

The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 6 Issue 6

AUTUMN 2015



It's a New-New AuthorU! = Author Success

AuthorU Mentor Program

Do You Really Need to Blog

Meet AuthorU Associate Providers

Why Live Events Are Your Livelihood

What to Do After a Reviewer Says Yes

10 Free Online Services and Tools

Create Eye Candy to Promote

Set the Stage for a Successful Book Launch

Social Media Stats & Why Authors Should Care

Your Publishing Options

How to Get Book Reviews

What Was Learned at the Extravaganza

The Pitfalls of Creative Personalities

Indie Publishing and IngramSpark

Steps to Author Book Marketing Success

Social Media in 5 Minutes a Day

Dates to Remember 2015-2016

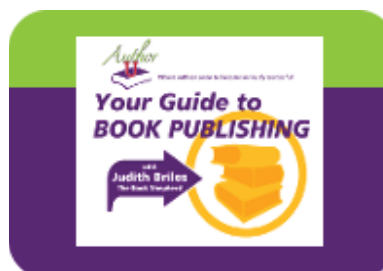
Save the Dates! Better yet - *get registered!*



Every Monday

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

Access code:
1239874444 #



**Live
Thursdays**

Find us on
iTunes

Author YOU Circles

FREE are held one Saturday a month: <http://.Meetup.com/AuthorYOU>

2015

September

- 5 **Author YOU Saturday Circles** – *Let the Labor Be with You!*
- 9-23 **WebinarGold** – *Crowdfunding for Authors and Writers*
- 12 **Monthly Meeting** – *Speak Like a Pro and Sell Books by the Truckload*
- 16 **Tech Tool Box** – *How to Do Jedi Designs without Being a Jedi Graphics Designer ... Welcome to Canva*

October

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- 26 **Evening Salon** – *Everything You Need to Know about CrowdFunding*
- 31 **Authors' Halloween and Book Sale Tea**

November

- 6-8 **Colorado Country Christmas Holiday Mart**
- 14 **Monthly Meeting** – *Audio Books and Book/Cover Design*
- 24 **Tech ToolBox** – *Learn Jing / SnagIt / Screencast*
- 25 **Web Gold** – *Author Mistakes to Always Avoid*

December

- 5 **Holiday Party** – put on your calendar now

2016

- January** 9 First Saturday Morning Meeting of the New Year!
- February** 26-27 AuthorU Winter FREE ONLINE Book Publishing Summit
- September** 15-17 **Extravaganza**



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

Only 2 slots left! Hurry! You don't want to miss this!

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

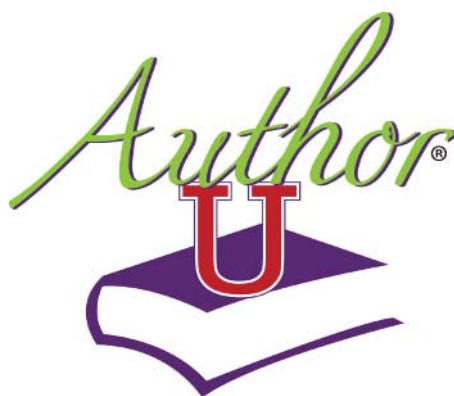
- Book Shepherd and Publishing Expert **Judith Briles**
- Publicity Expert **Joan Stewart**, aka *The Publicity Hound*
- Book Distributor **Amy Collins**
- Book Designer and Publishing Expert **Joel Friedlander**

<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.



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



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 Aurora, CO 80046

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



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

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

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

www.AuthorU.org

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It's a New – New AuthorU Bubbling Up!

What does AuthorU mean?

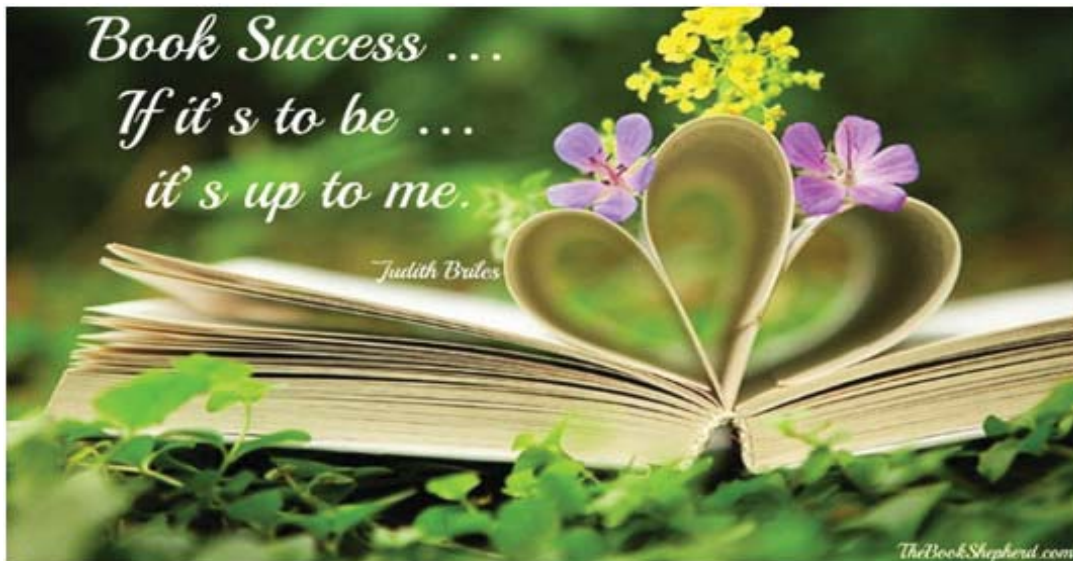
Simply this ... Author Success.



Over the SUMMER, lots has been going on behind the scenes at AuthorU.

Philippa Burgess officially joins the AuthorU community as Administrative Director. Becoming my right hand, she will add to the vision team in creating author success for our members. I'm excited!

One of the significant differences that separates AuthorU from so many other author/publishing/writing organizations is this: AuthorU wants you to be successful. And because so many of our members “get” that publishing is a business ... their markers are higher. They aren't diddlers, scratching their heads and other body parts in fantasyland. Their attitudes are this: If it's to be, it's up to me.



Support an AuthorU Member

As part of rolling out a variety of areas to continue supporting our members, we have created a feature at the Saturday Morning meetings: Support an AuthorU Member ... before we start the intros of all in the room, two authors will be selected randomly from the previous meeting to be featured at the next. That feature becomes “their choice” of a promo spot. In September, Kim Curtis brought copies of her new book, *Money Secrets*, for anyone who would post a review on Amazon. Over 20 grabbed the book and said, “You can count on me.”

Continued on page 6 ...

New AuthorU: Continued from page 5 ...

Engagement

With the kick-off of this feature for the New GOLD and BESTSELLER member categories announced at the September Saturday Mornings meeting, three things popped:

- 1- If you are a member, you need to show up regularly. Yes, we had a terrific program ... yet the sparkle that happened with the networking and connecting proves once again that we have gems in our attendance/membership hills;
- 2- The universal support for our author members flowed. By being here, the momentum continues; and
- 3- When you are engaged with other authors ... authors who are “doing it” no matter what stage they are in: pre, during, or post publishing, you will continue to be re-juiced. Even if you’re an “old-timer” like me.

Mentoring

Thank you to Marty Dickinson for adding another cap to his head ... Marty will coordinate the Member Mentoring Member program. All new members will get an author line from another member as we go forward. Watch for this to be fully implemented before year end.

Membership Changes

Headed by Philipp Burgess and two publishing interns and Marty Dickinson, we have been working on a revamp of membership. The full benefit packages, if you choose to use them, can easily create many thousands of dollars of savings. You now have discounts for ISBNs, printing options, publishing service providers, and attendance at some of our publishing providers’ events.



Those of you who are current “regular” members will now be classified as GOLD. The new categories are BASIC and BESTSELLER.

