenever I sit down to write a book or prepare a talk, I always have one goal in mind: I want to make it easier for other people to achieve success.

That's *easier*...not easy.

I know my limitations. And I know Internet marketing.

I also know there's no such thing as a successful Internet business that was built easily. I really hope that comes across clearly in all my books and talks.

I spend a lot of time testing strategies. I talk to lots of people about the strategies they've used and found successful. I look for ways to sell online faster and more profitably, and I pass on what I discover to other rising entrepreneurs.

All that will provide the knowledge that other Internet marketers need to succeed relatively quickly. They won't have to waste time experimenting with methods that don't lead anywhere, and they'll be able to get to work right away with strategies that have already proven themselves.

Someone who reads *The AdSense Code* will know where to put their ads, how to read their stats, and how to optimize their units to increase click-throughs.

Readers of *Twitter Power* should be able to build a large following quickly and encourage their followers to take the actions that they want them to take.

In addition, anyone who uses the software products we produce at Infomedia will have many of the tools they need to monetize their users.

However, while I can supply the strategies and the tools, I can't supply the work. Employing any strategy online takes effort and it takes time.

That effort isn't always fun. It might involve writing e-mails to other publishers to swap links or discuss



Continued on page 33...

**Rewards:** Continued from page 32 ...

affiliate relationships. It might involve looking for a pesky bug in a Web page that means the graphics don't turn out right. And it could involve reading lots of dull tweets before you find the Twitterers who are worth following and the conversations you want to join.

I can't tell you that every aspect of Internet marketing is a thrill-a-minute. I don't know of any job like that. What I can tell you is that, overall, it's a fantastic way to make a living. It's creative, it's entrepreneurial, and it's very, very rewarding.

But those rewards don't just come from knowing how to do it. They come from putting in the effort to do it. If you have to break a sweat sometimes in your Internet marketing business, you're doing it right.




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## Connecting Physical and Electronic Books to Readers

By Robin Cutler, Senior Manager, Independent Publishers, Ingram Content Group

**Note:** If you want distribution moxie and a variety of short cuts to get your book “out there,” you need to spend time with Robin Cutler. IngramSpark will be at Extravaganza, and Robin will bring you into the inner circle of publishing. Ingram will make it possible for Extravaganza attendees to have Internet throughout the three days. Be there.

Book publishing today is not just about getting books from Point A to Point B. It’s about maximizing reach and selling more books, being agile and scalable, and easily adapting to consumer demand.

The acceleration of change in the book industry is dizzying, and the traditional publishing models that were once the norm continue to develop and change. The barriers that once existed to become a published author have all but disappeared, and an increasing number of established and unpublished authors are turning to self-publishing.

It’s an exciting time to be in the book business, but also a time filled with many choices and an increasingly complex marketplace. We’ve helped thousands of authors successfully navigate this changing world to publish books, reach worldwide markets, and realize sales through IngramSparksm, Ingram Content Group’s independent publishing platform.



At Ingram, we make connecting books with readers simple. Our IngramSpark platform integrates the best technology, print-on-demand book manufacturing, logistics, and distribution capabilities from Ingram into a single, easy-to-use source. The services available to publishers through the platform makes it easy to bring books to market, all while minimizing risk.

Through IngramSpark:

- It’s easy and inexpensive to set up books in both physical and digital formats to reach the world.
- Book content connects to the world’s largest distribution network of bookstores, libraries, and online retailers - over 39,000.
- E-books connect to major online retail sites, including iBookstore, Kobo, Barnes & Noble Nook, Kindle and others.
- Publishers have access to sales reports to know where books are selling.
- More tools to help authors with file formatting and conversion are expected to launch this year.

Continued on page 35 ...

**Connecting Books to Readers:** Continued from page 34 ...

Helping authors and publishers succeed is what IngramSpark is all about. I look forward to participating at the Author U Extravaganza and being part of the conversation about the newest trends and technology advancements in self-publishing that are helping connect books to readers worldwide.

I'll be sharing more about IngramSpark at the Author U Extravaganza event in May, and I hope to meet many of you at my session: "The Business of Indie Publishing: Integrated E and P Solutions that Work from Ingram" on Saturday, May 9th.

