

The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 6 Issue 5

SUMMER 2015

SUMMERTIME ... AND PUBLISHING CAN BE EASIER



HOW TO GET YOUR BOOK FULFILLED AND EAT IT TOO!

WRITE YOUR BOOK IN FOUR WEEKS!

SAVED BY THE MUSE!
13 WAYS TO USE YOUR
AUTHOR RESOURCE BOX MINI-BIO

GET READY FOR THE HOLIDAY BOOK SELLING SEASON

4 MISTAKES YOU'RE MAKING ON GOODREADS
AND HOW TO AVOID THEM

BOOK MARKETING STRATEGIES

INSTALL MULTIPLE APPS AT ONE TIME ON
YOUR PC OR MAC

SELLING YOUR BOOKS TO LIBRARIES

HAVE YOU PUBLISHED VIA LINKEDIN YET?

AUTHORS BEHAVING BADLY: WHAT NOT TO DO
ON SOCIAL MEDIA

CALENDAR OF UPCOMING AUTHORU EVENTS

At a Glance

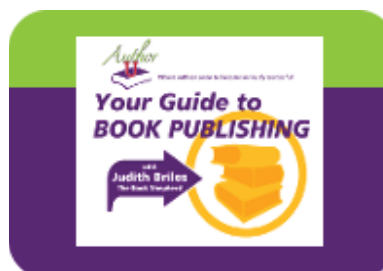
Save the Dates! Better yet - *get registered!*



Every Monday

Call 10 a.m. MST,
12 p.m. EST:
218-632-9854

Access code:
1239874444 #



Live Thursdays

Find us on
iTunes

AuthorU Circles can be found at:

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

June

- 20 **Author YOU Saturday Circles ... June is Publishing is Popping All Over**
- 29 **Monday Evening Salon: Rock n' Rollin with Animoto**

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- 25 **Member BBQ**

August

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- 12 **Monthly Meeting – Speak Like a Pro and Sell Books by the Truckload**
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October

- 3 **AuthorU BookCamp – Social Media Over the Top ... What's Old, What's New, What's Blah, What's Hot!**
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“Author U is the premier authoring resource in the country, creating community, education, guidance, vision, and success for the serious author.”

At a Glance

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7-9

Colorado Country Christmas Holiday Mart

14

Monthly Meeting – Garcia's

December

5**Holiday Party ...** put on your calendar now**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

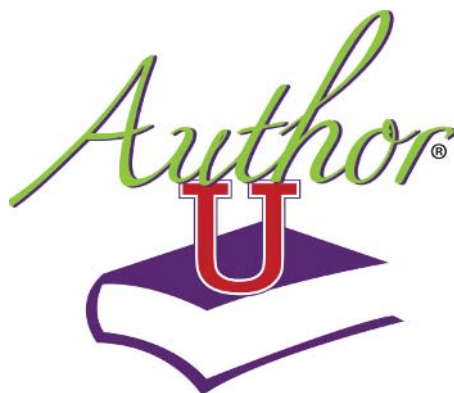
Every Thursday**Author U – Your Guide to Book Publishing** radio show**2016****February**

26-27

AuthorU Winter Publishing Summit**September**

15-17

Extravaganza



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

Contact Author U

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Facebook:	http://Facebook.com/AuthorU
Google+ :	Join the Community, Author U
LinkedIn:	Join the Author U group
Pinterest:	http://pinterest.com/authoru
Office address:	Author U (niversity) PO Box 460880, Aurora, CO 80046

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



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

Author U shows YOU, the author, how to be the best you think you can be ... and then how to to be even more than you thought you could be.

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

www.AuthorU.org

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www.NZGraphics.com

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www.DenverEditor.com

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www.ShannonParish.com

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Saved By the Muse!

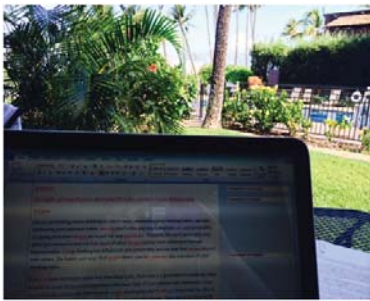
Judith Briles, Author U Founder



After the Extravaganza, it's time for me to get back to my work, work. Meaning working with clients. Heading to the Islands, as in Kauai and Maui, I settled in for not-long-enough summer days and nights. The grand news was that both location sites were completely wired—not once did I get tossed into the cyber heap of no connection.



Water and sunshine are my muses. Recovering from all things Extravaganza takes a few days, so I needed a loaf day or two—after reading two books for pleasure, I was ready to go back to work.



Thrilled that I finished a client's book and got it sent back to her; thrilled to catch up with client Jim Lynch to get him goosed to cross the finish line—only a few chapters to go for the 100th Marathon Man! We gathered for several days under the Maui sun, caught the opening night of the Maui Film Festival (a little drizzle didn't dampen our movie-watching spirits) ... and of course, new friends visited daily ... I called them The Three Amigos.



John and I found the golf course and played after a hiatus of three years. Shock of shock, I even managed to snag three pars on the front nine. And, of course, there were several OMG foodie moments. I fell in love with Hula Pie. So thankful that sinful and delectable mouthful is not in Colorado, at least that I know of—it's pure calorie naughtiness.



So, I'm refreshed and ready to complete the final rewrites for a client and start four new projects. Love it.

And here's what's new in your AuthorU world. Watch for major Benefits popping this summer—Philippa Burgess, Lori Ruff, and Mitchell Levy are revamping what we have ... including a goodie that you can buy all day for \$50 and you will get it FREE with your renewal. Plus The Author Resource will transition to a quarterly publication with this issue.



The feedback from the Extravaganza was excellent ... if you weren't there, the DVDs and CDs are available via the website—package deal when you get them all ... within is a special section with pictures. We've already booked next year ... plenty of new topics will be shared. It's why you should come back every year. And two of the four AuthorU Shark Tank spots are already sold. And ... wait, wait, one more piece of news on the Extravaganza. Starting in 2016, the date will be in the FALL ... September 15-17, 2016 ... put it on your calendar now.

Judith



It's Author U's Annual Member BBQ in July



For members and their family/guests only!



Author U Members love to eat and schmooze. Come join in—the day will be warm ... perfect for gathering and a BBQ. Expect a musical surprise. Author U supplies the BBQ Fixin's (brats, burgers, chicken), Beverages, and Dessert ... you get to bring the sides and munchies.

Who: Members and Family

When: Saturday afternoon, July 26th

Time: 5 to ???

Location: the home of Judith Briles and John Maling

Cost: **FREE**

Bring: a side dish for 8 (*NO desserts please*)

RSVP for this one ... PLEASE ... with the number in your party!

I'm coming!

Register: https://www.secureinfossil.com/carts/shopping_cart/showCheckout/7233373.html



Speak Like a Pro and Sell Books by the Truckload

September 12th 6:00 p.m. - 9:00 p.m.

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

Are you an author who just wants to write? Do you think the world will come to you? Is that what's holding back massive book sales that could be yours?

If you just want to write, go back to sleep. Authors may have the gift of the written word, yet they flunk with the verbal variety. Authors must be promoters and marketers. In Judith Briles words, "Get over it."

One of the best ways to market yourself and your book is via the speaking platform. There are no boring subjects ...there are too many boring speakers ... and if that's what you choose to be, your book sales will be mediocre.

What are the crucial and must have elements of a great speech? What are the common mistakes speakers need to avoid? Get Judith's Briles' perspective—someone who has been there, done that, creating over 4.8 million dollars in combined speaking fees and direct book sales in a 25 year period—of speaking and selling books at the highest level. Yes, Virginia, you can make a living with your words.

Judith has 10 questions for you:

1. Do you want to create a speech that gets attention and bookings?
2. Do you want to be known as the "go to" person and a "must have" speaker?
3. Do you want to use powerful stories and humor within a presentation, even when your topic is controversial or could be considered a downer?
4. Do you want to be paid every time you speak?
5. Do you want to sell books whenever and wherever you speak?
6. Do you want to connect with your audience?
7. Do you want to know how to find people that will hire you?
8. Do you want to know tips on how to go from FREE to FEE?
9. Do you want recovery tips on what to do when you are bombing?
10. Do you want to sell books by the truckload?

You've got the topic and the book ... now what? Create the speech or workshop. Every speech needs a great beginning, nuggets with how-tos and action, and a powerful closing. You will learn how to structure a keynote speech or workshop. Your talk will sell books—lots of them. Learn how to find your audience, get them to pay you, and skyrocket your book sales. Learn how to "drill down" within your niche.

Continued on page 9 ...

Saturday Mornings: Continued from page 8 ...

If you have a book ... or will have one soon:

- Are you preparing a presentation that will bring in enthusiastic believers to your topic?
- Would you like to have enthusiastic book buyers flock to a table piled with your books?
- Would you like to be known as an expert, solution person, premier storyteller, or an entertainer?
- Are you creating a presentation that will sell books, lots of them?
- Are you getting paid for your talks—either for the presentation or in book sales—better yet, for both?

Your take-aways include how to be a better speaker, how to create and deliver a powerful message around your book, and how to speak with impact! You've got a master speaker who is ready to get you started, recharged, and moving into selling books one truckload at a time.



Judith Briles is an international speaker, publisher, award-winning and best-selling author, and is known as The Book Shepherd. She has consistently been ranked as the top speaker at events including the recent Las Vegas Writer Conference and the AuthorU Extravaganza.

Judith Briles knows the publishing industry. She's the author of 33 books—18 published with New York, the rest with her own imprint; has sold foreign rights to 16 countries; sold in excess of 1,000,000 in combined sales; is co-founder of Mile High Press; has created and chaired several publishing conferences; created the book shepherding concept in Colorado; and is the Founder and Chief Visionary Officer Author U®. Her books for authors and writers include: *The Crowdfunding Guide for Authors & Writers*; *Author YOU: Creating and Building the Author and Book Platforms*, which was #1 on Amazon, and *Snappy Sassy Salty: Wise Words for Authors and Writers*.

Must have to participate in this session: Your laptop, images that can be used to enhance your Boards (you are making new ones tonight, guaranteed!)—the more the better. If you have key phrases and quotes that link to what your expertise is and what your book is about, have them already written in a file.

Cost: \$20 for Members, \$35 NonMembers; increases \$10 on September 7th

Where: Garcia's DTC

When: Saturday, September 12th

Time: 8 a.m. for schmoozing; program starts at noon

Register: <http://thebookshepherd.com/judith-briles-publishing-unplugged-2015.html>



July 15th from 3 to 6 p.m.
Remote members welcome!

Extra! Extra! **... Create Your Paper.li**

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

Learn how to turn socially shared content into online newspapers and newsletters using Paper.li.

This tool works to automatically find, publish, and promote engaging articles, photos, and videos from across the Web. It creates your very own personalized eNewspaper without a lot of work. All you need is a Twitter or Facebook account. Just log in and create your online eNewspaper instantly—how cool is that?

You select content streams and can create searches based on Twitter users, hashtags, keywords, Facebook, Google+ users, YouTube videos, and more.

After you have chosen your sources, Paper.li extracts posts that meet your search criteria and contain a link to either an article, video or image that paper.li is able to “read” and present on a paper. They round it up daily or weekly and present it to you in the form of an online newspaper. Then they send out e-mail alerts, Tweets, and social posts on your behalf, letting your community know when the latest edition of fresh content is online.

Join us to set up your Paper.li account and have this service start working for you! Your website will love it and your social media rankings will be enhanced. It's all about the marketing, and Paper.li is a great avenue to journey.

Must have to participate in this session:

Your laptop and have at least a Twitter or Facebook account.

Date: Tuesday, July 15th

Time: 3 to 6 p.m. Mountain

Cost: \$59

Location: Judith Briles' Offices, 14160 E Bellewood Dr., Aurora CO 80015

NOTE... remote members welcome via Skype



Linked in Group

Have you joined the AuthorU LinkedIn group?

There are over 10,200 members worldwide. Join through groups. Share information. Ask questions. It's 24/7.



September 15th from 3 to 6 p.m.

Remote members welcome!

How to Do Jedi Designs without Being a Jedi Graphics Designer ... Welcome to Canva

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

Do you feel your talents don't extend to graphic design?

Meet Canva, a great resource that will change your mindset!

Canva is a fun and free online tool that provides features to make it easy to create your own images and designs.

Watch your creativity come to life as you create designs for web or print such as graphics for blog posts, presentations, social media, posters, flyers and more.

Share your expertise by designing images that include quotes from your book and highlight your specialty area.

Go from feeling you can only draw "stick people" to developing more professional images.

Must have to participate in this session: Your laptop, images that can be used to enhance the posters, banners, flyers, posts, slides that you will make—the more the better. If you have key phrases and quotes that link to what your expertise is and your book is about, have them already written in a file.