BASIC opens the author opportunity window, meaning that you get the *Author Resource* ezine and can listen in to any live online event, blogs, tips, and radio podcasts, such as the *WebinarGold* feature and new *Online AuthorU Book Publishing Summit* slated for February 26-27. If you attend any AU events in person, you will pay the higher nonmember rate. It’s a way to put your author toe in the water and determine if you want to be seriously successful. BASIC membership is \$0.

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New AuthorU: Continued from page 6 ...

GOLD members get a variety of benefits and discounts along with access to Webinar replays at no charge, early bird pricing for all events at the lower GOLD member rate, access to replays of webinars, blogs, tips, radio podcasts and participation in the AuthorU Mentor and Share Programs. GOLD membership is \$99.

BESTSELLER members know that to become a bestseller, it takes time, commitment and yes, money—as in attending events, education, showing up. As a BESTSELLER, all events are paid for including the Annual Extravaganza (September 15-17, 2016)—if physical attendance isn't possible, the entire DVD/CD set will be sent to you—Tech Tool Box, Salon, BookCamps, etc., PLUS there will be up to two exclusive events for just BESTSELLER members **only**. BESTSELLER members have committed to being seriously successful. BESTSELLER members get everything that the GOLD members get plus more. For out-of-state members, the cost is \$970; for local \$1470. Payment plans will be set up if you choose.

What will it be for you? ... are you a nibbler; are you in and will show up, attend when you can; or are you seriously going forward to learn all you can and create the bestseller of your dreams?

ASSOCIATE PARTNERS are vetted publishing providers who provide a variety of services to authors. AuthorU recommends them all. You can find them under the Resources tab on the AuthorU.org website.

PREMIER PARTNERS step up “their service notch” just as the BESTSELLER author category does. Their commitment to the author community is unparalleled in the publishing community. You will find their ads within this issue along with columns and articles. Names and services are located on the Resources tab on the AuthorU.org website, and you will see this badge after their name.



Our programs are planned through the end of the year.

Make sure you check “Dates to Remember.” Get registered for the Fall BookCamp on social media (this is a must for all authors, no exceptions) and the annual Holiday festive dinner party is December 5. And then there's next year. The Online Summit will be February 26-27; Extravaganza, September 15-17. The Authors Hall of Fame will roll-out next summer with the first induction of Honorees (this will be exciting).

All this means AuthorU needs membership HELP. We would like a member to step in and coordinate our Saturday Morning meetings. Join the Ambassador Board, which works with Membership, greetings at meetings, and other events throughout the year. Become active with the creation of the quarterly Author Resource, meeting logistics – sound and setup; be part of the Authors Hall of Fame planning ... and there's more.

This is your organization. How about becoming proactive vs. passive. What say you?—I would love to have you on the proactive team as we move forward.

Email me your druthers. <mailto:Office@AuthorU.org>

Judith



Philippa Burgess is joining AuthorU as a Director

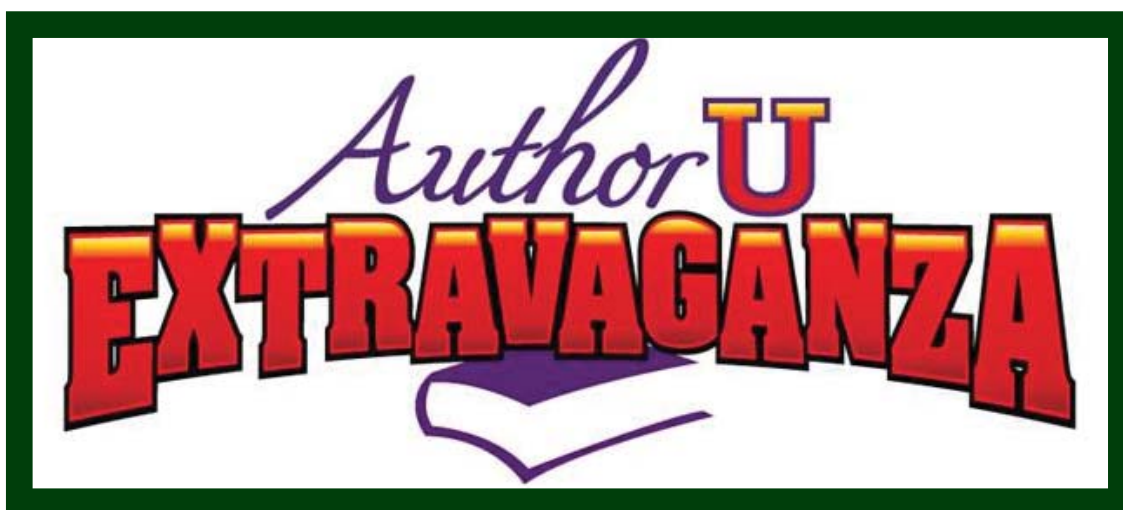


Philippa found AuthorU in 2014, and has served as an active volunteer for the past year. She is helping to launch and manage the new member area of AuthorU, its new levels for Basic, Gold, Bestseller and Bestseller Local and all the associated benefits. In addition to her new role at AuthorU, Burgess works as a professional in Marketing, PR, and Creative Project Management.

Before moving to Colorado two years ago, Burgess spent almost two decades in Los Angeles, working in literary Hollywood (developing and selling screenplays, packaging films, and bringing books to film and television), starting at a major talent agency after graduating from the University of Southern California (USC).

When she's not out enjoying her new life in Colorado, working with writers, writing, marketing, producing, or attending the Emmys (which she will be on September 20), she is training in Kung Fu to earn her 3rd Degree Black Belt.

Please welcome her as she looks to help AuthorU members, grow our membership, and kick some butt at AuthorU. Look for lots of changes that start with the revamp of membership rolling out this month. Benefits are next.



Reserve Your Spot now ... DARE GREATLY
the AuthorU Extravaganza slated for September 15-17, 2016

... Prices are low right now—lock yours in pronto.
AND ... you can spread your payments out over 8 months.
Register: Call the office: (720) 558-9838

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September



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.

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Saturday Mornings: Continued from page 10 ...

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.

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 AuthorU®. 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.

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

Continued on page 12 ...

Saturday Mornings: Continued from page 11 ...

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>



September 23rd

What Authors Need to Know About CrowdFunding and Why You Should Care

Get ready to dust off any preconceived ideas that you have about crowdfunding. This WebinarGold will tell and demonstrate everything you needed to know about crowdfunding but were afraid to ask.

Cost: FREE to all AuthorU members **Time:** 7 p.m. Eastern to 8 p.m.

Register: <https://attendee.gotowebinar.com/register/4918103785740100609>

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 320,000 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>



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



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.

October



Social Media for the Real World Exposed How Authors Can Learn It, Use It, ... and Still Have a Life

Saturday, October 3, 2015

Does social media overwhelm you? Having trouble getting started or keeping going? Not sure what platform to use or what to write or when to post it?

Don't worry; we live in that world too. Social media can feel like a harsh mistress. It's time to get sassy with that mistress!

There's no doubt all authors need to use social media. What many authors doubt is whether they can learn to use it effectively while still living a life and writing more books.

We're here to tell you that you CAN. But you need to do the work upfront to see success, and that takes an investment of time. In the beginning, your life will be more about social media than you're used to; but if you follow the guidelines we present to you in the 2015 Author U BookCamp, you will gain time back.

Sign up and get all this:

- How magical thinking is killing your motivation and progress
- Be your own chiropractor: identify the pain points holding you back and fix them
- Why you can't build on a cracked foundation (are your basics REALLY taken care of?)
- How to conduct your own social media audit
- KISS your platforms and your tools (Keep It Simple, Silly)
- Why you need the double Cs: Curation and Creation
- What to write, how to write, and when to post
- Visual content marketing — yes, you have to do it
- Real world examples of real world authors

Requirements:

- **Laptop** – we will be working online
- **Sign-in information for all your social media accounts** – *don't hold up the class because you don't have this info!*

Continued on page 15 ...