If you are not attending - visit the IngramSpark website to learn more. If you're attending Author U 2015, I look forward to connecting!

*Robin Cutler is committed to helping independent publishers easily get their content into the hands of readers around the globe. To help make this happen, Robin led the development of IngramSpark and continues to support and refine the platform to better serve independent publishers around the world. Robin has broad knowledge of indie, academic, and trade publishing and is an expert in content creation and distribution, on-demand models, marketing, and author strategies. She is a leader in the independent publishing space; and when not developing new programs and services for IngramSpark, she can often be found sharing her expertise at industry events around the world.*



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

# 7 Ways Your Local Library Can Help You Sell More Books, Even if You're an Indie Author

By Joan Stewart, The Publicity Hound

**Note:** If you want publicity moxie, you need to spend time with the Publicity Hound, Joan Stewart. Over three days at the Extravaganza, she will deliver two workshops, participate on the Author Shark Tank, be one of experts on Rounds with the Pros, and be available for Pick My Brain. Be there.

Authors who need help selling their books should start looking close to home—at the one place where books are free: their local libraries.

When I speak at writers' conferences, I hear authors complaining that they don't want to be bothered with selling to a library “where hundreds of people might read my book for free.” Or they whine that libraries “don't want self-published books.”

Are they kidding?

First, libraries are marketing machines. They do all the heavy lifting and help you gain exposure, generate publicity, and pull crowds. Some readers in those crowds buy books.

## Patrons Want Indie Books

As for indie titles, a survey of patron profiles by *Library Journal* found that at least **6 out of 10 patrons** want self-published books to be available in their libraries. Librarians listen!

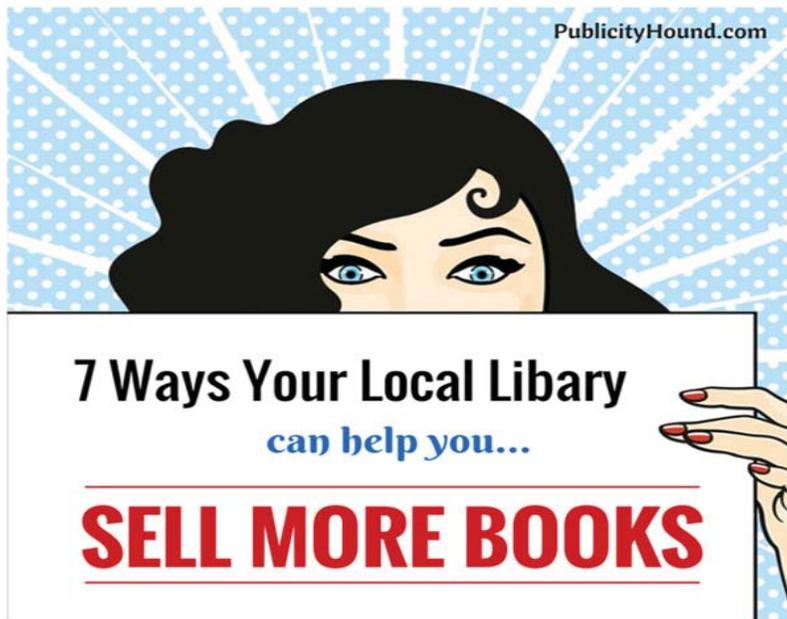
Knowing who's who at your local library and asking **how you can help them**—so they can, in turn, help you—is just one of the many ideas I shared on Thursday, Feb. 12, during the webinar on *Book Publicity Ideas You Can Use Today to Sell More Books Tomorrow*.

Here are 7 ways libraries can help you sell more books.

### 1. They'll host a book signing or event.

Libraries aren't beneath New-York-Times-best-selling author Lesley Kagen. She did a book signing at the small Grafton Public Library near my town last week to promote her book, *The Resurrection of Tess Blessing*. She and I live in the same county, so it was close to home for her.

Big-name authors can usually negotiate an honorarium, transportation, hotel, and meal costs if they're traveling. Libraries are **meticulous** about these details.



**Sell More Books:** Continued from page 36 ...

If you aren't a big-name author and you're appearing for free, you might sell only three books. But that's three books more than you sold yesterday.