Date: Tuesday, September 15th

Time: 3 to 6 p.m. Mountain

Cost: \$59

Location: Judith Briles' Offices, 14160 E Bellewood Dr., Aurora CO 80015

NOTE... remote members welcome via Skype

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.



Rock 'n' Rollin' with Animoto

June 29th 6:00 p.m. - 9:00 p.m.

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

With YouTube being the second most popular search engine behind Google, it is critical that you not only stick a toe into world of video, but jump in and ride the video wave!

Think it will take learning and purchasing expensive software to create a video on your own? Then let us introduce you to Animoto – a low cost, easy-to-use online service that allows you to create your own videos from images and video clips in a step-by-step process.

Create a video trailer for your book; promote programs and services using video – you'll be a video star in no time! Animoto has lots of new tools... join in the fun and leave with at least one new video to use for marketing, your website, and social media outreach.

Must have to participate in this session: Your laptop, images that can be used to enhance your slides—the more the better. If you have key phrases and quotes that link to what your expertise is and your book is about, have them already written in a file.

Cost: \$27

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

When: Monday, June 29th

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

Register: http://authoru.org/event/june-29th-salon-animoto?instance_id=1143



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Are your FREIGHT COSTS TOO HIGH?

Our book rates are already the **lowest**; **THEN** we discount an additional **80%**.

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LinkedIn Group

Have you joined the Author U LinkedIn group?

There are over 10,200 members worldwide. Join through groups. Share information. Ask questions. It's 24/7.

Join now: http://bit.ly/AU_LinkedInGroup



The Power of Pinterest!

August 17th 6:00 p.m. - 9:00 p.m.

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

Are You Stuck on Pinning ... or just getting started? This Salon is for you ... we are working through Pinterest, a huge resource for building traffic to your site and book sales.

Do you have a Pinterest account but not sure how to “use it” on a consistent basis or wondering if you are utilizing many of the features available on Pinterest?

Join us to discover:

1. How to build a powerful presence on Pinterest
2. How to use rich pins (including article pins, recipe pins, place pins and product pins)
3. Pinterest apps
4. Publishing “principles” for Pinterest
5. Tips for participating on Pinterest and getting engagement on Pinterest

You’ll find a new perspective on the power of Pinterest!

Must have to participate in this session: Your laptop, images that can be used to enhance your Boards (you are making new ones tonight, guaranteed!)—the more the better. If you have key phrases and quotes that link to what your expertise is and your book is about, have them already written in a file.

Cost: \$27 Dinner included

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

When: Monday, August 17th

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

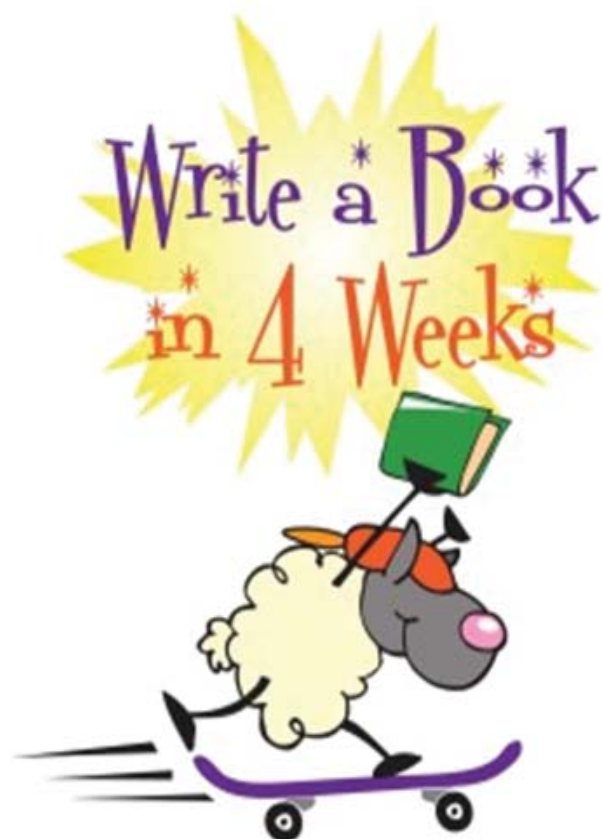
Register: http://authoru.org/event/august-17th-salon-the-power-of-pinterest?instance_id=1145



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 include 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.

WRITE YOUR BOOK IN 4 WEEKS

~ONLY 10 SPOTS LEFT~



WOW! how would you like to outline, structure, plan, and create your NonFiction book within one month ... in four short weeks? Your guide and mentor is me, Judith Briles. To date, I've written and published 33 books. The number I've "fixed" and at times totally re-written for others is countless. The last two that carry my name on the cover have been created and moved to layout in just one month's period of time. **ONE MONTH!**

Transitioning from the typical how-to business book ranging from 300 to 400 pages, I've mastered the creation of the short book (10,000 to 40,000 words) ... the book that is in demand by book buyers today. *Do you have a book that could use a diet, a bit of a trim down?*

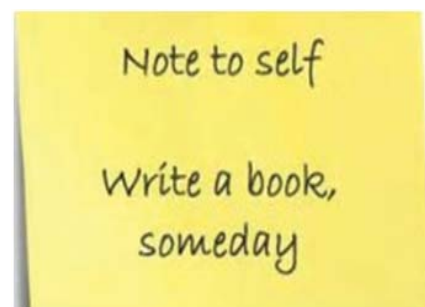
For NonFiction authors (and authors-to-be) ... the new theme for books is that *short is the new black* ... the business reader wants shorter books—books that can be read on a short plane ride, within two hours.

How does an author achieve this feat? Start by brutally cutting words ... get ready to cut your book in half. With me as your guide and mentor, your mission is doable.

Questions to ask yourself now include these:

- Could your book be a series?
- What are the must-have elements?
- Did you include any "filler" material in already published book?
- Is there anything within a current book that is more ego driven than essential content?
- What parts are vital to your topic, work, and vision?
- Are you prepared to let go and dump part of a your current book (or save for the next book).

"Yikes," you are thinking. "This is an impossible task!" It's actually fun and eye-opening. Is it work? Yes. Does it pay off? Yes again."



Continued on page 15 ...

Write a Book in 4 Weeks: Continued from page 14 ...



Eliminate the Superfluous Parts to Create the Best Book You Can for Your Buyer

Your books are BUSINESS. There isn't a book out that doesn't have some fluff—filler material that is nice to have, yet not crucial to the storyline, your expertise, or solution to the underlying theme of your book. With *short being the new black*, brutal becomes part of your vocabulary. *Brutal*. The words *cutting room* are at your fingertips. To be successful, you've got to be willing and able to cut. *Is there a skinny book in you?*

What you'll have when you're finished is a far better product than that gangly, over-wordy tome you started with. Trust me. It might just have the makings of a bestseller!

Are you ready? I'll give you "pre-work" to start the gathering process. We will meet in Denver area at Garcia's, a local restaurant.

Your Commitment? 4 consecutive Tuesdays from 5.30 to 9.30 p.m. on July 7, 14, 21, 28

Where: Garcia's Restaurant – DTC ... 5050 So. Syracuse, Denver, CO

(There will be several choices to select dinner from at a fixed cost below \$20).

Your Cost? \$400 per person. *Note: space is very limited. Be prepared for an intensive, interactive workshop.*

Register at: <http://TheBookShepherd.com> under the Events Tab

AuthorU Is on the Air!

Your Guide to BOOK PUBLISHING



AuthorU - 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 200,000 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://togi.us/authoru>

It's the Third Annual Publishing at Sea Cruise Create Your Ultimate Best Seller at Sea

...in only 7 days while you're on vacation!



Join us at
Publishing At Sea!

January 24-31, 2016



We've got a terrific Publishing at Sea working vacation planned for you next January. Our workshops are in-depth, hands-on, and fun ...

What: A 7-Night Western Caribbean Cruise to Jamaica, Haiti and Cozumel.
You sail from Ft. Lauderdale, Florida.

When: Jan. 24-31, 2016

The Ship: The Royal Caribbean's spectacular Allure of the Seas
Voted 2013's Best Overall Individual Cruise Ship.

Get all the Details and Register: www.PublishingAtSea.com





Your Hosts and Mentors

You'll learn from, eat with and lounge side by side — for a full week — with 4 of the world's top publishing experts who charge clients up to \$300 an hour.

We are

- Book Shepherd and Publishing Expert **Judith Briles**
- Publicity Expert **Joan Stewart**, aka *The Publicity Hound*
- Book Distributor **Amy Collins**
- Book Designer and Publishing Expert **Joel Friedlander**

<http://publishingatsea.com/your-publishing-dream-team/>

GUEST INSTRUCTOR



Kelly Johnson,
Online Resources Expert - Kelly specializes in working with authors and handling their technical projects.

Create Your Ultimate Bestseller

Authors who need a crash course in book publishing before they write—or need to create demand for books that aren't selling—can learn the inside secrets of how to write and market their books, creating the success they envisioned during a Caribbean cruise Jan. 24-31, 2016.

The “Create the Ultimate Bestseller at Sea!” cruise includes training sessions and laser coaching by five book publishing experts:

- Book Shepherd and publishing expert **Judith Briles**, has written 33 books, including several bestsellers. She hosts a podcast for authors that has over 200,000 downloads a month and coaches authors globally in creating and publishing their books.
- Publicity expert **Joan Stewart**, aka *The Publicity Hound* and a former journalist, has coached, mentored, and trained thousands of authors, writers, publishers, CEOs, and business owners on how to self-promote.
- Book distribution expert **Amy Collins** knows every facet of the book distribution labyrinth and has worked with major publishing houses as well as independent authors.
- Book designer and publishing expert **Joel Friedlander** delivers a slew of information daily on one of the best-rated blogs for authors and writers via *TheBookDesigner.com*. Writers Digest rates it as one of the top 100 websites in the world for writers.
- What author wouldn't like a clone who knows techie stuff ... or at least someone who will do all the posting, fixing, tracking—those items that take hours of time every month? **Kelly Johnson** is that clone, as well as the virtual assistant who knows authoring and publishing.



The cruise aboard the Royal Caribbean's "*Allure of the Seas*" will leave port in Ft. Lauderdale, Florida, and travel to Jamaica, Haiti, and Cozumel, Mexico.

At sea, participants attend 12 intensive sessions on strategic book marketing, distribution, publicity, professional speaking, social media, and other topics important to creating a bestseller. They can also take advantage of laser coaching with the four experts. When in port, participants are free to tour, relax, and enjoy the sites.

The cost for all workshops, the cruise, taxes, and gratuities is \$1,695 per person for an ocean view balcony cabin. If you were to buy a collective hour with these five publishing pros, it would cost you \$1500! Grab your spot for the ultimate working vacation.

THEIR PROMISE TO YOU:

- You will get the realities of publishing in today's world.
- The how-tos of selling your book wherever books can be sold.
- Access to five publishing experts you would have to pay a minimum of \$300 an hour.
- The tools you need to be successful in publishing.
- Address problems unique to you and your book.
- Shattering that publishing-is-a-lonely-business syndrome. You will learn and share from others' problems and success stories
- One-on-one consulting with the expert of your choice.
- When you get off this cruise, you will take away a clear plan of what you want to do and how to do it.
- After the cruise, a follow up Q&A session and personal coaching session from each.

Get all the Details and Register (6 month payment plan available): www.PublishingAtSea.com

Don't wait any longer

Questions? Call Judith Briles at 303-885-2207

3 amazing, awesome days ... with Judith Briles as your Guide and Mentor



August 27 - 29, 2015

DO YOU WANT TO SERIOUSLY ...

- **LEARN/KNOW** how to form the Game Plan and Platform for your or next book?
- **CRAFT** a book launch?
- **PLAN** and **PROCEED** with a crowdfunding campaign for your book or marketing plans?
- **KNOW** the ins and outs of publishing?
- **CREATE** a speech specifically around you and your book—one that you will get paid for?
- **ID, CRAFT, and DELIVER** the perfect PITCH for you and your book?
- **TAP** into your Signature Stories for your presentations?
- **GET** insider tips on social media strategies?
- **And so much more!**



If **YES ... YOU WANT TO, YOU NEED TO** be at this special two-day event with Dr. Judith Briles

2015 Dates are August 27-29

Save \$100! How?

Register now: <http://thebookshepherd.com/calendar.html>



**If you are an Alumni,
you can register for \$250!**

You will get a questionnaire from Judith in July to complete and return prior to the program. If you have a book, a book cover, or a title, please send the front cover to her for use in her slides during the presentation.