Social Media for the Real World: Continued from page 14 ...**Takeaways:**

You get a workbook filled with worksheets and useful info, a better understanding of how to make social media fit into your life, an overall strategy, and a specific plan laid out for the next full week. You also get access to the instructor Melody Jones and to Judith Briles. Ask them anything and everything!

Date: Saturday, October 3rd LUNCH is included.
Time: 8:30 a.m. to 4:30 p.m.
Where: DoubleTree Hotel, 13696 E Iliff Pl., Aurora, CO 80014
Cost: Members \$109 Non-Members \$159

Register: on website, under EVENTS:

<http://authoru.org/event/social-media-for-the-real-world-exposed>



Melody Jones is the CEO and Founder of *Social Media Management Services*. She's your social media aspirin, here to take the pain away. Melody offers management programs where she takes care of your social media for you, online and offline workshops, one-on-one coaching, and is the creator of the *Kick in the Pants Program: Get Moving, Stay Moving*, and *Start Building Your Social Media Presence in 30 Days*.

Visit Melody at www.SocialMediaMelody.com or email her at Melody@SocialMediaMelody.com. On a personal note, Melody is a Colorado native currently living in Parker with her husband and two senior dogs. She is a published author and accomplished crafter.



October 12th

Hot Tips and Tools for Authors and Writers

In social media, it's as the globe turns—what worked in social media has been turned on its head. Get ready for a fast hour as you hear about what tools are best for your genre.

Have your questions ready!

Cost: FREE to all AuthorU members

Time: 7 pm Eastern to 8 pm

Register: <https://attendee.gotowebinar.com/register/8739516921215234049>



October 26th: Monday Evening Salon ...
Everything You Need to Know About
CrowdFunding and You Didn't Know to Ask
... Start Building Your Campaign Tonight!

There's nothing like having cash to fuel your book project. You can use your own; you can borrow it; you can have a

massive garage sale ... or you can do it the OPM way—other people's money.

Judith is going to walk you through how to create a CrowdFunding campaign, step-by-step. She's worked with several authors who have all succeeded. Yes, it's work—but how else are you going to get moneys that you don't have to pay back? If you don't think you have the ultimate winning lottery ticket, here's where to start.

Don't miss this Salon for GOLD and BestSeller members only.
You will have extensive handouts with it.

Must have to participate in this session: Your laptop, images that can be used to enhance any slides you start to create—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. You will get video tips, as well. Expect a few hot seats.

When: Monday, October 26th DINNER included

Time: 6 to 9 p.m.

Where: Judith's Offices, Aurora

Cost: \$30 – you are encouraged to get Judith's book on Amazon and bring it with you that night, *The CrowdFunding Guide for Authors & Writers*.

Register: on the website under Events at: <http://authoru.org/events.html>

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 DeFlippo**.

Call 218-632-9854,
Access Code 1239874444 at noon EST.

November



November 25th

Mistakes that Authors Should Always Avoid

Oh my ... don't let the turkeys get you down ... we all make mistakes. You are going to get the common ones to always avoid PLUS plenty that you may not know about but will most likely run into during your authoring career. Why not have pre-knowledge so you can avoid a disaster—whether big or small—ahead of time?

Cost: FREE to all AuthorU members **Time:** 7 p.m. Eastern to 8 p.m.

Register: <https://attendee.gotowebinar.com/register/8734249161006608641>



Tech Tool Box: Tuesday, November 26th

WOWSA ...

Learn Jing | SnagIt | Screencast

Note: Tech Tool Boxes are open to Gold and BestSeller AuthorU.org members. Remote members can participate via Skype.

You are getting three awesome tools in this Tech Tool Box.

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.

When: Tuesday, November 24th

Where: Judith Briles' Offices, 14160 E Bellewood Dr., Aurora CO 80015
NOTE... remote members welcome via Skype

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

Cost: \$59

Register: On AuthorU website under Events at: <http://authoru.org/events.html>

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



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 the 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 19 ...

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>

WILL YOU DARE GREATLY?

September 15-17, 2016

DARE GREATLY

unremarkable yawning iffy boring average ho-hum
passing so-so under-achieving fair mediocre

December

It's that time of the year again...



Fun, Laughter, Great Food, Interesting Gifts, and Amazing Schmoozing—the food is always excellent, the networking, schmoozing, and laughter not to be surpassed.

To attend the AuthorU Holiday Party ...

Register: <http://authoru.org/event/ho-ho-ho-its-time-for-the-author-u-holiday-party>

Date: Saturday, December 5th from 6:00 p.m. to ???

Bring: One unmarked gift to exchange in the off-the-wall Wacko Pick and Steal after dinner.
If there are two in your party, bring two please.

Location: Judith and John's Home, 14160 E Bellewood Dr., Aurora, CO 80015

Cost: \$25 per person or \$40 per couple

... includes dinner and drinks (no tipping!)

Gifts: We do an exchange--the *Wacko Pick and Steal* exchange to be exact. Please keep your cost value to less than \$15—hot items in the past: wine, nifty gadgets from Home Depot and Costco, sports stuff, and movie tickets. Goofy and quirky can be fun — as long it isn't a clear reject from something past.

Photos from the Annual Member BBQ in July



Yum!





Write Your NF Book in Only 4 Weeks!

In Person in Colorado ... or Remote. Your choice, you choose.

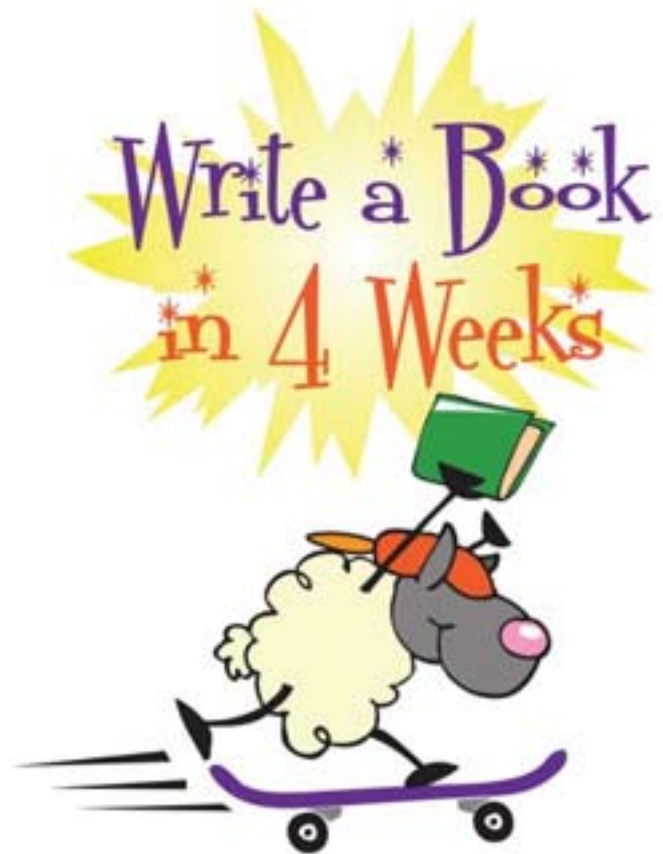
For NonFiction authors (and authors-to-be) ... the new theme for books is that short is the new black ... the business reader wants shorter books—books that can be read on a short plane ride, within two hours.

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

- Could your book be a series?
- What are the must-have elements?
- Did you include any “filler” material from an 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 able to let go and dump (or save for the next book)?

“Yikes,” you are thinking. “This is an impossible task!”

“Not so,” says Judith, “it’s actually fun and eye-opening. Is it work? Yes. Does it pay off? Yes again.”



REGISTER: <http://thebookshepherd.com/calendar.html>

Create the Best Book You Can for Today’s 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 your solution to the underlying theme of your book. With short being the new black, brutal becomes part of your vocabulary. Brutal. The word cutting-room is at your fingertips. To be successful, you’ve got to be willing and able to cut.

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!

Continued on page 24 ...