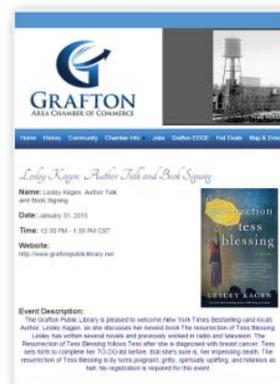
Here's a long list of publicity, programming, and promotion tips for author visits, created by the Association for Library Service to Children, a division of the American Library Association. It's proof libraries love hosting authors.

## 2. They'll let local newspapers know about your event.

I saw a photo of Lesley Kagen's book signing in my local newspaper, *The Ozaukee Press*, last week. On the same page, I saw a calendar item about another local author who's doing a book signing at the same library.

## 3. Libraries will often use the local Chamber of Commerce's website and contacts to publicize your event.

Go to: <http://tinyurl.com/p8martt> to see the full image of what the Grafton chamber put on its homepage to promote Lesley's library appearance.



## 4. They look elsewhere in the community for help marketing your event.

Your library might contact other community groups, businesses, and neighboring libraries that might be interested in collaborating. Have you written a book about how to make household repairs? A **local hardware store** might love to partner with the library and host you.

## 5. Friends of the Library can work with you.

These are the fundraising arms of libraries, and they often sponsor **luncheons** and other events.

They need speakers and interesting programs. (**Hint: More publicity!**)

## 6. Local libraries will feature you prominently everywhere.

You'll show up in their newsletter, at their website, on **their Facebook page**, and on flyers around town. Many libraries also submit calendar notices to the local TV station's **public access channel**.

## 7. Librarians share tips with other librarians about which authors are great presenters and make their jobs easy.

# Free Publicity Tip #46



Your local library hosts author talks, book signings, classes, workshops and other events. If they host you, they'll help you get mountains of publicity.

More publicity tips at  
[PublicityHound.com](http://PublicityHound.com)

Continued on page 38 ...

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.

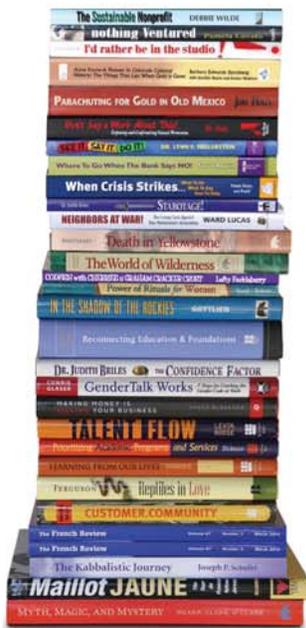
**What clients are saying about Ronnie at WESType Publishing Services**

*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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**Sell More Books:** Continued from page 37 ...

In addition to the **American Library Association**, librarians are members of statewide and regional industry groups. Librarians **know how to network!**

Have I convinced you that you need to run, walk, or drive to your local library today?

What other ways can libraries help authors sell books? Librarians, **what have you done?** And what do you recommend authors do to form strong relationships with you?



### About Joan Stewart

*Publicity expert Joan Stewart, a PR Mentor aka The Publicity Hound, works with small business owners who need free publicity to promote their expertise.*

*Joan shows you how to establish your credibility, enhance your reputation, position yourself as an expert, and sell more products and services. To receive her free DIY publicity tips twice a week, subscribe at <http://publicityhound.com/tips/>.*

See all the ways you can work with Joan, The Publicity Hound (<http://publicityhound.com/consulting>). Or contact her from her website by e-mail at [JStewart@PublicityHound.com](mailto:JStewart@PublicityHound.com) and ask a burning question about PR, self-promotion, or social media.

**AuthorU**  
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**Joan Stewart**  
May 7th

Go! ... AuthorU.org

## Production – Video Press Releases and Book Trailers

By Susie Scott, Video Producer

**Note:** Get ready for a jaw-breaking session on how to make the best video to support you and your book at the Extravaganza with a master, Susie Scott

Book trailers – a very broad term – include productions similar to movie trailers. However, most often video support for book releases falls into the “video press release” category.

Is video important for the promotion and marketing of a new book. **Yes!**  
Are there as many ways to make a book trailer as there are books? **Yes!**  
The most popular question about book trailers? **How much?**



*How much is a red car?*

There are many MANY ways to create a book trailer and just as many price points. Here's a link to an actual book trailer production – the cost of this one was around \$15K.