1 Sign-up to get your spot **NOW**.

2 Location is the Doubletree SE, 13596 E. Iliff Place, Aurora, CO 80014

*Be smart—stay at the hotel. **CALL** and **BOOK** your room at **303-614-0780** and ask for our special rate of \$99 per night—includes breakfast.*

3 Put August 27th through the 29th on your calendar **NOW**.

In other words, your life as an author will be morphed. It doesn't matter if you publish on your own or with a traditional publisher, your authoring life is about to change. Whether you are beginning your journey or in the middle of it, you will have a different perspective of not only what strategies you can use, but you will also know how to use and implement them so they uniquely fit your book and vision. There is very, very, very limited space—Judith keeps the event small so she can know every author attending, learn about your book, and give you unique advice throughout the three days. Expect a deep, deep dive, a totally customized experience.

Judith Briles Unplugged is not just another publishing conference where you sit in your seat and take notes—expect extraordinarily high interaction, plenty of “to-do” Activities and Hot Seats—you will not only listen and hear The Book Shepherd, you will immediately implement what she says. Judith will take books and authors randomly and show live, on screen how to create a book launch and social media blitz. Will it be yours?

It is your next, next step to authoring and book success. If that's your goal, *be there!* You and Your Book can't afford not to.

Location: Denver, CO
Date: August 27-29, 2015
Cost: \$497 for three, very full days of intense coaching and training
Site: Doubletree Hotel SE, 13596 E Iliff Place, Aurora, CO 80014- call 303-614-0780 to book your room for our special rate of \$99 per night-includes breakfast.
Rates: Call 303-337-2800, Judith Briles Unplugged

Register now by calling 303-885-2207 and use the code “unplugged” to SAVE \$100 - this Early, Early, Early Bird special will end at the end in May—prices will then begin to increase. You can bring a friend, family member, and/or associate for an additional \$297 each. All Alumni can attend for \$250. **Register now:** <http://thebookshepherd.com/calendar.html>



Sell Your Books at the 2015 Colorado Country Gift Show in November



The AuthorU Board has decided to transition from the Jr. League Holiday selling format used a few years ago to the larger Colorado Country Christmas Mart that will roll out in early November this year. This means you will have the possibility of exposing your book to 25,000 potential buyers who are there to buy ... something. Interested? Read on ...

The location will be at the Denver Merchandise Mart on November 6-8. The first 50 AuthorU members who sign up will receive a \$50 discount from AuthorU to participate (that means you are in for half

price—wahoo!). As in the past, AuthorU will receive back 10 percent of all sales (all purchases will be handled by AuthorU with checks disbursed to participants before Thanksgiving).

Wait, wait ... there's more. Throughout the three days, there will be author signings in 90 minute blocks. The Mart has plenty of free parking ... this is a great place to support the entire Colorado community AND do all your Holiday shopping at once. The AuthorU booth is huge — 10 x 25 — if people are heading for the restrooms, we are a few doors away. And we have a corner booth, so there's great visibility for our Author Signings.

Heads up ... this is for ALL AuthorU members, not just Colorado residents. You may not be here in Colorado for a book signing ... but your fellow authors will be running the booth in a co-op format; there will be a mini catalog with all titles in them to be handed out to all visitors; and we will have assigned members here who will be acting as though they are book sellers for others—that means you.

Here's the Deal ... For the first 50 AuthorU members who register below, the cost is ONLY \$50—not \$100 which it will increase to at #51. If you have more than one book, each addition title is \$10. **Don't wait on this.**

The AuthorU Booth will be directly to right one aisle and then straight back — it will be a major traffic area, meaning we have ongoing traffic. Master designer Susie Scott will have her creative juices in play that will integrate the season flavor plus books, our central stage. Philippa Burgess will coordinate efforts for this year's event and looks forward to debuting her new book, as well.

Continued on page 22 ...

Colorado Gift Show: Continued from page 21 ...



If you are a NON-AuthorU member, you can play, too. Your participation fee will be higher, \$100 at the early-bird-50 rate, with a credit of \$50 of your registration fee going toward AuthorU membership if you choose—and why wouldn't you?

50 for \$50!

Special pre-registration for the first 50 is \$50. After that, Registration increases to \$100 for AuthorU members. For NON-members, the Registration becomes \$150 with \$50

applied toward AuthorU membership if chosen.

REGISTRATION:

To sign up for the AuthorU Book Booth at Colorado Country Christmas , go to:

<http://authoru.org/event/sell-your-books-at-the-colorado-country-gift-show-in-november>

June 29th Evening Salon ... Rock 'n' Rollin' with Animoto



Create a video trailer for your book. Promote programs and services using video – you'll be a video star in no time!

Animoto has lots of new tools... join in the fun and leave with at least one new video to use for marketing, you website and social media outreach.

July 15th Tech Tool Box ... Extra! Extra! ... Create Your Paper.li



Learn how to turn socially shared content into online newspapers and newsletters using Paper.li.

This tool works to automatically find, publish, and promote engaging articles, photos, and videos from across the web. It creates your very own personalized eNewspaper without a lot of work.

September 12th Speak Like a Pro and Sell Books by the Truckload



What are the crucial and must have elements of a great speech? What are the common mistakes speakers need to avoid? Get Judith's Briles' perspective—someone who has been there, done that, creating over 4.8 million dollars in combined speaking fees and direct book sales in a 25-year period—of speaking and selling books at the highest level. Yes, Virginia, you can make a living with your words.

Selling Your Books to Libraries



Libraries ... a great place to sell books to. Why? They pay their accounts on time and don't return books. Librarians love books and create buzz in the library community. Librarians make recommendations and know their customers.

What you need to know is that the great majority of libraries order books through key distribution centers—such as Baker & Taylor, Ingram, and Quality Books. You need to have your books in at least one of the library approved buying portals.

Below are websites to start the library cart rolling. You will need to explore them and submit per their guidelines

Baker & Taylor	http://www.btol.com/index.cfm
Ingram Content	http://www.ingramcontent.com/Pages/Publishers.aspx
Follett	http://www.titlewave.com/
Unique Management Services	http://unique-mgmt.com/
Quality Books	http://www.quality-books.com/

Don't think of these companies as your warehouse to store books. Use Author & Speaker Fulfillment for that (contact info is on the AuthorU.org website under Resources). All bulk orders can be shipped for fulfillment directly from Author/Speaker Fulfillment, which would be the "warehouse" to ship inventory from... but usually libraries use distributors like Baker & Taylor, Ingram, Follett, Unique, and Quality.

Get the library force on your side.



Are you participating in Author Mentoring Mondays?

Every Monday (except on Federal Holidays), the lines are open for remote coaching with Judith Briles and Michele DeFilippo. Call 218-632-9854, Access Code 1239874444 at noon Eastern.



Have You Met AuthorU's Premier Partners and Associates?

Have you checked out AuthorU's Premier Partners and Associate Services pages on the website? Recommended providers from shipping to printing and everything in between. <http://ow.ly/dflYi>

The Extravaganza ... the place to be for authors

A standing ovation to the speakers and attendees at the May 7-9 Extravaganza. It's not an everyday thing in the meeting planning world where High Fives were flying for the Speakers, the Program, the Food, and the Hotel. But that's exactly what the evals said.



On Thursday, the Eagles and Eaglets were off to a brisk start. Attendees were mesmerized by Mara Purl's program that wove fiction and nonfiction narratives; by Bill Van Orsdel deep dive into creating Super Fans; who would have thought legal stuff could be fun with Steve Replin; and the presenters throughout the day capped with the amazing Deep Dive Dinner workshop delivered by Heather Lutze. You want the DVDs of this session.



Attendees cheered for the support from the friendly AuthorU Sharks. Three "guppies" were in the tank in the afternoon—next year. ALREADY two of the four slots are taken for 2016. We will only do them on Thursday afternoon after the final Eagle/Eaglet session on September 16th. Will you get one of the final two remaining spots?

Continued on page 25 ...

The Extravaganza: Continued from page 24 ...

The WINNERS to the Draft to Dream Book Competition were announced. Congratulations to Tony Oliver (Fiction), Timothy Madden (Childrens), Stephani Parriott (YA-Juvenile) and Julie Griffin (Nonfiction).

Friday kicked off with Joel Comm and flying monkeys (you needed to be there), followed by a variety of topics that would only add to marketing; social media (Heather Lutze dove even further into the social media maze); Book Reviews (book reviews with the panel of

Patti Thorn, Joan Stewart, and Victoria Sutherland was exceptional); Pinterest marketing (John Kremer's session rocked); Crowdfunding and Podcasting (Judith Briles illustrated how to get free money and the planning that goes into crowdfunding and why podcasting is what authors should be doing, starting now). Working through the Amazon maze was highlighted in the **Saturday morning** eye-opener with Amy Collins (yes, Virginia, you can pull a few tricks on the Amazon robots, even at 7.05 a.m.); Ted Talks (Hayley Foster revealed the landscape to create and contact) and Building Book Buzz with Marketing and Publicity (Sandra Beckwith and Joan Stewart both revealed a variety of strategies that few think about). Interior Design was a terrific session (Rebecca Finkel went through the Top 10 was outstanding slides to show what works and what doesn't); Branding and Amplifying were given in excellent how-to format (Nancy Chen and Lisa Hales did so in one session, and Lori Ruff did an implementation session later); Digital Printing was explored (Robin Cutler did a great job in explaining and demonstrating when to use it and when not to); Foreign Rights is always a hot topic and attendees got plenty of information (Victoria Sutherland of ForeWord Reviews presented and revealed strategies she uses with Frankfurt and London events).



A ton of information for a few hundred dollars and your time. No serious author should be bypassing this event in the future.

The outstanding accolades for the Evening with Jimmy Wayne echoed through the halls Friday night. This was a full author journey. Jimmy shared his story, an OMG type of story. He sang (what a voice). His books quickly sold out with a long line waiting ('tis the dream of we authors to have those lines!). Jimmy Wayne was the icing on the cake for all of us.

Continued on page 26 ...

The Extravaganza: Continued from page 25 ...

Any of the sessions up to then were worth the price of admission. And Saturday was to come.

Saturday roared in like a March wind—forget about the one foot of snow that would dump outside that evening. We learned more tricks and tips about working and weaving in and around Amazon. The session on interior designs was stellar, creating high-profit products, creating a podcast (and why you need to get started now); branding and getting foreign rights were excellent.

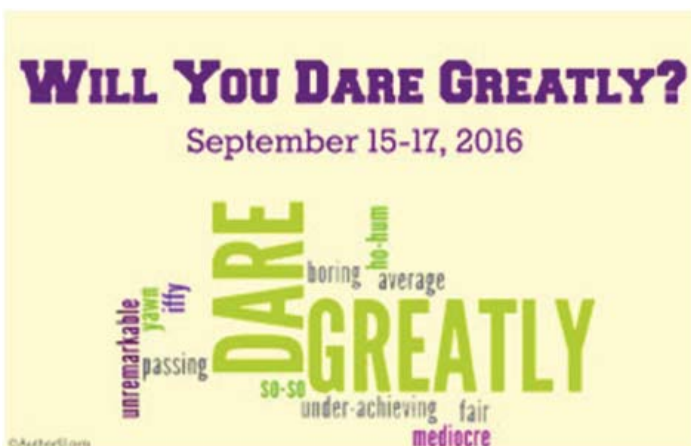
Huge AuthorU thanks to our faculty of Joel Comm, Hayley Foster, Sandra Beckwith, Joan Stewart, Lori Gama, Lisa Hale, Nancy Chen, Amy Collins, Daniel Hall, Lori Ruff, Robin Cutler, John Kremer, Victoria Sutherland, Rebecca Finkel, Judith Briles, Mara Purl, Hunter Boyle, Marty Dickinson, Gary Jezorski, Susie Scott, Kelly Johnson, Angela Boyle, Nick Zelinger Patti Thorn, Steve Replin and Nick Taylor. Yes, it takes a village to create the AuthorU Extravaganza.

Thank you to the Exhibitors who made themselves available to attendees during the Exhibit times and post. Huge take-aways!

And thank you to the attendees who came from North, South, East, and West of the United States. Canada was well represented, as well.

Take the Extravaganza home with you and get what you missed on DVDs and audio (available on CD or flash drive). Order your copies here.

Huge news ... next year's event is moving to September. Same hotel ... and the dates are ... September 15-17. Get them on your calendar. We have created It's going to be a Dare Greatly Year!