Your Book Coach: Book Shepherd Judith Briles will give you “pre-work” to start the gathering process. The author of 34 books, she’s coached thousands of authors over two decades. With her at your side, you will get your book done. Isn’t that what you want?

Are you ready? ...

Your Commitment? 4 consecutive Tuesdays or Wednesdays from 5.30 to 8.30 p.m.

Where: Site will be determine – always in the Metro Denver Area.

Dates: February through October.
Check <http://thebookshepherd.com>

REMOTE ... February, April, June, August, October

ONSITE ... March, May, July, September

Your Cost?

For ONSITE SESSIONS: Early Bird for each session is \$397 per person and includes dinner for each night. Tardy Birds pay \$497 per person.

For REMOTE SESSIONS: Early Bird for each session is \$337 per person Tardy Birds pay \$437 per person.

Note: Space is very limited. This is an intensive interactive workshop.

Authors are talking ...

“This class was beyond expectation!” -Wes Wollenweber

“I got more done in a month than I’ve done in the past year. I’m ready to complete editing and move to layout.” -Philippa Burgess

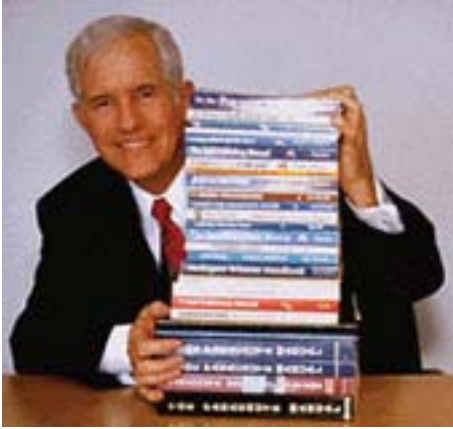
“I already see myself as a well-established author. I can even feel and hold a copy of my first book. I see it hitting the market by storm.” -Dan Taylor

“This class kickstarted my Inner Author into gear—out of Stagnant Author.” -Francesca Starr

“I’ve had a book in my head for years, but never wrote it because I didn’t know where to begin. Judith Briles solved my problem. Her class - How to Write a Book in Four Weeks - walked me through every step of the process, which enabled me to start and finish my business book during the summer of 2015. Judith’s experience, knowledge, and encouragement gave me the courage I needed to put pen to paper. My book would not be going to print this fall if it wasn’t for Judith, so I highly recommend her as your guide, mentor, biggest cheerleader, and book shepherd. She’s one of a kind.” -Jill Christensen

DO NOT START A BLOG

By Dan Poynter, The Book Futurist



Since so many gurus are suggesting that authors start a blog, the headline appears to be blasphemous. Do not start a blog; there is a *better way* to approach blogs.

The major challenge with your own blog is building a number of readers. It could take you quite some time.

A better approach is to contribute to other existing blogs on the subject of your book. Be a guest blogger.

You may already know of some. Find others at groups.yahoo.com. It is free.

Subscribe to Google alerts. Google alerts is like a modern electronic clipping service. When an item on your subject appears online, in blogs, forums, news articles, etc., you will get a message from Google. So when your subject has been mentioned in a blog, you may then go to the blog and comment on it. It is free.

Always sign your blog contribution with your name, book title, and website address.

The owner of the blog will be thrilled with your contribution. They are always looking for traffic. Plus, as a published author, you are a celebrity in the targeted field. You are a prestige contributor.

Blogs are important, but you do not have to generate your own. You can get more publicity faster for your book by contributing to other people's blogs.

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

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

Social Media for the Real World ...

EXPOSED!

Click to Register

BookCamp: October 3rd, 2015



<http://authoru.org/event/social-media-for-the-real-world-exposed>

The Importance of Book Reviews and How to Get Them

By Michele Delippo



Think through the reasons why you choose a particular book to read. I'm willing to bet that your top reasons include

- A personal recommendation from a friend;
- An endorsement from a person whose opinion you respect;
- A review of the book published in a source you respect;
- A listing on a "Best Seller" list;
- A recommendation by library or bookstore staff or is featured in a book display.

Your reasons for reading a book are the same as those of other readers, meaning that you need to think about your own independently published book and how to

convince people to read it. So let's figure out how you can get these same recommendations and reviews for your book!

A Personal Recommendation from a Friend

"Friend" means friends of your readers, not your friends. Don't print endorsements from your friends on your book cover. You could, however, ask your friends to read your book and post a customer review on your Amazon bookseller page or recommend your book over social media or on Goodreads or one of the other top book recommendation websites (see <http://lifehacker.com/five-best-book-recommendation-services-1577706074>). Make sure you open a Goodreads account and that your book is "live" on that website. Why? Your readers respect the opinions of others like them—their community or "tribe"—which exists on social media. Being a member of Goodreads is like being a member of the world's largest book club, and what could be better than a recommendation from another book club member?

Endorsements from People Whose Opinions Are Respected

It is essential that your book cover, flap, and website include endorsements from people related to your book's genre or topic. Print a quantity of advanced reading copies (ARCs)—copies of your book with a cover that makes it clear it's an advance copy. You can arrange for this through your book designer. Forward your book with a personalized letter to people who are respected in your field or genre and ask them to review it.

Continued on page 27 ...

Importance of Book Reviews: Continued from page 26 ...

Aim for endorsements from professionals in your book's genre whose names and titles you can print under their endorsements, for example, John Doe, President of ACME Corporation, or Jane Doe, author, "How to Get Great Reviews." Never, ever, include endorsements that do not include the reviewer's last name and title or position. Your readers need to be able to place this endorsement on their own internal "trustability" scale; whose endorsement would be more worthy of trust—Gerald M., or Gerald McAbee, Vice-President of Marketing, XYZ Corporation?

You can also send advance book copies (or PDFs of your book) to bloggers who review books and to the top reviewers on Amazon. Send a personalized email to bloggers and ask for a review. Take a look at the Top Reviewers page on Amazon (<https://www.amazon.com/review/top-reviewers>), which lists the readers who post the most reviews. These people love to read books and post reviews, and they welcome inquiry emails.

Your goal should be to obtain several online reviews that will appear on your Amazon bookseller page, plus some book reviews by bloggers to which you can link from your website. You should do this six weeks before your book launch date. Plan your launch date and schedule a "launch week," during which, ideally, reviewers will post their reviews. Don't let your book languish with no reviews!

A Review of the Book Published In a Respected Source

See the above regarding bloggers, Goodreads, and Amazon top reviewers. But also consider giving an advanced copy to a book reviewer at your local community newspaper or, if your book is nonfiction, work to have your book reviewed in a trade magazine. Brainstorm the media accessed regularly by readers of your book's genre—websites, magazines, newspapers, radio shows, community television—and ask for reviews or offer to give interviews!

Best Seller Lists and Featured at the Library or Bookstore

It's hard to help you with the best seller list; but if you have a good product and happy customers, along with lots of positive reviews and some savvy promotions, you may just find yourself moving up the rankings at Amazon. However, you can approach your local library and offer a free copy or two. Be brash and offer to do a reading and book signing for free in return for your book being featured in a display or written up in the library newsletter. Ditto for your local independent bookstore. Arrange for author appearances and book signings in your community; most community groups are delighted to have authors come and speak.

Push past your natural shyness and fear of criticism and ask for those reviews. Be strategic in whom you ask for reviews. Your potential readers need some help in deciding which books to read. Help them pick yours.

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

What You Need To Know About The “About The Author”

If a picture can say a thousand words, what is it you want to communicate?

What does your author photo say about you?

This is exactly why having a great bio shot is essential in putting that final touch to your publishing project. You can quickly tank the professionalism of your book by using a substandard photo, or no photo at all. And yes, people know and it shows.

Your bio picture and the “About The Author” section is a way to connect with your readers and give them a glimpse of the real you...the best version of the real you.

You are an author diamond. Just like there are multiple facets and sides to you, you should also have several photos that reflect that and that will work for the various promo materials you will be creating for your book.