<https://vimeo.com/channels/trailermade>  
[https://www.youtube.com/watch?v=N9KpV4\\_kbwY&t=20](https://www.youtube.com/watch?v=N9KpV4_kbwY&t=20)

Here's a piece created by the author for no outlay of actual funds. (Your time is worth something, yes?)

<http://kingdomelectlady.hubpages.com/hub/Create-Your-Own-Book-Trailer-Free>

**And everything in between.** You truly can find an option for every price range.

**So how to choose?** Obviously your budget is a key indicator of what you want to spend. But quality should be a serious consideration. What image do you want to portray? What do you want the viewers to take away from watching your video? Most important of all – does this piece represent all the work you put into the actual process of writing and publishing your book?

In our complex, visual-image-driven society, we think nothing of walking out of a 200m Hollywood blockbuster and criticizing the cgi (computer generated imagery): “I didn't think those glass buildings breaking apart were very realistic.” Then we grab our cell phones and watch a goofy, shaky cam video on YouTube, and that's just fine.

So where does that put you on the video marketing and promotion scale? Wherever you need to be for your presentation and what you are willing to do, not do, spend, or not to create the best visual presentation of you and your works as an author.

**Susie Scott's** skills as a line producer provide you with an extraordinary pre-production cycle, and every aspect of production is covered in an intelligent, businesslike way. Learn more about how she can promote your book at <http://i25productions.com/>



# 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 April ...

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

### April 2nd **Make It So with Publicity**

Joan Stewart deep dives into the how-tos of a DIY campaign for your book—whether it's hot off the printing press or gone stale and needs resuscitation.

### April 9th **Make It So with Editing**

Editor Bruce Goldberg shares an insider's tricks to cutting fluff copy and reducing your editing bill.

### April 16th **Budget Tips and Tricks**

This show is designed for the budget-minded—from editing to design and then production. Tricks and Tips from Bill Van Orsdel and the team at BookFuel who have taken POD to whole different level.

### April 23rd **Make It So ... Amplify Everything You Do**

Shout out and expand your words and brand with DIY strategies from one of the *Forbes Magazine* Top 25 Women of Influence, Lori Ruff.

### April 30th **Make It So ... Monetizing Your Book Sales Using Pinterest Boards**

For the past year, book marketing guru John Kremer has been deep-diving into Pinterest to learn what makes it slick, click, and tick.



“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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## The Technology and Tips Toolbox

# Promoting a Book?

## Submit Your Work to Online Article Directories

By Kelly Johnson



Writing is a labor of love; you spent hours putting your thoughts on paper and the end result is a book that demonstrates your experience, creativity, and expertise. When beginning a marketing plan for your book, authors should tie ideas from their book into news, holidays, and “hot” topics to demonstrate how valuable and relevant their book content is to current events. Many times, those articles and letters to the editor are submitted to local and national publications. Do you those same articles to online article directories?

Search engines constantly look for new content on the Internet. Newsletter and e-zine publishers review online directories for content to include in their weekly or monthly publications. By submitting your articles to online directories, you increase your chances of having more of a presence on the Internet and opportunities to be reprinted in newsletters and e-zines.

The numerous online directories can be a bit overwhelming when it comes to determining which directories may be the best match for your articles. I would recommend selecting a few directories from each of the following areas: (1) directories with a focus on your target audience, (2) directories that have a high ranking on Google or Bing, (3) directories with a focus on writers/authors. These will provide you with a variety of places for readers and online publishers to locate your articles.

Listed below are a few examples of article directories to consider:

1. [www.EzineArticles.com](http://www.EzineArticles.com)
2. [www.GoArticles.com](http://www.GoArticles.com)
3. [www.SelfGrowth.com](http://www.SelfGrowth.com)

Self Growth also allows you to create an Expert Page; be sure to complete the process to have an Expert Page!

Each directory has its own submission guidelines and terms of service; please review these sections before submitting articles to ensure the best chance of being accepted and selected for publications.

Don't forget to also post your articles to SlideShare.net. More on this service in a future article!

We'll “see” you in a directory soon!