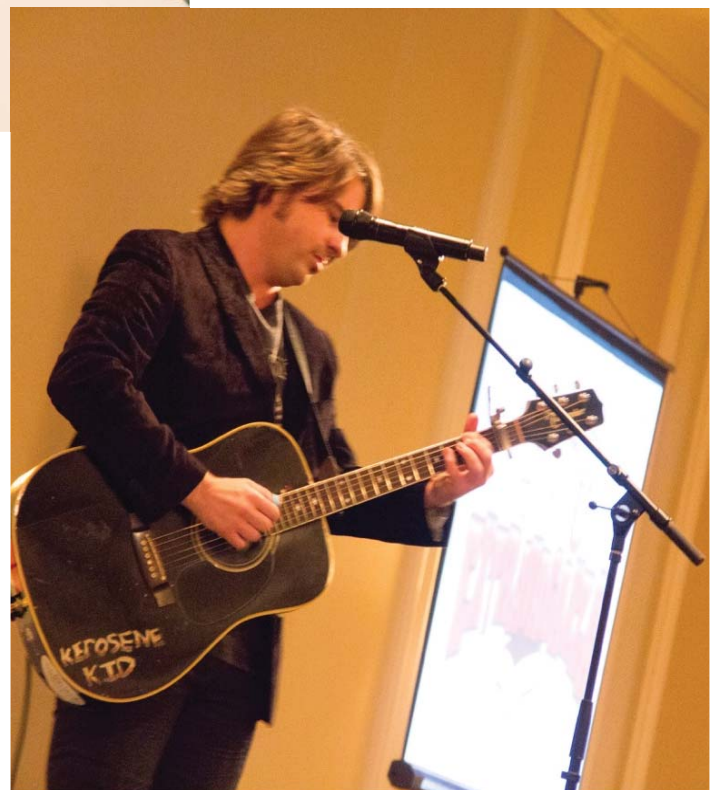
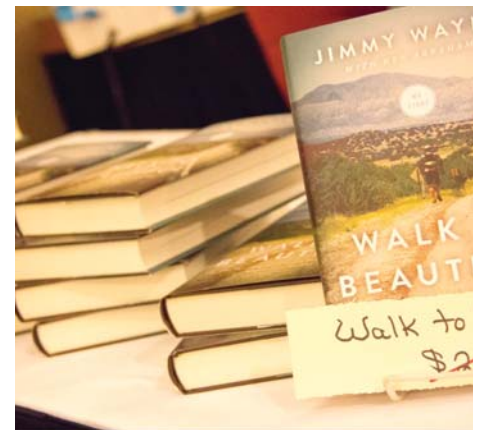
The AuthorU Extravaganza ... the place to be if you are an author or author-to-be and want to be seriously successful. If that's you ... take advantage of the Early, Early Bird sign ups and spread your registration fee of \$395 over three payments for AuthorU members and \$495 for nonmembers. Registration will open soon on our website. All you need is \$100 down and in December, eight payments of \$37 ... how easy can it be?

Get your DVDs and CDs from all the Extravaganza sessions ... from the Extravaganza ... there was so much information, you need to hear it again and again! Here's the direct link to order yours today: <http://ncrsusa.com/cgi-bin/store/main-authoru.html>

AuthorU EXTRAVAGANZA





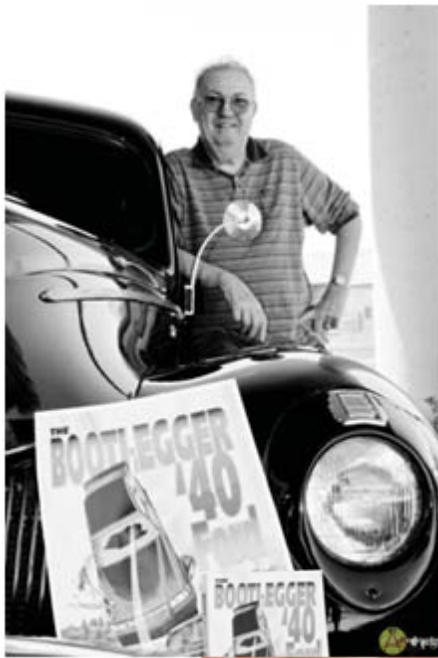






PHOTOS from the Extravaganza that were taken by Ashlee Bratton are posted at <http://tinyurl.com/authoruphotos>

PS... AND ... Ashlee has extended her offer to AuthorU members to get a complete Author Customized Photo Shoot for ONLY \$250. Contact her at Info@Ashography.com



Tips For A Great Bio Shoot

If A Picture Says A Thousand Words, Start Talking!

1. Schedule It.

Don't be afraid to schedule a professional shoot. No selfies! You can't get a good picture if you never actually pull the trigger and schedule your shoot. Go ahead, you're worth it. Your project deserves it. Represent yourself in the best way possible through a professional portrait session—your readers want to connect with you. Research different photographers and styles, and then do it!



2. Go Prepared.

The best shoots are ones where you bring a few options in wardrobe choice and have a variety of outfits that represent you and your genre. Try and avoid solid white shirts if it's an outdoor shoot, and stay away from extremely busy prints. Do wear colors you feel good in. Feel free to bring a prop or two. Pull pictures from the Internet that you like and tell your photographer *why* you like them. (Lighting in this one, the pose in that one, the brick wall in the background, etc).

3. Smile!

Really. Flash those pearly whites. Relax. You may be nervous, but cut loose and enjoy the moment. In today's digital age a lot can be done in post-processing, but the photographer cannot change your facial expression. If you are irritated, grumpy or unhappy, it will show.



4. Know What You're Getting.

Make sure your package includes copyright privileges or ownership so you can actually use your photos for your book, website, and other promo materials. Need a certain type of file format? (JPG/PNG/RAW/300 dpi) Communicate that and make sure it's included in writing in whatever portrait package you choose.





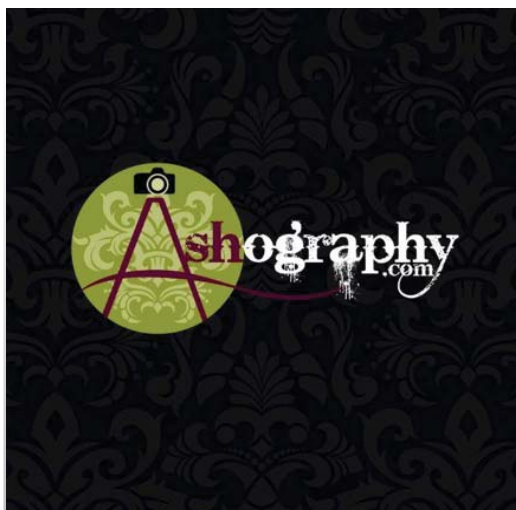
AUTHOR PORTRAIT PACKAGES



**Sign Up For Your
Session:**

**Author U Extravaganza
Conference Special
\$250**
(normally \$325)

- 1 hour portrait session
- Multiple wardrobe changes
- Professional editing
- Full copyright release for author usage
- 10 – 25 digital images
- Online album on Ashography.com
for viewing and sharing

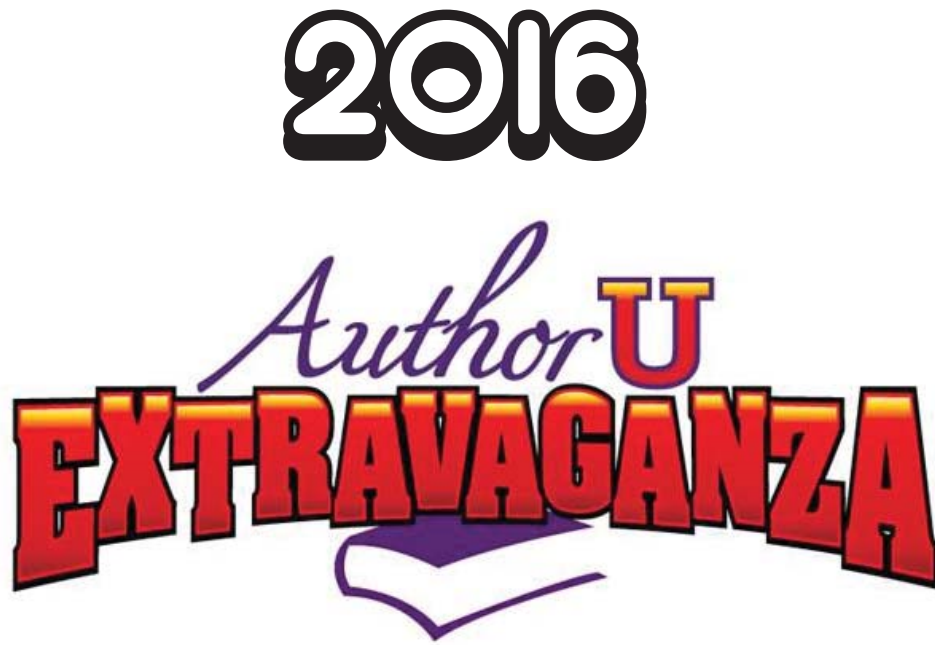


Photographer Ashlee Bratton

**Tell me about your book so we can tell the
world who you are. I do real pictures for
real people.**

303.250.6054
info@ashography.com
www.ashography.com



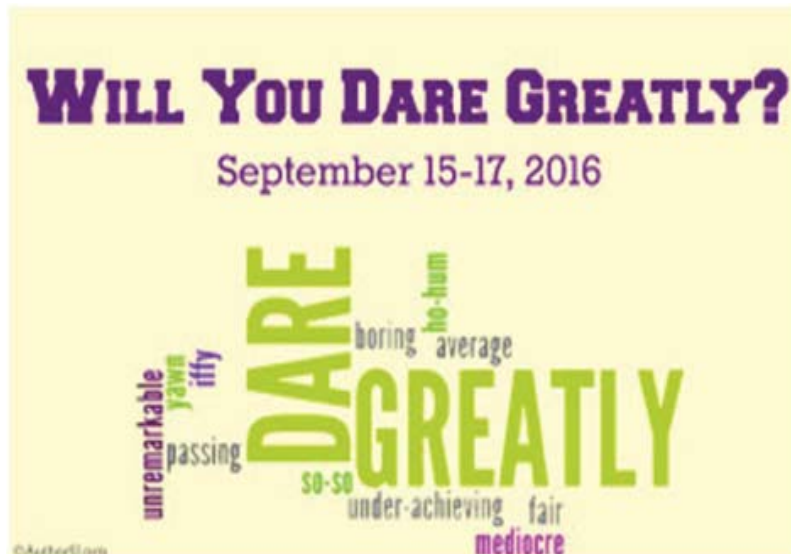


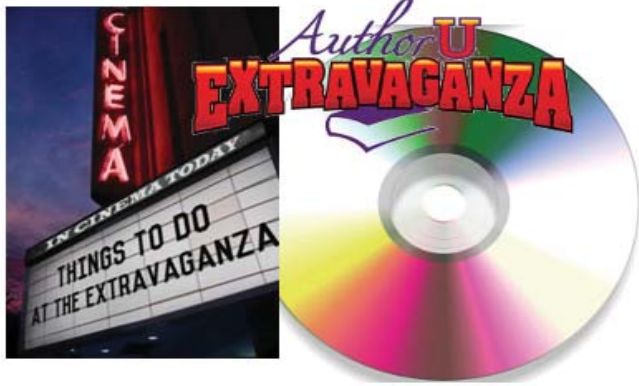
Reserve Your Spot now ... DARE GREATLY

the AuthorU Extravaganza slated for September 15-17, 2016

The September 15th Deep-Dive Dinner Workshop with Barb Wilson, publisher and editor, will present "Write the Right Way - Frogs, Princes, and the Art of Wart-free Writing." This is ideal for getting your creative juices flowing from 6 to 9. The Author Shark Tank will be held in one session on Thursday, the 15th ... **ONLY 2 spots left.**

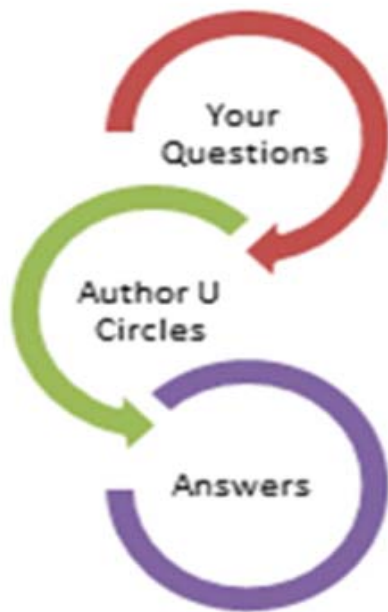
Brainstorming with the Pros will be back. Other Extravaganza sessions will include on Agents; Frugal, Really Frugal Book Marketing; How to Sell a Million Books via Connecting the Old Fashion Way; What's Hot in Printing; and Legal Issues ... And so much more. Mark the dates on your calendar now—you don't want to miss this. The Early, Early Bird left and flew the coup ... Prices are low right now—lock yours in pronto. AND ... you can spread your payments out over 8 months. Register: Call the office, 303-885-2207.





Did You Get your DVDs and CDs from the Extravaganza?
... now available

Order Yours Today!
<http://bit.ly/1IAmflS>



Are you in Colorado? Did you know about the special "Author YOU Circle" held once a month for authors with inquiring minds—be it about publishing, writing, social media, you name it—that Judith Briles hosts in her living room and kitchen?