You need a professional headshot. You know the kind—upper body, shoulders and face. This doesn't have to be the mug shot school picture type that haunts you from your past. These can be fun. There's no one in it but you, your head, your shoulders, and your fabulous smile. More than likely this type will be what actually goes into the “About The Author” section of your book.

Then it's time to branch out and have some fun with your other options. Creativity and your “other sides” can be reflected on your website, in your newsletter, presentations, and other things you'll need to represent yourself in. Think about how you can represent your genre and connect with your readers.

If your book is a technical business book, then stick with photos that reflect that. Maybe an



indoor shoot is more appropriate for you with great lighting and completely neutral background.

If your book is a cookbook, maybe get some shots in your kitchen of you in your favorite apron or with pots and pans flashing. If you're into cars (and your readers are too), shine one up and snap away! If you've got a military background, maybe the photo shoot location can be on a tarmac or hanger and incorporate some of your uniforms or snazzy bomber jacket.

Often times an outdoor photo shoot can capture this and naturally bring an element of *zing* and flavor to your photos. These are the kind of pictures that can go on your website, in your newsletter, Christmas cards, and other promo materials.

More than anything, do not chintz out on one of the most important elements of your book...you. You've worked hard and poured yourself into this project, now it's time to show off the masterpiece. (You are the masterpiece—let your photos show it!)

-- By Ashlee Bratton

Event Photographer based in Southern Colorado
info@ashography.com / www.ashography.com

What I Learned at AuthorU

By Mitchell Levy



I went to my first AuthorU conference this year in May. Overall, it was amazing. Great people, great learning, great networking. I even made new partners that I'm conducting business with. I'm not just saying this because Judith Briles asked me to be on the AuthorU board, I really enjoyed it and am happy to be involved with the organization.

There were a number of sessions that were amazing. The speakers are true thought leaders in their areas of expertise, and they were there to share their knowledge. I loved the talks. I don't want to name all the speakers, so let me tell you some of the names that rocked my world: Joel Comm, Lori Ruff, Judith Briles, Steve Replin, Joan Stewart, Nick Taylor, Hayley Foster, Sandra Beck, and Daniel Hall. If you spoke at the AuthorU and you're not on the list, please don't be offended. I named Daniel last because he gave me an idea

that has just manifested itself. What more do you want out of a learning opportunity than an idea that turns to reality.

Implementation of What I Learned at AuthorU

Daniel Hall gave a talk on creating high-profit info products. He shared his roadmap, he gave all the steps, he mentioned the tools he used, and he made it seem easy. During his session and afterwards, I kept thinking about what info product I should create. It came to me a couple days later. I'm a big fan of thought leadership and am heavy into social media (47k followers on Twitter and 8.7k follower on LinkedIn) and have learned a lot of tips and tricks. I can create an info product that is one of the biggest issues any busy professional has today: how to be successful with social media without spending too much time.



Daniel's session focused on creating a step-by-step guide that made it easy for someone taking your course to act on. He recommended that the course be less than 30 minutes and be divided into steps which were 5 minutes or less. He then suggested that the price be \$27, \$37, or \$47.

Continued on page 30 ...

What I Learned: Continued from page 29 ...

So, I'm happy to announce that I have just released a mini-course called "Social Media in 5 Minutes a Day" that costs \$37. I even asked Daniel if he'd endorse it, and he did. Why don't you check it out <http://thinkaha.com/sm5min> and let me know what you think? Also, let me know if it inspires you to create your own info product. Maybe Daniel or I can help you.

Social Media in 5 Minutes a day

Wouldn't it be great if you had social media under control? This 6-step mini-course will

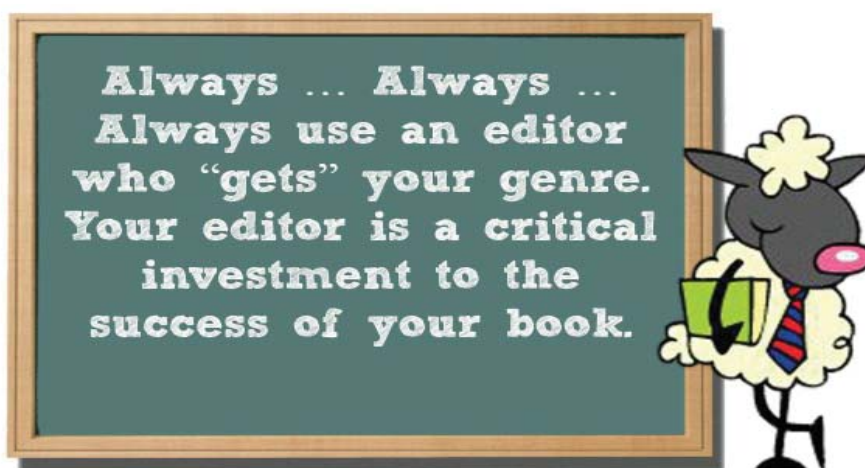
- Help you understand why you need to get it under control;
- Show you how you can do it;
- Help you build your followers while only spending 5 minutes a day.

This mini-course is for you if...

1. You are strong at social media today and are looking for tricks to save time;
2. You really don't have a clue on how to build your following without wasting time;
3. You don't have a lot of time to spend on a training course.



Continued on page 31 ...



What I Learned: Continued from page 30 ...



Author, Speaker, consulting Daniel Hall says that “we all have too much to do and too little time to do it, especially when it comes to social media. Finally, Mitchell Levy provides a brilliant step-by-step and super-easy-to-follow plan for investing only 5 minutes per day to get the maximum benefit from your social media campaigns with a minimum of effort. If you’re serious about getting the biggest bang for your social media time investments, buy and implement Mitchell’s simple 7-step plan today – before you waste another minute needlessly!”

Don’t miss out on this chance to save time while helping yourself be a better at social media. Check out this mini-course at <http://thinkaha.com/sm5min>.

Mitchell Levy is the CEO and Thought Leader Architect at www.ThiNKaha.com and Chief Aha Instigator at the www.AhaAmplifier.com. He and his team make it easy for corporations to easily create compelling content that help turn their experts into recognized thought leaders. Mitchell is an Amazon bestselling author with forty-four business books (<https://www.pinterest.com/thinkaha/books-by-mitchell-levy/>), 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.

Mitchell encourages you to join the conversation about thought leadership best practices on the LinkedIn group, the thought leadership community at www.ThoughtLeader.CEO, or watch a new thought leader episode each week on www.ThoughtLeaderLife.com.

5th Annual Authors Coop Fall Tea and Book PitchFest!



NO TRICKS ... all TREATS!

SATURDAY, OCTOBER 31ST

Get the Details!

<http://authoru.org/event/5th-annual-authors-coop-fall-tea-and-book-pitchfest>

Meet 20 Authors at ONE Time! Hear about their books and buy for gifts ... enjoy meeting new book friends and devouring delicious food.

NO TRICKS ... all TREATS at the Annual Author Tea and Book Sale early Halloween Afternoon.

2016

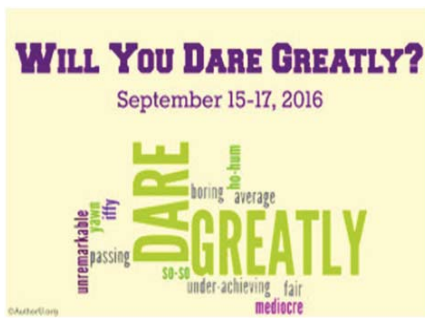


Reserve Your Spot now ... DARE GREATLY

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.



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>

So a Reviewer Said Yes. Now what!