To your success,

*Kelly*

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

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## Question: Why Get a Book Review?

### Answer: *Because They Sell Books!*

Steve Snyder, the author of *Shot Down: The True Story of Pilot Howard Snyder and the Crew of the B-17 Susan Ruth* is one of the hardest working AuthorU.org members. And it's paid off. His book debuted in September—2,000 copies were moved over the next few months. A reprint went in for 5,000 more copies.

He's been promoted, unsolicited by Steve, by Amazon not once, but twice in direct e-mails to its customer base. He's racking up media coverage, fantastic online reviews, sellout appearances, and even the attention of some mail players. Producers are now calling—whether something happens who knows. Steve gets the GOYT Factor – *Get Off Your Tush*. He gets—if success is to be, it's up to me.

Last month, ForeWord Reviews announced Finalists for the IndieFab awards and Book of the Year in several categories. Not surprisingly, Steve (as did Pat Morgan author of *The Concrete Killing Fields*) nabbed a Finalist slot in the War/Military NonFiction category. Both Steve and Pat received 5-Star reviews from *ForeWord*.

In the book awards arena, *ForeWord's* IndieFab and IBPA's Benjamin Franklin book awards get huge attention from libraries. In fact, the IndieFab is announced at the American Library Association's annual meeting each summer.

Both are winners already. Reviews with the right sponsors get results. Here's the 5-Star Review that Steve got:

### Shot Down

#### The True Story of Pilot Howard Snyder and the Crew of the B-17 Susan Ruth

Reviewed by Claire Foster

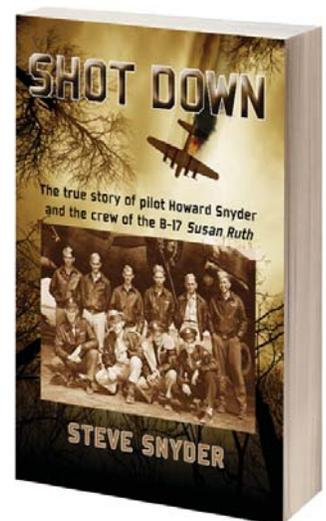
(<https://www.forewordreviews.com/reviews/reviewers/claire-foster/>)

December 8, 2014

Detailed research puts the reader inside the cockpit, shoulder to shoulder with the pilot and crew.

Steve Snyder's masterful book, *Shot Down*, does justice to the adventures of his father, pilot Howard Snyder, and the crew of the B-17 plane *Susan Ruth*. Using first-hand accounts from diary entries, letters, and family stories, Snyder revives experiences that are accessible and relevant both to historians and readers with a casual interest in WWII history.

The *Susan Ruth's* crew was composed of ten men, four officers and six enlisted, and made up a true cross-section of American society. "They were college graduates, farmers, lawyers, and coal miners, from all nationalities and all religious denominations." Their mission was to deliver 5,000 pounds of bombs on target. Snyder carefully



Continued on page 43...

**Book Reviews:** Continued from page 42 ...

outlines each crew member's background and role aboard the Susan Ruth. Detailed research puts the reader inside the cockpit, shoulder to shoulder with the pilot and crew. From technical nuances, such as Luftwaffe flight formations, to excerpts from letters home, Snyder emphasizes the day-to-day details of the crew's experience.

In addition to diary entries, mechanical and technical details, and key points about the war's larger picture, Snyder includes some gripping passages from the cockpit: "Crippled B-17s staggered back towards England with lacerated tails, gaping holes in fuselages, wing damage, and engines out or on fire." *Shot Down* goes beyond a small handful of personal histories and links what is known to the bigger picture of the war, the action in Europe, and the families left waiting at home. The book is organized in chapters, beginning with individual biographies of each crew member. Working chronologically, Snyder assembles the team, describing each man's role. The story moves through basic training, the first few missions, and then the fated flight that ended with Susan Ruth shot down over occupied Belgium.

Excerpts from letters back to the States add flavor and character. Howard Snyder writes to his wife, Ruth, "There isn't anything to do [in Bedford] unless you are on the lookout for girls. ... Most of the girls are quite 'icky' as you would say. This damp climate gives them beautiful complexions though. When I see the English women and think of you, I can't believe there is that much difference." Snyder also includes photos of each character, their planes, the key sites in the book, and memorabilia from the war. The inclusion of these photographs makes the accounts more visceral, more tangible—Snyder succeeds at his mission to make the story as real as though it had happened yesterday.