They're always held on a Saturday morning from 9 to noon—the coffee and tea are hot when you arrive. The cost is **FREE** ... what you need to bring is a healthy snack to share and yourself, along with enthusiasm, questions, and the willingness to share info if you can provide it when a topic is in the Circle.

Created in a loose-structure format, it has no set agenda ... the topics are created via posts on a flip chart as people arrive: what you want or need help in.

It's simple, it's fun, it's highly informative, and it's **FREE**. As Author YOU Circle member Gene Morton says, "It's like a personalized MasterMind group—I always walk away with information that I can immediately use."

Dates are posted through September

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

You need to join Author YOU Circles via Meetup.com, sign up to come. Here's where to register:
<http://www.meetup.com/AuthorYOU/>



June, July, August

AuthorU members get FREE webinars each month with *WebinarGold*. Publish Smarter ... Not Harder. Check the Events tab on the AuthorU.org website and get them on your calendar. You must register for each webinar.

13 Ways to Use Your Author Resource Box Mini-Bio

By Joan Stewart, The Publicity Hound



I collect author resource boxes, those mini-bios that usually appear at the end of articles and blog posts. And perhaps because I'm a writing coach, I love dissecting how the writers make themselves sound fascinating and worth a second look.

You can find nine of my favorites in another article I wrote for The Future of Ink blog on **9 ways to make your author bio box sizzle**. (<http://www.magnoliamedianetwork.com/author-resource-box/>)

My favorite is **Pia Mara Finkell's** fun Twitter bio. In **only 24 words**, she tells you more about what she does professionally and for fun than what you'll find buried in **entire paragraphs** of other people's bios.

After you've used my tips and jazzed up your own mini-bio so it sizzles, think about all the other ways you can make it work for you. With a little tweaking here and there, your mini bio can be used

1. In your **email signature**.
2. On your **business card** and other marketing materials.
3. For the "**About Me**" page at your blog.
4. At the **end of guest posts** you write for other blogs.
5. As part of your **speaker introduction**.
6. At the end of **articles** you write.
7. On your **social media profiles**. These include sites like Goodreads and other book review and recommendation sites where authors and book lovers have profiles.



Pia Mara Finkell

@piamara

I work and play in wine, craft beer and food, but am also obsessed with bourbon, pie, the Yanks, running, lacrosse and anything funny.

Continued on page 37 ...

"The road to hell is paved with works-in-progress."

—Philip Roth

"The road to hell is paved with adverbs."

—Stephen King

Author Resource Box Mini-Bio: Continued from page 36 ...

8. In the message you send to people when sending a **LinkedIn invitation** to connect.
9. When introducing yourself in a **LinkedIn** group.
10. When introducing yourself in a **Google+ community**.
11. In your **Facebook cover image** on your profile or page. Your friends and followers might also like to see your profile within a status update.
12. Incorporate it into the video for your **YouTube trailer**.
13. As the short bio in your **Author Media Kit**.

I know there are more. What have I missed?

If you have an interesting author resource box, include the link in the Comments section. We'd love to see it.

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 and ask a burning question about PR, self-promotion, or social media.*



Sizzling HOT Scrivener Tips and Tricks

Anyone who's ever spent any time writing in Scrivener knows how powerful and useful the software can be. But do you know how to use it to maximize your time and use its powerful tools to help you along the entire publishing process? In this webinar we will be exploring some of Scrivener's most power features

that can save you time and brain damage. We'll be looking at

- Using Scrivener's built in name generator to save time in coming up with good character names.
- The Snapshot feature that can save hours of your time and help you to keep your book up to date.
- Organizing and gathering research elements including websites.
- Creating and using Templates.
- And backing up your work so you don't lose all the time you've put in.

Please come join us for Scrivener tips and tricks.

Date: July 8

Time: 6:00 PM

Register: AuthorU.org on Events

Cost: FREE to AuthorU members all others pay \$15

LinkedIn

Publishing Platform

Have You Published via LinkedIn Yet?

Last year, LinkedIn opened up its publishing platform to all members, initially arriving for a selection of English-language speakers on the network. Prior to that, access to its blogging platform had been limited to selected group of “Influencers” like Richard Branson, Bill Gates, and Barack Obama. Okay, you and I aren’t quite in their league, but hey, we influence plenty of people via our fans, friends, and followers on Facebook, Twitter, Google+, etc.

Since opening the portal, LinkedIn members have been publishing over 40,000 posts per week. What are they publishing? Things that they have influence in, natch. Think expertise, advice, stories, articles, tips, how-tos—you name it, and it’s being put forth.

The cool thing is that when you publish on LinkedIn (and I’m not talking a book here), those in your contact base will know that you have a new post up—this is very different from a short blurb you might put up. In a way, it’s like a blog, just on LinkedIn.

Don’t think that LinkedIn is doing this all out of the kindness of their techno heart—it has some skin in the game. It’s about driving more traffic to LinkedIn, which is fine.


LinkedIn has gotten a bit long in the tooth—most still think of it as the place to go for resumes and job connecting. A bit passe.

Many discovered the power of the LinkedIn groups—did you know that the Author U group has over 10,000 members alone? Are you a member? This is an open forum where you can ask questions and get dozens of responses on anything related to publishing, writing, and authoring.

Today, LinkedIn’s goal is to be “the definitive professional publishing platform—where all professionals come to consume content and where publishers come to share their content.” And that brings all of us to the party. You want to share your expertise and sage advice.

To post on the LinkedIn platform, no one needs an advanced degree in anything. Go to your LinkedIn sign in.

Continued on page 39 ...



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We Deliver...

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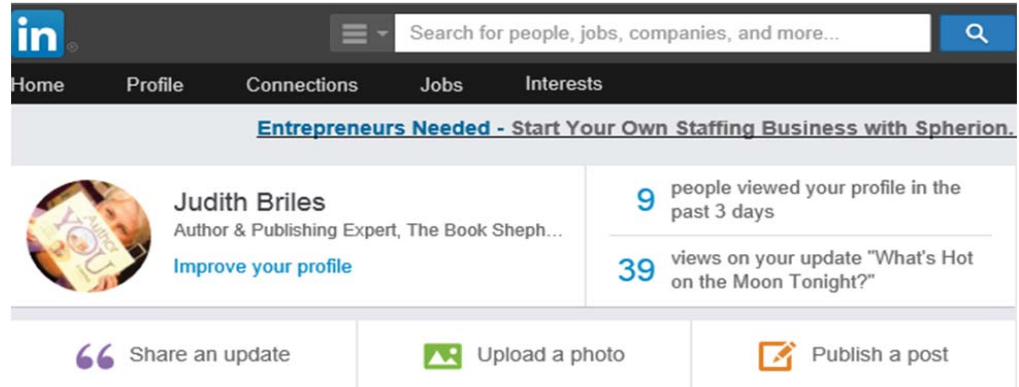
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800.999.2665



LinkedIn: Continued from page 38 ...

Here's mine:

Note that there are three items below my name: "Share an update" (go ahead and post something when you are there); "Upload a photo" (why not, you can use it in the post you are going to make); "Publish a post" (get ready to do something original—or get your feet wet and copy and paste in something you already have—do a little rewriting so it's not a word for word duplicate for something you already posted in a blog).



Practice the art of short paragraphs—just a sentence or two (note the length of the paragraphs in this post). And with the Publish a post feature, make sure you have key words in the first paragraph and a hashtag or two.

TaDah, post it.

Now, let's take it one more step. Go to where your post is, copy the URL for the page, and do a "shout out" to your other social media platforms—Facebook, Google+, Twitter, etc. Write something catchy, add the URL that has been shortened via the platforms shortener or Bit.ly or TinyUrl, and get another TaDah.

Welcome to social media.



Judith Briles is *The Book Shepherd* and Founder of *AuthorU.org*. Her annual three day intensive, **Judith Briles Book Publishing Unplugged** will be August 27-29 in Denver CO. Details can be found on www.TheBookShepherd.com.

Follow her on Twitter @
[MyBookShepherd](https://twitter.com/MyBookShepherd)









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4 Mistakes You're Making on Goodreads

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 was at the Extravaganza!



You know about Goodreads, right?

Goodreads is the world's largest site for readers and book recommendations. It boasts an audience of 30 million book lovers, 900 million books added, and 34 million reviews.

34 million reviews!

It's about more than reviews, though, and authors enjoying the benefits of this site's power know that. Fact is, Goodreads isn't just a website where readers post book reviews. It's a social network for book lovers – an online community where

people who love to read can gather and talk about books they love, as well as share opinions that they hope will influence their friends and others.

Readers of all ages rely on it for recommendations about what to read next and what to avoid.

Are you thinking about getting started on Goodreads? Or, maybe you're on the site already but are discouraged because not much is happening for you. You might be making one of these common mistakes:

1. You're participating on Goodreads as an author, not as a reader.

The most important thing to remember as a Goodreads author is that you should be there as a reader, not as an author. This is a site for readers. To be accepted and embraced, you need to use it as a reader.

Join the groups that interest you (rather than those you think will help you promote your book); avoid the writer groups (they're often too self-promotional to offer any benefit to anyone). Participate in discussions as yourself, not as the author of a book. Let people get to know you while you get to know them.

In addition, follow authors you like or admire – just as any other fan would. Follow users who like the same books you do, too – you might discover more great books to read.

Simply put: Forget that you're an author and become familiar with the site as a book lover.

Goodreads: Continued from page 40 ...

2. You're contacting reviewers directly.

This is a Goodreads no-no. Site managers frown on this. Don't contact users on the site to ask for a review and don't contact someone who reviewed your book, either.

I know firsthand how much self control this requires. I was happy to see a positive Goodreads review of one of my books, but it included a critical statement that wasn't based on fact. I was interested in learning more from the reviewer about the statement because feedback about the misperception might be useful in a revision. I know the rules, though, so hard as it was, I didn't track him down and ask, "Will you tell me more about this?"

Goodreads doesn't even want you to thank a reviewer – so don't. That's because reviewers write reviews for readers, not authors, and when they hear from an author directly, it can feel a little creepy – like you're looking in their windows.

3. You're not supporting other authors.

On Goodreads (and all other social networks), follow the Golden Rule: "Do unto others as you would have them do unto you."

If you want people to review your books, review the books of others. When you see news of a book giveaway, share it. Comment on author Goodreads blog posts.

When you use Goodreads to enhance your experience as a book reader, you will naturally and organically support your experience as an author.

4. You haven't claimed your Goodreads Author status.

Many authors aren't even aware that there's something called "Goodreads Author status." Yet, you can't fully leverage this site's book promotion power until you're officially recognized as a "Goodreads Author," and that requires doing more than registering with the site so that you have access to it.

There's a right way and a wrong way to use Goodreads as an author. If you use it the wrong way, site users will let you know – there will be no mystery about your status. Goodreads Author Marketing Coordinator Cynthia Shannon discusses how to use it effectively to build a fan base, get your books discovered, get reviews, and get results in a 60-minute audio program, "How to Promote Your Book with Goodreads," which includes four bonus PDF handouts.

Learn more at <http://buildbookbuzz.com/goodreads-teleseminar>.

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.

Do You Know what a Fulfillment Company Is?

By Bret Ridgway



As an author there are many key decisions you'll need to make about how you're going to run the business of your book. This includes everything from how you're going to spread the word about your new book to how you're going to get a website up and running to how you're going to get your books packed up and shipped to the people that order them, just to name a few.

If you want to grow your business, it is so important to focus your efforts on those things you do best (and in some cases, only you can do). Your primary focus should be as the driver of the marketing engine for your book, which could include public speaking. It should not include technical things like developing a website if you're not a technical person or things that one might classify as "grunt" work. Let's face it, if you're spending your

time doing \$10 per hour tasks, you're not spending your time wisely as an author. And you might be significantly restricting the growth of your business.

One of those lower level tasks too many authors try to handle themselves is the packing and shipping of books to fulfill their orders. Did you know there are what are known as fulfillment companies out there that can entirely remove this mundane task from your plate so you can focus your efforts more appropriately?

These fulfillment companies do exactly what the name implies – they provide product fulfillment services for businesses such as your book business. Here's how it works:

Let's say somebody comes to your website and orders your book through your online shopping cart. Your shopping cart communicates that order information automatically to your fulfillment company via an integration between your shopping cart and the fulfillment companies backend system. The fulfillment company then packs up that book order and ships it to your customer on your behalf. This is all automated and, therefore, entirely hands-off for you once the initial integration has been set up.

Continued on page 43 ...

Whatever it takes

to get your next children's book to market faster.