By Carolyn Howard-Johnson

Here's how to assure that your book will get the attention it deserves once you have snagged a reviewer:

- **Affix a review slip to the inside front cover** of the review copy you are sending. It should have all your book's key data: contact information including name, phone, fax, email, and Web site. This can be done on a 3.5 x 5 inch label. Print enough for your projected needs.
- **Enclose a help sheet** (typed and double-spaced) about your title or your media kit. It should include your media release. It might explain the benefits of your book or why someone would be interested in reading it and a bio of the author. Include the same information on this as the review label mention above.
- **Enclose a cover letter** stating that this review copy is being sent in direct response to their request and how to reach you if they need any additional information. This information can also go on the outside of the envelope you are using to send your ARC. Do not say that anywhere, though, unless it is the truth.
- **Send the reviewer a brief email** and remind him/her of the request and that the copy is on its way. Double-check the address you have at that time.
- **Some reviewers, bloggers, and other media outlets use the information you send verbatim.** In *The Frugal Book Promoter* (<http://tinyurl.com/ofs6n27>), I advise that your media kit include a review with permission for them to cut and paste exactly as it is. Be sure to give them guidelines for its use from both you and the original reviewer (Midwest Book Reviews, as an example, always extends permission for unlimited use as long as they are credited.)
- **Let your contact know**—as part of the letter and the release and even the review slip—that cover art, interior art, and/or author photos are available electronically or as black and white glossies. Make the cover of your book and an author photo available on your Web site so they can be downloaded in either color or black and white, either in high or low resolution.
- **Don't try to talk the reviewer into an e-copy** if he or she request real paper.



Thanks to Independent Book Publishers Association (IBPA) for these suggested resources:

Protect Yourself: <http://tinyurl.com/qy7mm2p>

The Two Kits: <http://tinyurl.com/nfx2toc>

Continued on page 34 ...

A Reviewer Said Yes: Continued from page 33 ...

- Anatomy of a Review: <http://tinyurl.com/pk9mnu8>

More articles of interest on these topics can be found at the IBPA website in the Independent Articles area. <https://www.ibpa-online.org/resources/independent-articles/>

Carolyn Howard-Johnson brings her experience as a publicist, journalist, marketer, and retailer to the advice she gives in her *HowToDoltFrugally* series of books for writers and the many classes she taught for nearly a decade as instructor for UCLA Extension's world-renown Writers' Program. All her books for writers are multi-award winners including the first edition of *The Frugal Book Promoter* published in 2003. Her *The Frugal Editor*, now in its second edition, won awards from USA Book News, Readers' Views Literary Award, the marketing award from Next Generation Indie Books and others including the coveted Irwin award. She is working on her next award-winner, *How To Get Great Reviews Frugally and Ethically*.



Whenever you read a good book, somewhere in the world a door opens to allow in more light.

—Vera Nazarian

The Technology and Tips Toolbox

Finding Creative, Cost-Effective Solutions for Your Business: 10 Free Online Services and Tools

By Kelly Johnson



As a business owner, you want the best for your business, but sometimes the budget calls for you to find creative, cost-effective solutions. With the countless online applications, services, and tools available, you have many options you can use to run your business. Here are 10 free tools and services that may be of assistance to your business:



1. www.MeetingBurner.com - This is a great way to host and participate in a webinar or meeting for 10 people or less with no ads. (The free account does not provide a recording option, but this is a nice method to use with no ads).



2. Mention (<https://en.mention.com/>) - Want to find out how many times you're mentioned throughout all social media? You can sign up as one user with one account and get up to 100 mentions per month for free.



3. www.Khanacademy.org - Want to learn almost anything from experts? You can do it at Khan Academy.



4. www.Apptivo.com - You can get started with this online project management system using the free version, which allows for unlimited users, up to 40 standard apps, and the ability to send invoices even with a mobile app. It also integrates with Google Apps.



5. www.Nutcache.com - This free invoicing and time management service works in many languages, is secure, and is free.



6. www.Doodle.com - This group-scheduling app enables you to send a group invite that allows everyone to collaborate on when the meeting will take place, which helps avoid the back and forth emails that can get everyone confused.



7. Boomerang (<http://www.boomeranggmail.com/>) - Want to write an email now but send it later? You can do that with Boomerang for Gmail.com. It gives you a "send later" button in your Gmail, and you can tell it when to send an email. The basic plan is free, and there are upgrades available.

Continued on page 36 ...

Technology Tips: Continued from page 35 ...

tregia

8. www.Tregia.com - Want to know what another website is doing to get visitors and be successful? You can use this free tool to analyze any website you want. It's smart business to check out your competition. You can also use it to get tips to make your own website better.

 **Streak**
CRM in your inbox.

9. www.Streak.com - This is a great app that lets you organize your emails inside your Gmail.com so you can keep track of potential deals better. It also offers email scheduling and more. If you need your inbox more organized so you don't lose out on any deals, then Streak is for you.

 **Trello**

10. www.Trello.com - Trello is a great way to remember ideas, collect supplies, and get your thought process in order. You can track all your to-dos in one place, and they have a mobile version.

Let me know what tools and services you try and what works well for you!

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.

Endorsements ... Do You Seek or Take a Pass?

Some books need endorsements, some don't. Decide early on if they will help push your book out there. If they will, create a wish list of the ideal endorser(s). You want someone who has credibility within your genre—someone who brings clout with their name and is recognized by your potential buyer.

It's wise to steer clear of names that carry negative baggage. Most politicians do; so do some celebrities—you could instantly delete half of your potential buyers. If one is publicly connected to an issue that your book highlights, it might be a perfect fit. It's homework time.



Set the Stage for a Successful Book Launch and Event

By Linda Frothingham

1) Ready, Set, Go.

It's how you present your brand that can make you rock or retreat.

2) Steps for Success.

Anyone can look successful in 5 easy steps:

1. Create an event schedule and a plan. Be organized.
2. Get your marketing and event materials in order. Hire a graphic designer for a more professional look—to be successful, you should look successful already.
3. Plan your message to the press with good content and eye-popping visuals.
4. Create a small banner/graphic that can go on all social media.
5. Get the word out every single day in some way.



3) Here is what you need to get started.

Put away the excuses and take action. You should have a tagline or a simple message. Create a look and logo. Determine your target audience. Make sure all materials show your genre and image. Pick your color and use it to create more eye candy as you set the stage.

4) Come out with a BANG.

Pre-launch, meet the press, and prepare the presentation. Learn to toot your own horn.

5) Keep it simple. Create content to link to your event.

Everything you write should have a beginning, middle, and end. Start with the set it up. Get into the meat of your message. Then do a wrap up. Be the expert and then add a link to your upcoming event.

6) It's the Wild, Wild West of the Internet.

Important Tools to use: SEO and Blogs. Create content and get it out there. Build a community.

7) CrowdFUNDing to Market.

Continued on page 38 ...

Successful Book Launch: Continued from page 37 ...

Today more and more people are using KickStarter to launch products, services, and Books! You should, too. Create an eye candy video and be creative with your pledge rewards.

8) Social Media & the Power of Sweet Tweets.

From Pinterest, Twitter, LinkedIn to Facebook event pages, use the tools before your event, during your event, and after your event. Make your content interesting, not just to sell your event.



9) Create Sponsorships and Partnerships with the help of analytics.

Line up food and other corporate sponsors for every event. Keep track of how much “reach” you have. Add up the exposure for any articles and email blasts.

10) Give it away: use dangling carrots.

Popcorn. Candy. Pens. Have a promotion item. Make it fun. Use your colors and logo. Create Buzz. Even your book-signing table should represent your brand.

11) Stand Out Checklist for the event!

Theme the event with: Banners. Pop up signage. Programs. Name Tags. Contests. Offers. Welcome signs. Thank you signage. Have music and use mics. Hire a Photographer /Filmmaker. Every picture tells a story. It makes your event last long after it is over.

12) Learn from your mistakes.

Do a survey. Ask for feedback. Positive and negative. Ask for customer quotes — and get permission to use them.

13) The after party.

Continue the buzz. Celebrate! And do the important follow-up with news releases and expanding your contact list. Put your event Video on your website.

14) Give Thanks. Do Good. Give Back.