As World War II fades into history, stories like the ones in *Shot Down* revive the past, give it new life, and offer a link between the heroes of yesterday and the men we now call "Grandpa." Steve Snyder's extensive research, careful storytelling, and humane treatment of his subjects make *Shot Down* a must-read for anyone with an interest in this gripping period of American history.

## 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.

**Listen live or click on the podcast from the website.** Recent programs focused on how to maximize social media, how to create book publicity, how to market globally, beyond Amazon, how to market fiction, and so much more.

**If you want to write and publish a book ...** if you want to be successful as an author, *Your Guide to Book Publishing ... Everything You Want to Know, But Didn't Know What to Ask* is for you. You will hear about statistics, scenarios, and strategies on what to do now! As The Book Shepherd, Dr. Judith Briles is in, and each week she will include publishing professionals that will reveal tips and secrets to the author's journey. If there is a book in you, you want to listen, learn ... and, yes, call-in with your questions each week.

<http://toginet.com/shows/authoruyourguidetobookpublishing>

# Dare Greatly in Social Media

By Melody Barnes Jones



Social media continues to evolve, and authors must evolve along with it. What was true in social media a year ago is now expanded. It takes a degree of determination and courage to keep up.

Some authors remain unconvinced that they must use social media to be as visible and findable and approachable as possible for their reading public. Some are using it quite effectively and even having fun with it.

So the question is this: are *you* daring greatly in social media?

Do you dare to learn to use something that is unfamiliar to you, like Pinterest or Instagram?

Do you dare to upload a video of you talking about your passion, wrinkles and weight be damned?

Do you dare to upload a recording of you reading the intro to your book?

How about photos of that fabulous talk or book signing you participated in, even if the lighting isn't quite right?

If you are one of those authors who already uses social media consistently, then perhaps your dare greatly action is to reach out to your own author idol or influencer directly, using social media. What's the worst that can happen? What other ways can you dare greatly?

Now is the time to step right into social media and dare to be visible and authentic and imperfect. That's right! Forget perfection and embrace getting it done. I assure you that your fans would rather see an imperfect short video of you than nothing at all. They would love photos of you researching your next book as you bake an elaborate cake or go paragliding or ride an elephant or even simply try a new product. The just want YOU.

Dare greatly! Now is the perfect time.

**Melody Barnes Jones** is owner of Social Media Management Services and an author. She offers coaching, trainings, strategy development, and management of your accounts. Visit her website to learn about her programs and upcoming workshops at [www.socialmediamelody.com](http://www.socialmediamelody.com). E-mail her at [melody@socialmediamelody.com](mailto:melody@socialmediamelody.com).



**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.



# New Members



**Nick Samoylov** was born and lived in the USSR - Moscow and Crimea. He now calls Denver, Colorado, his home. He is a physicist and a software developer (simulation). During the day, he works as a software developer (web applications and machine learning)—and he writes fiction based on his personal experiences. He has a wonderful family - a wife and two daughters.

**Bobbi Boldon** is an extraordinary, ordinary woman. She has been a top producing real estate broker for over thirty years. She has been a professional speaker and trainer since the late 90s.

Her love of golf and her unique sense of humor led her to produce *The Princess Golf Handbook*, a humor book for those who love golf, those who are just starting the frustrating game, and those who know someone who plays. It's all in fun and a must-read before golf drives you nuts book. Bobbi says, "Golf would be a much better sport if only some rules weren't so strict."



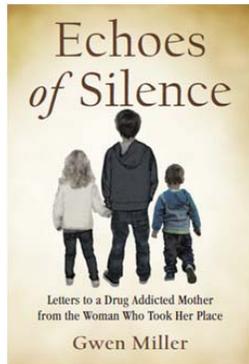
**James Hallman** is the founder of WriteWorks Editorial Services. He believes in the integrity of ideas and the beauty of language. WriteWorks offers services ranging from developmental editing, content development, copyediting, coaching, and ghostwriting. His approach is highly collaborative and ensures that your project, whether a book that builds your professional identity or project of imagination and insight, gets the attention and care it needs. WriteWorks doesn't just "fix" it: he seizes on opportunities for improving and strengthening the impact you and your words make on your readers.