- Digital and offset printing
- Beautiful full color and crisp black/white printing
- E-book conversion
- All materials are safe and CPSIA compliant
- Comprehensive distribution/fulfillment
- Hard and soft cover books

THOMSON-SHORE
Helping you put your best book forward®

Fulfillment: Continued from page 42 ...

Without your lifting a finger, your order is handled and on its way to your customer for a small fulfillment fee plus the costs of postage. How much of a fee? Depending upon your fulfillment company you can expect to spend \$1.50 to \$3.00 in fulfillment costs depending upon the number of books ordered by your customer.

Obviously, perform your due diligence before selecting any fulfillment partner. For example, what other fees can you expect in working with a fulfillment company? You can expect to pay storage costs for your books, usually on a per pallet basis. Some companies will require you to pre-fund your shipping account. Others may have some additional charges if you don't do a certain number of orders per month. Make sure you have a complete understanding of all possible charges, what's expected from you, and what you should expect from a fulfillment company *prior to* entering into any sort of agreement.

Building your book business is both exciting and challenging. The removal of certain challenges – such as how to get your book into the hands of your readers – can help you leverage your time much more effectively as an author. Outsourcing your product fulfillment is highly recommended for any author who wants to succeed.

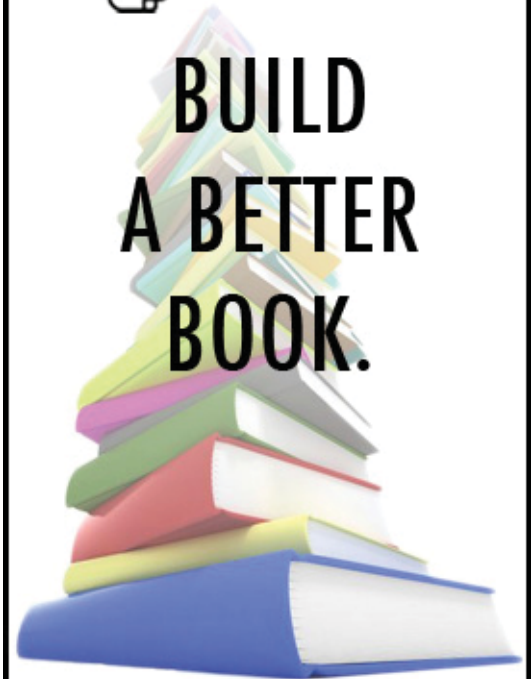
Bret Ridgway is co-founder of *Speaker Fulfillment Services*, a company dedicated to working with authors, speakers, and information marketers. He is a frequent guest on teleseminars, webinars, and live events, where he shares his unique behind-the-scenes knowledge of all aspects of information marketing.

Did you know that AuthorU posts THREE Blogs a week?!

oh
yeah!

Every **Monday** and **Friday** there is something new. On Thursday, you get the *Top Ten Twitter Tweets* (did you know that AuthorU posts over 200 Tweets a week?). **Subscribe TODAY** and get your **FREE** info pack of the Top 5 Things You Need to Know to Publish on www.AuthorU.org

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**– Maryanna Young,
Author, President,
Aloha Publishing**

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BOOK PROMOTION POINTERS

Book Marketing Strategies

By Sandy Gould, Color House Graphics



In the months to come, Color House Graphics will be outlining several different marketing strategies for authors to utilize when it comes time to sell their books. Marketing your book involves a lot of focused work and planning – and without that added effort, nobody beyond your friends and family may ever be reading your book.

We want to help you create a successful marketing plan that will get the cases of books out of your garage and into your readers' hands.

The first, and most important, area of your marketing is to focus on creating a solid marketing plan. This plan should detail whom you're marketing to and how you're going to do it. Below, we have outlined a general breakdown of how you can create a successful plan to market your book.

1. DEFINE YOUR AUDIENCE.

This step may seem simple, but you shouldn't be tempted to skip it.

If you've previously published books, then you might have a good idea of who your readers are. The digital world gives you the opportunity to perform in-depth research in a way that authors 10 years ago only would have dreamed of doing.

Get onto social media sites, Amazon, or Goodreads and look at who is reading your book. If this is your first book, then look to see who is reading similar books.

Ideally, you want to be able to describe a core group of readers. For example – Parents and Teachers of children ages five through eight. The more specific you are, the more successful your entire marketing plan will be in the long run.

2. WHERE IS YOUR AUDIENCE?

Now that you've established who your target audience is, you need to narrow down where you can find them. Are they on social media sites? Which blogs do they read, if any?

For example, if you are targeting mothers and teachers – which websites do they spend time on? Narrowing down where your audience spends their time will help you establish where you need to focus your marketing – saving you time and money.

Continued on page 45 ...

Book Marketing: Continued from page 44 ...

3. WHAT ARE YOUR STRATEGIES & TACTICS?

How will you market your book to your audience? We have already established the who and where – but what about how? There are endless different marketing strategies and tactics. You will need to decide what is most appropriate and effective for your book and its audience. We have listed a couple of different examples below to help get you started.

STRATEGY: Build a presence for your book on parenting blogs A, B, and C.

TACTIC: Get people to write reviews, testimonials, or quotes. Place those reviews, testimonials, and quotes on said parenting blogs.

STRATEGY: Announce book release to local teachers.

TACTIC: Establish an e-mail list of teachers from school districts A, B, C, and D. Start sending book information, announcements, and chapter sneak peaks to the e-mail list, using a branded e-mail template.

4. ESTABLISH A TIMELINE

Starting your marketing before your book is actually released is ideal. And if this is possible, planning out all relevant timings is important. How long will you need for editing, formatting, cover design, and other book related matters?

You don't want to start marketing too soon before your book launch, but you do want all your promotional activity to peak at about the same time. Planning out specific timings for each of your tactics will help you achieve this.

As we stated before, the amount of strategies that you can use are endless and they need to be very targeted toward your audience. From social media to selling on Amazon or using speaking opportunities – each different strategy and tactic takes planning.

Throughout our summer marketing series, we will outline different strategies and how you can execute them in a timely and cost effective manner. We want to help you establish realistic goals and be able to achieve them – ultimately selling your books.

Sandy Gould has a passion for helping indie book publishers and authors see their creative vision become reality in the most straightforward and cost-effective way. She has been the National Sales Representative for Color House Graphics for the past twelve years. Having spent most of her career in the printing and book manufacturing industry, she can apply a combination of her technical skills and book publishing expertise to deliver effective results. Sandy@colorhousegraphics.com or Phone: 800-454-1916

Color House Graphics is a book manufacturing company that exists to help publishers, authors, and companies create and deliver great books. We have three decades of servicing small and independent publishers by combining craftsmanship with technology to help our customers create, print, and publish great books.

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.

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iTunes: <http://authoru.org/on-the-air.html>

Upcoming in June...

Here's what Author U brings to you—make sure you listen in. All shows are originals and “fresh” with no encores or past shows repeated.



June 4th **CrowdFunding Part II**

Judith Briles continued last week's Part I (May 28th) with critical essentials, ideas to keep the momentum going, Timelines and a quick Cheat Sheet. Order her new book, *The CrowdFunding Guide for Authors & Writers* today on Amazon.

June 11th **Giving Your Books a Voice**

Audiobooks is something that all authors should consider creating for their books--both fiction and nonfiction.

June 18th **Creating Your Book Launch**

Get the Dos and Don'ts and steps you need to take to create your book launch. June 25th Take Your Expertise and Run with It!

The word “expert” is one of the most common words used in Google searches in finding help. Ideas for positioning you and repositioning where you've already gone.

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

The Technology and Tips Toolbox

Ninite & Get Mac Apps: Install Multiple Apps at One Time on Your PC or Mac

By Kelly Johnson



Several people shared with me recently that they are ready to make some technology changes in their businesses, and one of the first items is going to be a computer. While you are excited about having a new computer, you may be feeling some dread at having to install your favorite free programs again, such as iTunes, Firefox, Adobe Reader, etc. This task can be very time-consuming since you need to visit each site, locate the download link, and then install each program individually.

This task is no longer a drain on your time since you can now install the most popular free software programs from these sites:

Ninite (Windows) (<http://ninite.com/>) and Get Mac Apps (<http://www.getmacapps.com/>).

Some of the programs available on Ninite and Get Mac Apps include iTunes, Google Chrome, Skype, Evernote, Audacity, Thunderbird, Java, Firefox, Dropbox, and Picasa.

Ninite (<http://ninite.com/>)

Based on the software programs you select from the Ninite menu, Ninite installs the software programs quickly with default settings and says no to browser toolbars. Ninite also checks your computer to install the latest version of each program. There is no Ninite software to install, and all it does is automatically download and install the programs you select.

Ninite (for personal use) is free of charge. They offer a Pro version that has a \$20/month fee.

One item to note: on the Ninite site, they do not provide an explanation of each software program, so if you do not recognize the name or are not familiar with that program, you will need to conduct some research online to learn about that program.

Get Mac Apps (<http://www.getmacapps.com/>)

Like Ninite, Get Mac Apps is about creating a quick bundle of apps to make downloads easy. You select the software you want to install, click the "Install these" button and Get Mac Apps generates a code for you to paste into Terminal. Paste that in, and Get Mac Apps does the rest. Within a few minutes, your favorite software is installed and ready.

Now that you have a resource to save you time on installing your favorite free software programs, you will be up and running on your new computer in no time.

To your success,

Kelly

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

HOT ... Get a FREE Digital Marketing Audit



The Online Visibility Expert, Lori Gama, will conduct a complete digital marketing audit for the first 10 people to contact her. This includes a 45-minute report on the phone with Lori as she explains the written report you'll receive after your phone appointment. The following things are audited: your website, your social media marketing, your SEO, your blog, mobile reach, lead generation. At the end of your appointment, you'll be provided with the written report and recommended steps to take to improve your digital marketing.

If you need any Digital Marketing services, Lori and her team can provide those for you. Contact Lori now at 970-378-7822; e-mail: LoriannGama@gmail.com.

Here's what Lori and her team can do for you and your book:

- Website design and development for mobile (Responsive design)
- SEO
- Social Media Marketing (consultation or management)
- Content Strategy
- Content Development and Curation

Lori Gama - The Online Visibility Expert at www.LoriGama.com

President, DaGama Web Studio, Inc.

Office: 970-378-7822

Mobile: 970-302-6994

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Authors Behaving Badly: What NOT to Do on Social Media

By Melody Barnes Jones



Authors are human. There, I said (wrote) it.

We have feelings. We have the same life stressors everyone else has. We work our butts off. We don't like it when we get negative reviews or comments on our pride and joy, our babies, our very souls – also known as our books. It happens, and it happens to even the most popular and well-known authors.

There is more than one case of an author having a highly public meltdown online. The problem with this is that once it's out there, there's no taking it back. I don't care if you delete it, give 97 reasons why you responded the way you did, make well-crafted and well-punctuated excuses, send flowers or a sing-o-gram, or even apologize, the Internet never forgets. Ever. Someone somewhere

took a screenshot of your ugly words and posted it again. ON THE INTERNET.

Let me give you an example that happened on Twitter. An author, who shall remain nameless here, received a less-than-glowing review in the *Boston Globe* of her latest book by a reviewer of some renown, a reviewer with a long and esteemed literary career of her own.

The author didn't tweet one response, she tweeted 27. Here are some of the words she used: "[blankity blank] is a moron." "Now any idiot can be a critic." "If you want to tell [blankity blank] off, her phone is ____."

Oh yes, she publicly posted the reviewer's phone number and e-mail address.

Oh my. My, my, my.

This is a perfect example how social media can be misused as a place to vent. That's what BFFs are for, people! Call up your best friend and vent every vile word you can think of. Drink wine. Go out for beer and darts. Take a nap. For the super-healthy types, go for a run, climb a fourteener, or eat some tofu. I don't care.

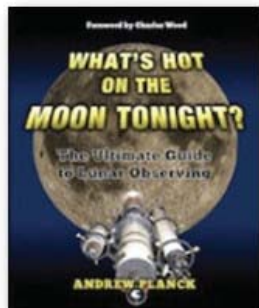
But DO NOT, under any circumstances, respond online to negative reviews or comments. The end.

That's it. That's my number one bit of advice for authors on what not to do on social media.

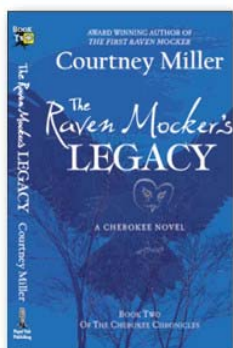
Don't be one of those authors that someone like me can easily find online as a bad example for yet another article. Because I'll do it.

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. E-mail her at melody@socialmediamelody.com.