Linda Frothingham, Author of, *Eye Candy For Eye Popping Impact. The Guide for Writers, Authors, and Entrepreneurs to come out with a BANG is a member of Author U. She is an experienced “creative” professional. Linda worked for the world’s top advertising agencies, Ketchum PR, and J. Walter Thompson, which led to starting her own successful Chicago marketing firm. She works with writers, authors, national and international clients to promote / launch products and events. Linda creates eye candy marketing materials. She can be reached at linda@frothideas.com 847-507-0772.*

Live Events are Your Livelihood

By Bret Ridgway



Here's a list of well-known authors and information marketers—Alex Mandossian, Armand Morin, Wendy Lipton-Dibner, Judith Briles, Jim Edwards, Perry Marshall, Ryan Deiss, Sean Roach, Michael Penland, Christina Hills, Mike Filsaime, Stu McLaren, Michel Fortin, Jeanette Cates, Alexandria Brown, Brett McFall, Ted Ciuba, Rick Frishman, Joe Polish, John Assaraf, Joel Bauer, Connie Green, and Ray Edwards.

What's common about them all aside from the fact that they are Internet/information marketers and we've been blessed at Speaker Fulfillment Services to be able to work with all of them? They're all people that we first met in person at a live event.

Yes, you can establish great relationships online. But the people who you will become closest to and who will be most willing to help you build your platform as an author are those people you've had a chance to meet face to face and establish a personal relationship with.

Your best joint venture partners, super affiliates, clients, etc., will come from the group of people who you've taken the time to get to know by being where they are. You can build a publishing empire on your own. But it's a lot easier if you have relationships with the movers and shakers in the industry—and the places you get to know these people are at live events.

If you're not attending two to three live events each year, we believe you're truly stunting the growth of your information publishing business. Judith Briles' AuthorU events are must-attends.

Now don't get carried away. There's a time for learning and networking and a time for doing. If you become a seminar junkie who never takes the time to apply anything you've learned, then all the relationships you've forged will be of no value.

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.

ANY MAN WHO KEEPS WORKING IS NOT A FAILURE. HE MAY NOT BE A GREAT WRITER, BUT IF HE APPLIES THE OLD-FASHIONED VIRTUES OF HARD, CONSTANT LABOR, HE'LL EVENTUALLY MAKE SOME KIND OF CAREER FOR HIMSELF AS WRITER.

– Ray Bradbury

2015 Social Media Growth Stats and What They Mean for Authors

By Melody Barnes Jones



Social media growth worldwide has been astounding in 2015. Anybody marketing a product – like a book - should take these numbers into consideration when developing their marketing strategy.

Let's take a look at specifics.

- There are over 2.206 billion active social media users.

In the last year, the number of people using social media has risen by 176 million.

- Despite rumors to the contrary, Facebook continues to dominate, with 6 new profiles being created every second. There are now 1.5 billion users worldwide.

- Mobile is hot: 1 million new users access social media via phones or tablets every single day.

Total world population: 7.357 billion. Number of active mobile subscriptions: 7.529.

What does all of this mean for authors? It means you must find a way to make friends with social media. I often hear how overwhelmed authors feel, and I get it. Can you afford not to be present on social when over 100 million new users are joining every year?

One way for authors to get a handle on social media is to attend the annual all-day Fall BookCamp on October 3. Join us for Social Media for the *Real World Exposed: How Authors Can Learn It, Use It, and Still Have a Life*.

You'll learn how to identify what's holding you back and fix it, pinpoint what is and isn't working by conducting a social media audit, content curation vs. creation and why you need both, and much more. Sign up under the Events tab at AuthorU.org.

Statistics source: www.WeAreSocial.net.

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.

BOOK PROMOTION POYNTERS

Steps to Author Book Marketing Success

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—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 reader's 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, which saves you time and money.

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Book Marketing: Continued from page 41 ...

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 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 a 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 email list of teachers from school districts A, B, C, and D. Start sending book information; announcements and chapter sneak peaks to the email list, using a branded email 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 of 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 towards your audience. From social media to selling on Amazon or using speaking opportunities, each different strategy and tactic takes planning.

To help you accomplish this, we'll be hosting workshops throughout the year to help you hone your skills as a writer and to answer your FAQ about the writing process. We'd love to have you join us!

www.ColorHouseGraphics.com



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

These are the BEST OF TIMES to be an Indie Publisher with IngramSpark

By Robin Cutler, Senior Manager of IngramSpark, Ingram Content Group



If you are new to publishing and have never heard of Ingram, I hope to bring you up to speed. Ingram is the world's largest book wholesaler/distributor and what I call the "center hub" in the publishing universe. Ingram not only has the broadest distribution for both print and ebook content, but it is also the leader in print on demand (POD) technology. Through Ingram's catalog, millions of publishers' titles are made available to 39,000 retail and library partners around the world including Amazon, Barnes and Noble, and Indie bookstores. For simplicity sake it works like this: publishers upload their content into Ingram's database from which stores and libraries can order books from multiple publishers from a single source. As you can imagine, this works for everyone.

With the launch of **IngramSpark** two years ago, a platform designed specifically for indie publishers, you now have access to Ingram, just like larger publishers. And just like traditional publishers, you have to know how to bring a book to readers who are interested in purchasing your book. This is marketing and something Judith Briles teaches, quite expertly, through AuthorU publications and programs.

What IngramSpark provides you is the ability to have print copies manufactured or ebook orders sent directly to Ingram's customers without having to touch it. This greatly reduces the need to invest in inventory and fulfillment before you know the actual demand. You can have your book listed in Ingram's database for a modest fee and see what happens. If your book takes off, then there are lots of options available to you. But if you are starting off as a new publisher, you will find the **IngramSpark** model works particularly well.

Things you need to know before starting with IngramSpark:

- Your book should be completed with editing and design and in PDF (print) and EPUB (ebook) formats. It is highly advisable to review the file creation guides and other resources at www.ingramspark.com/Portal/Help to ensure you or your designer have created compliant files.
- Each format of the book will require a unique ISBN if you plan to distribute. You can purchase them in blocks from Bowker or individually during title setup in **IngramSpark** for \$85.
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Best of Times with IngramSpark: Continued from page 43 ...

- The marketing of your book is up to you, so let retailers know your book is available from Ingram. We only sell to business partners, so in your marketing to consumers you can either point them directly to your site (if you can take orders) or to a site like IndieBound or Barnes and Noble to purchase.
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You should also know that Author U has negotiated special discounted pricing for title setup and print fees for its members when you enter **AUTHORU** promo code during the title setup process:

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1500+	50%	40%

Robin Cutler joined Ingram Content Group in 2011 as Manager of Content Acquisition. At Ingram she leads a team assisting independent publishers in making their digital content available to retail partners throughout the world. Ms. Cutler began her career in publishing over 30 years ago at a university press, designing her first book in linotype and letterpress; a year later she was designing on a Mac SE. After many years of university publishing in South Carolina and Wisconsin, she started a trade imprint, SummerHouse Press, in 1997. Ms. Cutler most recently worked for Amazon Digital Services. She holds a BA in Journalism from the University of Southern California.

Understanding the Pitfalls of Creative Personalities

... and Turning Them Into Positives - *Part 1*

By Shannon Parish



“You’re a difficult client.”

Me? Difficult?

When coming from a class full of Life Coaches, this is a tough criticism to accept. However, it was the turning point in my education to becoming a Professional Life Coach. The educational process is fascinating, informative, and experiential. I loved every minute and soaked up every tidbit of this intensive training. So, the statement that I was a “difficult client” frustrated and puzzled me. On some level I realized I was being difficult, but couldn’t figure out WHY.

One thing a Life Coach in training has to do is to be coached by an experienced Professional Life Coach. I couldn’t wait! Finding answers to resolve the blocks in my creative progress topped my list of goals, and I expected progress on our first coaching session. It didn’t happen.

At the end of the session, my coach was frustrated. By the sound of her voice, I could tell she felt she had not been able to coach me as we had hoped. I was truly frustrated myself ... because I knew the difficulty certainly wasn’t in my willingness or attitude!

Later, when pondering the two events, I had a major epiphany that cemented my own coaching focus and style.