Visit his website at [www.WriteWorksEditing.com](http://www.WriteWorksEditing.com)  
or call 720.213.8089

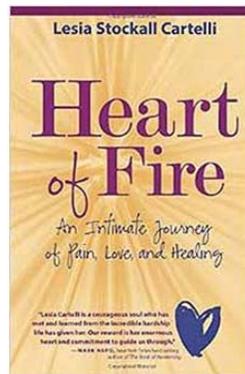




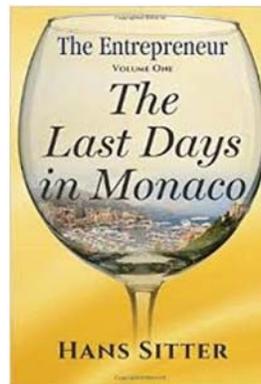
# Member News



**Lavell Miller** (aka Gwen Miller) is thrilled with her cover that Nick Zelinger of NZGraphics.com created for her soon-to-be released book, ***Echoes of Silence***. Lavell has been a regular on the Author Mentoring Mondays free coaching and the Author U Circles. She will be attending the Extravaganza from the East Coast.



**Lesia Cartelli's** book *Heart of Fire* is back to print. She has been getting massive and very "get this book—it will inspire, drop your jaw, change your life" reviews ... the latest from ExclusiveMagazine.com and the 92040 Magazine.



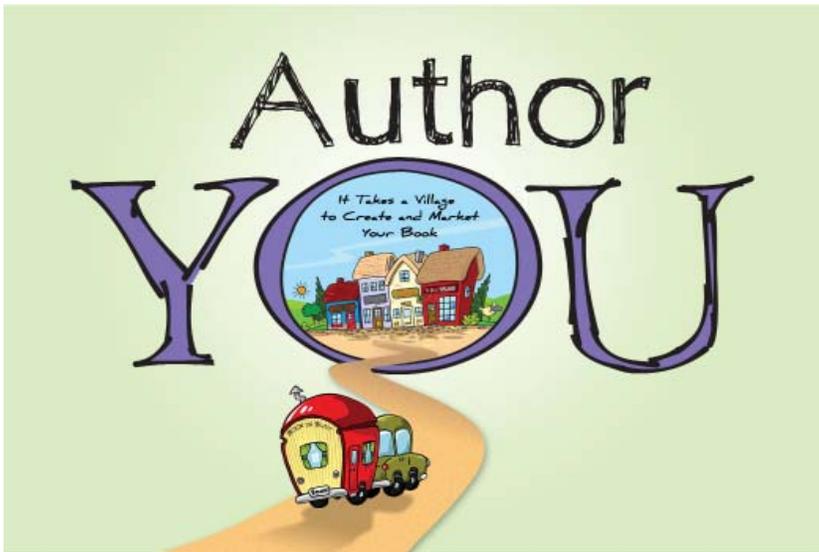
Bravo to the latest BestSeller on Amazon. **Hans Sitter** sold 203 books during his official launch of *The Last Days in Monaco* last month.



**Philippa Burgess** was also honored with the President's Awards for "Rising Star" in AEC marketing.



**Gene Morton** participated as a sponsor at the SMPS Marketing Excellence Awards in Denver on March 5th. SMPS is the Society for Marketing Professional Services in the Architecture, Engineering and Construction (AEC) industry. The theme of this year's event was "story," with books to take home, a part of each table's decor. Morton's award winning book *Leaders First: Six Bold Steps to Sustain Breakthroughs in Construction* was put into the hands of over 30 of Colorado's construction industry leaders.