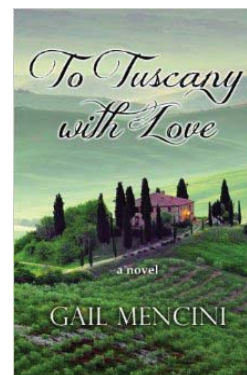
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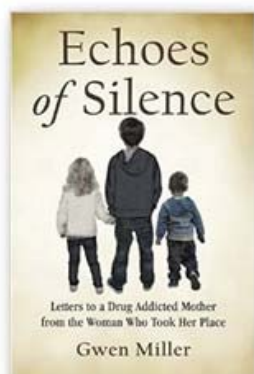
Andrew Planck and *What's Hot on the Moon Tonight?* is featured in one of Colorado's premier bookstores—The Boulder Bookstore in Boulder, Colorado, of course. On display for store buyers AND will be highlighted on the website and next newsletter. If you can't make it to Boulder, Amazon always beckons—terrific resource for astronomers and moon-gazers of all ages! <http://ow.ly/NFIIf>



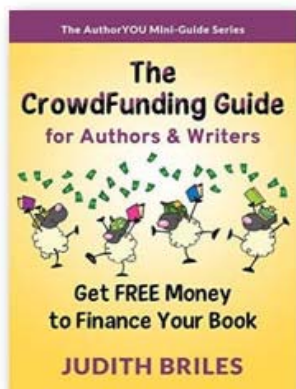
Always a happy dance when AuthorU members go to print. Thanks to interior by **Ronnie Moore** of WESType and awesome cover by **Nick Zelinger** of NZGraphics, **Courtney Miller** is at the printer for book # 2- *The Raven Mocker's LEGACY!*



Gail Mencini shares that *To Tuscany with Love* was named a Category Finalist the 2015 Eric Hoffer Book Awards and a Finalist the 2015 Colorado Authors' League Writing contest. Love all the recognition she's gotten for her debut book! <http://ow.ly/NFNDB>



Gwen Miller and her first book, *Echoes of Silence: Letters to a Drug Addicted Mother from the Woman Who Took Her Place* was a Finalist in the Narrative-Non-Fiction category with the International Book Awards. Exciting times for Gwen with her first book and amazing story—more to come! Gwen has been a regular participant in the Author Mentoring Mondays done every Monday at Noon Eastern time. <http://ow.ly/NzO4a>



Short is the new black—the first in **Judith Briles'** MiniGuides—is now available. *The Crowdfunding Guide for #Authors & Writers: Get FREE Money to Finance Your Book* is now posted on Amazon. Joel Friedlander says, "Judith Briles does it again, providing exactly the resource indie authors need to make their way through the crowdfunding jungle. From planning to platforms to real-world strategies, this is the go-to guide that I'll be recommending." #Crowdfunding is a trend, not a fad! Order your copy now ... <http://bit.ly/CrowdfundingGuide>

Author Member News

NABE Spring 2015 Pinnacle Book Achievement AWARD WINNERS

International book awards

Best Books in the Category of **MILITARY**

History: General

Winner

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

Sea Breeze Publishing LLC

978-0-986076008

New Age: Non-Fiction

Finalist

More Tiny Thoughts for Personal Transformation: Change Your Thoughts, Change Your Life by **Karl Schmidt**

Inspired Crow Publications

978-0968683170

Non-Fiction: Narrative

Finalist

Echoes of Silence: Letters to a Drug Addicted Mother from the Woman Who Took Her Place by **Gwen Miller**

Willow Wind Publishing

978-0990896906

Non-Fiction: Narrative

Parenting & Family

Pamela Bryson-Weaver and her book *Living Autism Day by Day: Daily Reflections and Strategies to Give You Hope* was a Finalist in the Parenting & Family category with the International Book Awards in May. Pam has picked up several "bests." *Living Autism* and was honored with the Silver Benjamin Franklin Book Award last month from the Independent Book Publishers Association. On Amazon at <http://ow.ly/NzNzL>

Pamela Bryson-Weaver

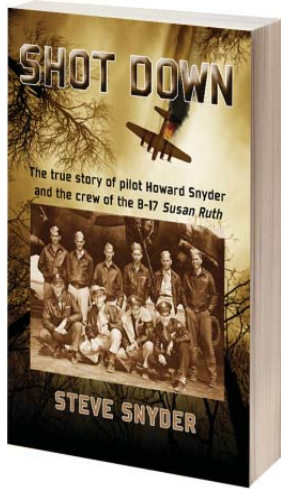
2015 IPPY Awards national category

GIFT / SPECIALTY / JOURNAL

Bronze: *Living Autism day-by-day*, by **Pamela Bryson**



Author Member News



SEAL BEACH, CA., **Steve Snyder** of Seal Beach, California, wrote and published *SHOT DOWN: The true story of pilot Howard Snyder and the crew of the B-17 Susan Ruth* (Sea Breeze Publishing LLC).

Snyder and his book, *SHOT DOWN*, have been honored with **9 national book awards** since its publication in the fall of 2014, including the Winner in Military and Finalist in Historical Non-fiction in the 2015 Next Generation Indie Book Awards, Silver Medalist in History (U.S.) in the 2015 Independent Publisher Book Awards, Finalist in War & Military (Adult Nonfiction) in Foreword Reviews' 2014 INDIEFAB Book of the Year Awards, Best Books in Military in the NABE Spring 2015 Pinnacle Book Achievement Awards, Finalist History: General and Finalist History: Military in the 2014 USA Best Book Awards, and Honorable Mention General Non-Fiction in the 2014 Southern California Book Festival.

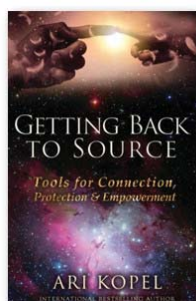
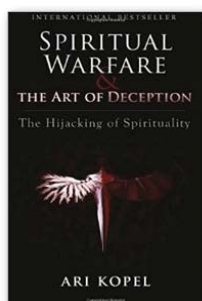
On May 26-28, Snyder was in New York to attend Book Expo America and receive awards medals at the Next Generation Indie Book Awards Reception held at the Harvard Club of New York City and at the 19th Annual IPPY Awards Ceremony at the Providence NYC.



Lynn Hellerstein added 2 new photos.

Yesterday at 11:53am · 🧑

So honored to have received the COVD President's Award from COVD President, Dr. Ida Chung. I truly appreciate the opportunity to mentor and grow with #COVD2015 — with Ida Chung.



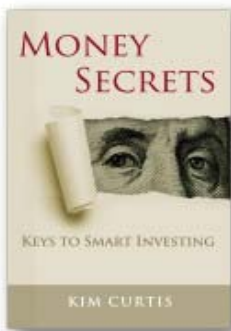
Ari Kopel's *Spiritual Warfare* has had ongoing sales on Amazon with her first book—quickly hitting #1 in Amazon in multiple categories and in the top 10 in the Kindle bookstore. She's getting ready to launch her second book, *Getting Back to Source* and getting interest in foreign rights. Hot!. Here's the link to her Amazon page: http://www.amazon.com/dp/0986176907/ref=rdr_ext_tmb

AuthorU Member News



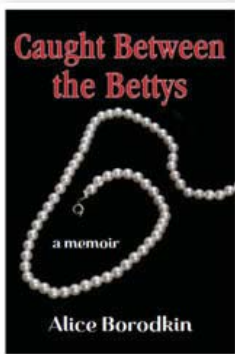
Mara Purl is deep diving into research for her next book in the Heart series. This time, lighthouses become a new focal point. She met with historian Peter Wrike in Milford-Haven, Virginia, for this latest wrinkle in the heartbeat of women's fiction.

<http://marapurl.com/>

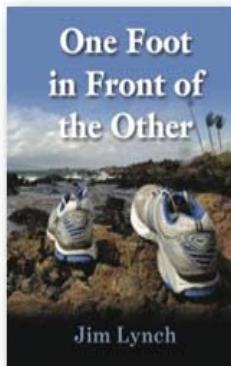


Kim Curtis loves the gift of flowers sent from one of her fans in celebration of *Money Secrets* Amazon #1 BestSeller in Wealth Management category status for a solid week! Get your copy on Amazon today!

<http://ow.ly/NG5W6>

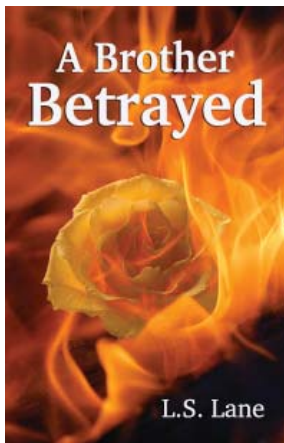


Loved getting this email: **Alice Borodkin** shares that “not much going on since attending the wonderful EXTRAVAGANZA last month! ... Except: My book, *Caught Between the Bettys* was a finalist in the Draft to Dream competition. My new web site is up, www.AliceBorodkin.com. My new blog is up and running. **Nick Zelinger** of NZGraphics is working on the layout of *The Bettys*—wait until you see the pictures! Considering AuthorU video and pod-casting. Brand new e-mail list coming up. Looking into TEDx talks ... Am I busy? You bet! Am I happy with AuthorU? You bet!

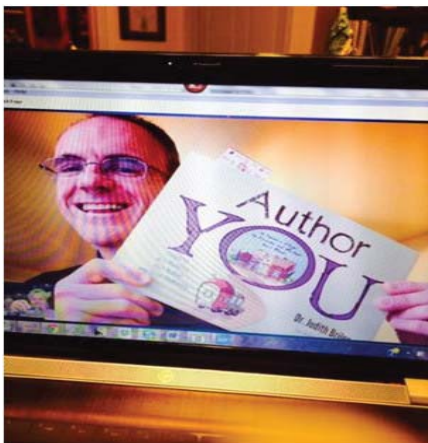


Jim Lynch and **Judith Briles** (with spouses **John Maling** and **Debbie Lynch**) spent several days finalizing Jim's final chapters for *One Foot in Front of the Other* with deadlines before a fabulous dinner at the Fairmont in Maui.

AuthorU Member News

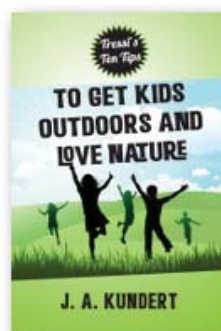
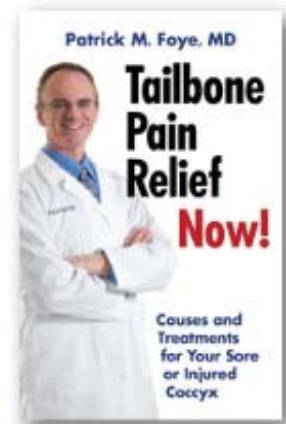


L.S. Lane (Linda Lane, *The Author Resource* editor) is re-releasing her debut novel, *A Brother Betrayed*, on July 5, 2015. Wrapped in a stunning new cover and updated with enhanced content, this story of love, death, and treachery chronicles the challenges facing a family devastated by the loss of its beloved patriarch. Emotions run rampant as his wife and children struggle with the reality of his death, while his traitorous brother lays the groundwork to take control of the thriving family business and eliminate anyone who gets in his way. Originally released under a different title, the book highlights the resiliency of family despite loss, betrayal, and misunderstandings that threaten to destroy them all. Containing elements of a romance and a thriller, as well as women's fiction, the story reaches out to a wide audience of readers who love a riveting novel.



How cool is this ...

Dr. Pat Foye is a regular listener to the AuthorU podcasts—he got Judith Briles' book *Author YOU*, created the draft of his book by reading and listening ... called her AND now is in the final stages of layout for cover and interior with **Rebecca Finkel** --Indexing and Print bids go out next week!



Judy Kundert is a special guest June 6th for Broomfield's Trail Adventure Day. The event will be held at Legacy Park to celebrate National Trails Day. Her book *Tressi's Ten Tips to Get Kids Outdoors and Love Nature* is being given as a prize.

<http://ow.ly/NGpjg>

Kelly Johnson was featured in USA Today: "*Vista Views of Virtual Office for Kelly Johnson*" .. Kelly works globally with clients ... article was all about how VAs can work from any location and what VAs can do for business owners/entrepreneurs. Bravo!

Author New Members



Frederrick Coffey, pastor of Tate Memorial COGIC, is completing his third Masters in Christian Studies and will pursue a Doctorate in Christian Leadership or Ministry to share the knowledge and wisdom with others.

His book, *Growing Spiritually with God Book I: Connecting with My Spirit*, provides topics of discussion for the Christian foundation: Gifts, Integrity and The Holy Spirit. Next up is Book Two: *Spiritual Leaders, Tithes, Offering, Sacrifices and Prayer, and Fasting*.