## ... 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.

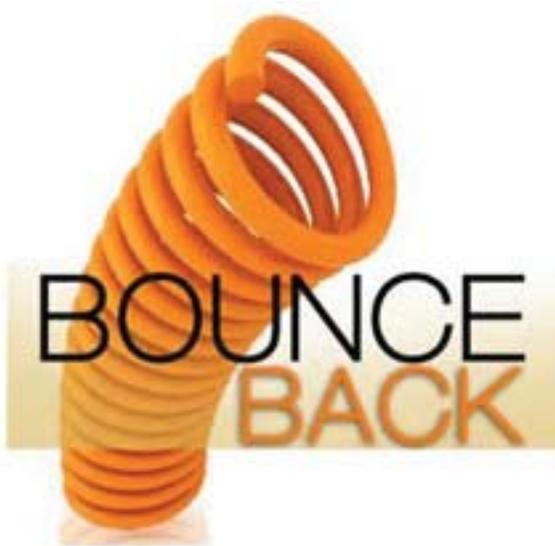
It's always held on a Saturday morning from 9 to noon—the coffee and tea are hot when you arrive—and it's been around since the Fall of 2012. Take advantage of it—the cost is FREE ... what you need to bring is a healthy snack to share and yourself, along with enthusiasm, questions, and the willingness 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)

# WE DARE YOU! HOT TIPS FOR AUTHORS



## Create Bounce Backs in Your Books

Thanks to Bret Ridgway—co-author of *Mistakes Authors Make ...*

When someone buys your book on Amazon or at your local Barnes and Noble or Books a Million, do you have any idea who purchased your book? You do not. Amazon doesn't pick up the phone and call you excitedly with info on who just bought your book on their website.

That's why it is critical, as an author, that you build into your book what are called bounce backs so that you can, hopefully, capture the name and e-mail address of your readers so you'll be able to market other products and/or services of yours to them.

Come up with bonus content of some type - be it a video, bonus chapter, audio, or something else. Certainly, the content needs to be related to the subject of your book. Include in your book information about the bonus content and direct them online to where they can opt-in to receive that content.



## Call To Action... Be OVERT!

Any call to action is a clear, concise statement that instructs your visitors what to do or how to reach a goal, whether it be trivial or important. With a strong call to action, you tell your website visitors, **Do this NOW**. As in *pronto...take action*.

A subtle call to action would be to label your published works page, "Read My Published Work," instead of "Published Work." The former is a call to action, and the latter is neutral information. A *read my work* creates a response from the visitor—maybe, maybe not. Is that what you want?

An OVERT call to action would be, "Enter the contest here!" and "Join the mailing list to receive weekly tips."

Both say ... DO THIS.

By writing "*you can* enter the contest here," you're implying, even hinting, that the reader "enter the contest *if he or she feels like it*." There's no "goose" to get the visitor to do anything. Drop the "you can" to make it imperative (a command – an overt call to action) rather than declarative (a statement of fact).

Here's an overt call to action: **Register and Attend** the **AuthorU Extravaganza**.

# WE DARE YOU! HOT TIPS FOR AUTHORS



## Don't forget Goodreads for Reviews

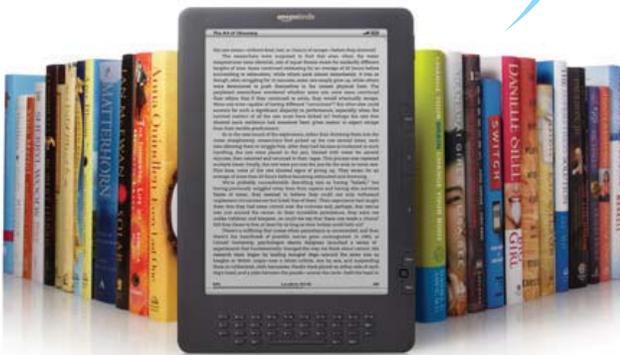
Make sure you ask all your fans, followers, and friends to post a review on Goodreads ... Amazon isn't the only game in town

## Create a LinkedIn Group

Did you know that the Author U Meetup group on LinkedIn has over 9,000 members? Let's face it, the topic of one of your books) is an ideal way to go to the head of the class.



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**B**  
BOOKS

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.

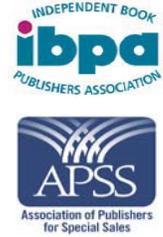
If you don't want any of that, if you want to gaze and just think about writing and publishing, if you aren't committed ... don't.

## 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
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- 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



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

## Code of Ethics

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

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

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

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

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

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

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

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

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

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

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

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

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



Everyone communicates differently.

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

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

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

If you're a Twitter person, here is the handle: [@AuthorU](#)

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