Susan Hadley Planck is a traveler, bagpiper, teacher (of over 30 different courses throughout 30+ years of teaching), paralegal, owner and operator of a climbing and backpacking school, alphornist, skier, and now author. Proud of her eclectic background, she has lived in the Chicago area (where she was raised), Colorado Springs as a student at Colorado College, California and Oregon, then Washington State on a family-owned guest ranch for 14 years, and now is back to Colorado in Boulder with her husband, Andrew, whom she met in a bagpipe band. She is working on her first book that focuses on two of her loves: traveling and bagpiping.



Karen Hardin, literary agent and published author, has been in the Christian publishing industry for 25 years. She has had the privilege of working on numerous projects with some of the most recognized names in the industry: Joyce Meyer, Gloria Copeland, Ron DiCianni, QVC Host Rick Domeier, and more. Her work has appeared in *USA Today*, *World Net Daily*, *Charisma*, *Outreach*, *Weddings Elsewhere*, etc. Her newest book, *Four Secrets to a Forever Marriage* releases with Worthy Publishing, July 2015. Helping individuals take their writing to the next level and get their projects and products into the marketplace are her passion. For additional information go to: www.prioritypr.org

Author New Members



Mitchell Levy is the CEO and Thought Leader Architect at THiNKaha and the Chief Aha Instigator at the Aha Amplifier. He and his team are democratizing thought leadership to make it easy for corporations to create compelling content that help turn their experts into recognized thought leaders. Mitchell is an Amazon bestselling author with forty business books, contributor at *Entrepreneur Magazine*, has provided strategic consulting to over one hundred companies, has advised over five hundred CEOs on critical business issues through the CEO networking groups he's run, and has been chairman of the board of a NASDAQ-listed company. His publishing companies have published over 250 physical and over 400 eBooks.

Mitchell has written social-media-enabled eBooks that he offers for free: *Mitchell Levy on Creating Thought Leaders* and *Meridith Elliott Powell and Mitchell Levy on Instilling Leadership at Every Level*, available at <http://bit.ly/MitchellLevy-AhaAmp01> and <http://bit.ly/EngagedLdr-AhaAmp01> respectively. Join the conversation about thought leadership best practices on the LinkedIn group <http://bit.ly/t-l-b-p>, or watch a new thought leader episode each week on <http://ThoughtLeaderLife.com>. We are thrilled to have Mitchell join our Board.

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.
- **Pages don't align** — Poor presentation of content.

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**

Your book is important!

If you are interested in getting ...

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www.WESTypeBookDesigns.com



HOT TIPS FOR AUTHORS



Countdown smartphone app for iOS

Countdown: The Big Timer & Clock is a great iOS app to ensure you end your talk within your time allotment. Its image in the app store is a large red “:01” on a black background.

<https://itunes.apple.com/us/app/countdown-the-big-timer-clock/id582556043>



Get everyone to see your Twitter replies when using #Hashtag

as **FIRST** word. If you want others in your Twitter stream to see your replies, place the DOT before the # as .#. If your replies begin with a word without the #hashtag, it's not necessary to add the dot in front of the opening word.

Let's just say, for this example, that you create a Tweet or ReTweet, and you want EVERYONE on your stream to see it. Put the DOT right before the # (i.e., like this: .#) at the beginning of the RT or the original creation. **.#Speaking on your #book expands your expertise—key tips on creating a #TEDtalk or short talk. Listen to podcast: ow.ly/L94q8**

If you write the Tweet and then add #speaking in the middle of the Tweet, the .# isn't needed. Write it like this: **WOW ... creating a #TEDtalk or short talk will skyrocket your #speaking gigs. Listen to podcast: ow.ly/L94q8**

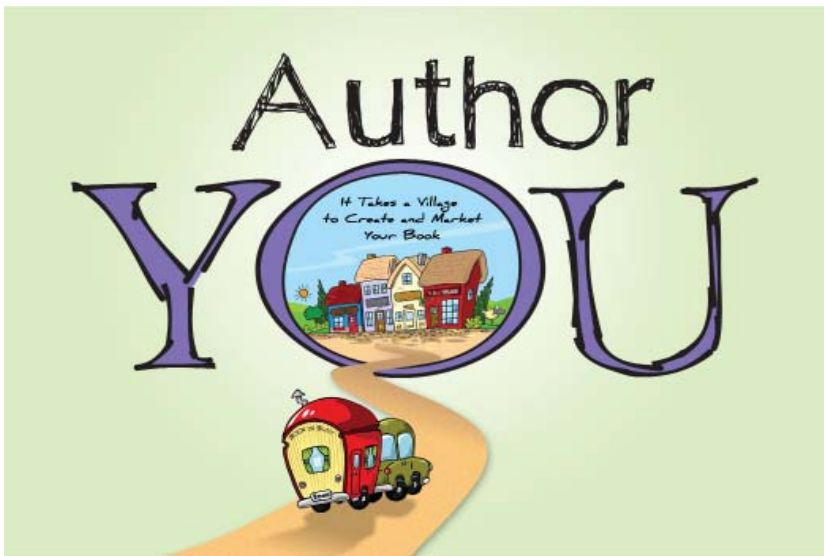
I know it seems a tad confusing. Before the .#, only the intended recipient hashtag group has the opportunity to see it—no one else in your stream unless they, too, check in with the # used. When you add the dot before the # at the beginning of a Tweet or RT, then everyone who follows you will see it. If you are in a Twitter chat, this is a must to remember.

No-cost photos reminder

If you are creating marketing material, need to add website visual gooses, writing blogs that could use images (they all do), or creating slides for a presentation and DO NOT want to pay for photos, here are sites to nab from. Some do require attribution, so please read the fine print. <http://www.designskilz.com/free-photos/>

“There is no greater agony than bearing an untold story inside you.”

— Maya Angelou, *I Know Why the Caged Bird Sings*



... 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

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.



Reserve Your Spot now ... DARE GREATLY

the AuthorU Extravaganza slated for September 15-17, 2016

The September 15th Deep-Dive Dinner Workshop with Barb Wilson, publisher and editor, will present "Write the Right Way - Frogs, Princes, and the Art of Wart-free Writing." This is ideal for getting your creative juices flowing from 6 to 9. The Author Shark Tank will be held in one session on Thursday, the 15th ... **ONLY 2 spots left.**

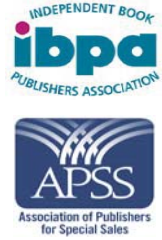
Brainstorming with the Pros will be back. Other Extravaganza sessions will include on Agents; Frugal, Really Frugal Book Marketing; How to Sell a Million Books via Connecting the Old Fashion Way; What's Hot in Printing; and Legal Issues ... And so much more. Mark the dates on your calendar now—you don't want to miss this. The Early, Early Bird left and flew the coup ... Prices are low right now—lock yours in pronto. AND ... you can spread your payments out over 8 months. Register: Call the office, 303-885-2207.

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



Member of ...

PUBWEST



- *The Author Resource* magazine, published online 9 times a year
- All programs designed for the committed and serious author - rates are \$15 less for members meetings; \$50 for Book-Camps ... over \$100 for the Extravaganza
- Reduced attendance costs for monthly programs, BookCamps, and Extravaganza in May
- Webinars and Teleseminars (free) exclusive to Author U members
- Archive access to all past webinars, radio shows, Google Hangout Air, Author Mentoring Mondays (free) exclusive to Author U members
- Attendance at Member-only events: Holiday, Annual BBQ, Tech Toolboxes, and Salons
- Book Award discounts: USA Book News, Global eBook Awards
- Book Blog Campaign discount: The Cadence Group
- Book and Publishing Coaching discounts: The Book Shepherd, Get Published Coach
- Book Cover design discounts: NZ Graphics, F+P Design
- Book Display discounts: BookDisplays.com
- Book Fulfillment and Distribution discounts: Author Fulfillment Services, Pathway Book Service, New Shelves Distribution
- Book Interior Designs discounts: WESType Publishing, NZ Graphics, F+P Design, 1106 Design
- Book Printing discounts and perks: Sheridan Books, Four Colour Print Group, Thomson-Shore, Color House Graphics, King Printing, MiniBuk, Lightning Source
- Book Publicity discounts: Stephanie Barko, New Shelves, Smith PR
- Book Review discounts: *BlueInk Reviews*, *Foreword* magazine
- Book and Audio Cataloging-In-Publication discounts: Donohue Group
- e-Books, Audio book discounts: NZ Graphics, Book Baby, Author Fulfillment Services
- Credit Card Merchant Service discounts: The Free Terminal
- Editing and Indexing services discounts: Editing by John Maling, Patti Thorn, Denver Editor (Linda Lane)
- Graphics and Illustrations discounts: NZ Graphics, F+P Design, IllustratingYou
- Legal assistance for authors and publishers: The Replin Law Group, LLC; Legal Shield
- National Book Distribution discounts: Pathway Book Service, New Shelves
- Online Book Industry Optimization Discount: New Shelves Distribution
- Shipping discount: FedEx
- Virtual office assistance discounts: Cornerstone Virtual Assistant, 123Employee
- Website design and implementation discounts: IllustratingYou, NGNG
- Bowker discounts
- Bookscan discounts



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.



Ingram Marketing Proposal

Author U

Ingram Content Group

April 20, 2015

Ingram Content Group is excited about the opportunity to partner with Author U to promote independent publishers and their titles. We propose the following programs for consideration:

IngramSparkSM

IngramSpark is a new, easy-to-use Publish on DemandSM platform that enables publishers to deliver content worldwide to readers in print and electronic formats. The service, which is tailored to the specific needs of the independent publisher, streamlines sales, account setup, content management, and customer support activities through a self-service, online platform. Account setup is free and all you need to get started is an email address, print ready PDFs for print titles, EPUB and JPEG for e-books, an ISBN, and a credit card.

Effective April 20, 2015, Author U publisher members can qualify for the following discounted rates by entering the **AUTHORU** promotion code during the title setup process:

- \$37.50 for Print + Electronic title setup (when done simultaneously)
- \$37.50 for a Print book
- \$20 for e-book only

When a print order of 50 copies is placed within 60 days of title setup, the customer will receive a credit in the amount of the setup fee (\$37.50).

Author U members will also receive the following Publisher Direct volume discounts on their initial and reprint orders:

US and UK B&W, Standard 70 Color, and Premium Color Print Discounts:

UNITS:	ECONOMY	EXPRESS
1-99 units	15%	5%
100-249 units	20%	10%
250-499 units	30%	20%
500-999 units	40%	30%
1000-1499 units	45%	35%
1500+	50%	40%

AU B&W, Standard 70 Color, and Premium Color Print Discounts:

UNITS:	ECONOMY	EXPRESS
1-99	10%	0%
100-249	20%	10%
250-499	25%	15%
500-999	30%	20%
1,000-1,499	35%	25%
1,500 +	40%	30%

IngramSpark Cost Comparison for Author U Members		
Print and Setup fee pricing	IngramSpark Unit Price	Author U Member Price
Paperback with Black & White Interior	\$1.96	\$1.66
Paperback with Standard Color Interior (70 lb. paper)	\$2.42	\$2.06
Paperback with Premium Color Interior (70 lb. paper)	\$4.23	\$3.59
Hardcover with Black & White Interior	\$5.98	\$5.08
Hardcover with Standard Color Interior (70 lb. paper)	\$6.33	\$5.38
Hardcover with Premium Color Interior (70 lb. paper)	\$8.28	\$7.04
Title Setup fee	\$49.00	37.50 (free with 50 book order)**

*Paperback prices based upon an 8 1/2 X 11 trim size, gloss laminate, 32 page count, shipped within the United States

*Hardcover prices based upon an 8 1/2 X 11 trim size, case laminate, 32 page count, shipped within the United States

**The Title Setup fee is waived if 50 book order is placed within 60 days of setup

Promotion Details

- Promotion period: One (1) year from April 20, 2015. Renewable if approved by Ingram Content Group executives and Author U board.

Eligibility

- All publishers who are members of Author U are eligible to receive the discounts above.
- Publishers must use the promotion code during the title setup process and when placing orders (Author U will be responsible for communicating this to their members)

Helpful Links

- [Print Cost Estimates](https://www.ingramspark.com/Portal/Calculators/ShippingCalculator)
(https://www.ingramspark.com/Portal/Calculators/ShippingCalculator)
- [Print Options and Book Types](https://www.ingramspark.com/Portal/BookTypes)
(https://www.ingramspark.com/Portal/BookTypes)
- [Book Preparation](https://www1.ingramspark.com/MarketingContent/Resource/Global/IngramSpark%20File%20Creation%20Guide.pdf)
(https://www1.ingramspark.com/MarketingContent/Resource/Global/IngramSpark%20File%20Creation%20Guide.pdf)



Everyone communicates differently.

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

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

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

If you're a Twitter person, here is the handle: [@AuthorU](https://twitter.com/AuthorU)

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

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

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

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

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

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

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