I’m a creative individual. For years I’ve been illustrating books, building WordPress websites, speaking, writing, and leading women’s groups. I also have a history of over 30 years in ministry, highlighting my passion of helping people to live full and healthy lives while living up to their potential.

But as a Creative individual, my life journey has been difficult. From childhood, I’d been labeled a difficult girl because my thoughts, actions, and decisions were rarely expected ones, which kept my parents on their toes as my curiosity got me into more trouble than out!

I soon learned that, to avoid trouble, I needed to tell my parents what they expected to hear ... not what I wanted to say. After coaching many other creative individuals, I find this is a common phenomenon as creative children learn to navigate through familial relationships and educational systems that perceive art, music, and other forms of creativity as hobbies, not strengths.

Pushing down creative individuals’ identities by forcing them to conform to an established method or system is crushing at their core. Children become confused and youth become angry, adults become hopeless and give up ... because the underlying message is one of disorganized thinking, daydreams, and sloppiness. This is what they hear: “Get your head out of the clouds and become productive!”

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Creative Personalities: Continued from page 45 ...

Little do they realize that a Creative IS being productive by producing more ideas and creative solutions than the average person can comprehend.

In Life Coaching, we are taught to walk alongside a client and offer support by asking questions that are logical and forward moving. Such questions stir more creativity; and before you know it, not only is the Creative overwhelmed, so is everyone else around them! More ideas and more possibilities abound, making the process of planning strategic, logical steps nearly impossible!

THIS was making me the “difficult client.” I didn’t have a bad attitude; however, the questions were in the wrong sequence and verbiage.

An underlying thought is that a person who is overly creative just needs to be better organized or calmed down or focused or ... fixed. A creative person doesn’t need to be fixed! They need to find the system, team, resources, or path that will work for them — not what works for others.

The assumption that a creative person lives under is that they

- SHOULD lead a simpler life,
- SHOULD be more “organized,”
- SHOULD focus on only one thing at a time,
- SHOULD stop having more ideas
- SHOULD be anything other than they are
- ...

In other words, they should never be authentic.

Is it any wonder that people hit writing blocks, marketing blocks, creativity blocks? When a subliminal message is constantly running that they should be something other than who they are, how else are they supposed to react?

Shutting down the brain of a Creative does not solve the problem. **Helping others to understand the creative thinking process is the beginning of the solution.**

If you find yourself in a place of frustration because you can’t “follow directions,” or if you are exhausted from trying to understand a loved one or even something you are working with, try asking a



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different question from a different perspective.

Remember that a Creative is a Visionary and that they have already experienced the vision in living color. Start with the end—and go back to the beginning. *Back out of the vision* by asking questions similar to these:

1. “What do you enjoy about what you are doing?”
2. “If you had to give up (or put on hold) something, what would it be?” (will help clarify the less fulfilling or less productive items)
3. “What or who do you need on your team to continue doing what you do?”

The goal is not to get the Creative person to be like everyone else. That’s impossible. **The goal is to help them remain authentic and help them to clarify their steps in order to keep them moving forward, *not in circles*.**

Creatives are a special breed. They bring beauty, hope, clarity, individuality, and insight into the world. Value them. Support their efforts. Enjoy their gifts.

Shannon Parish is a Professional Life Coach, Graphic Recorder, and Creative Service Provider who illustrates books, draws cartoons and builds WordPress websites for authors, speakers, and entrepreneurs. Her unusual blend of creative skills, with over twenty years working as a virtual assistant and over thirty years in ministry, equips her in a unique way to work with other “Creatives” and Visionaries on multiple levels with their business and personal lives.



creative Life Coach

Visit Shannon’s websites through www.ShannonParish.com, email her at <mailto:Shannon@ShannonParish.com> or call her at (720) 295-7409.

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Instant Quote

Premier Partner Total Printing Systems introduces Instant Quote, a Real-Time Pricing Tool, and a New Website

Rick Lindemann (Rick@tps1.com) of **Total Printing Systems** has developed an Internet-based pricing tool that will generate a quote in an instant. **Total Printing Systems** is the first book manufacturer to offer real-time quotes. "In 1997 we launched an internally developed pricing tool. We used this device initially as an exclusive tool for a quick printing franchise, and several years later we opened the tool up to the general public. This device, which we have dubbed **Instant Quote**, has been revamped and was released in July 2015 on our new website at www.tps1.com," said Rich Lindemann, President of **Total Printing Systems**.

"The ability to gauge pricing instantly will give our clients the opportunity to move their project forward as quickly as possible. They no longer have to wait for a representative to respond just to get basic pricing. These days, schedules are tighter than ever; Instant Quote will offer pricing at the click of a button," states Rick Lindemann, Vice President of **Total Printing Systems** and the developer of **Instant Quote**.

Instant Quote is a helpful tool for experienced print buyers as well as for those new to printing and publishing. For experts, the tool offers a quick assessment of pricing based on different quantities, stocks, or other variables. They'll have the information they need to make any adjustments to their project to stay on budget. We offer the novice explanations of each choice. For example, when picking a stock, we have provided guidelines as to which paper would work best for their particular need. Simply tap the question mark next to each drop down menu for additional information to make an informed decision. Register at www.tps1.com to give **Instant Quote** a try.

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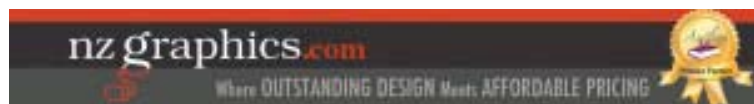
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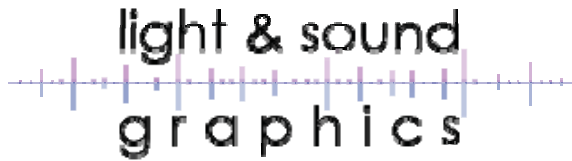
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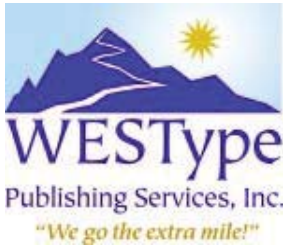
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to account for his book is to account for his life.*

— Richard Wright



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Barb Wilson is the owner and CEO of editpartner.com. With over thirty years of experience in editing/proofreading, she has edited numerous books in all genres, from nonfiction to children's stories to erotica. She specializes in developmental (content) edits, and also offers additional services such as manuscript critiquing/evaluation, proofreading, and line edits. Her enthusiasm for the craft of writing and her positive approach to working through obstacles like writer's block, POV problems, head-hopping, and plot arc issues will help

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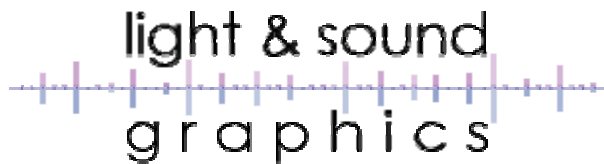
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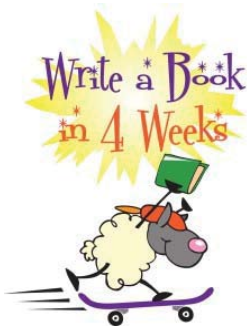
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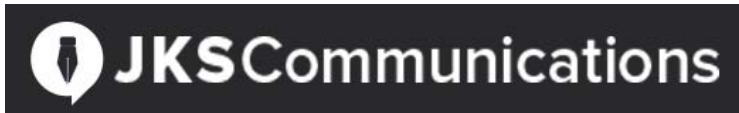


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Website: www.JKSCommunications.com

Services: Join the JKS Family! You have spent months, maybe years, writing your book. Now it's time to put your "baby" out into the world. It can be lonely, scary and frustrating. When you join the JKS Communications family, you aren't alone anymore. We're your advocate and help you navigate this crazy world of book publishing and book promotion.

We really get to know you and embrace your goals as our own. With more than 15 years of publicity experience, JKS can help you make educated choices and develop realistic expectations for what is possible for you and your book.

Wherever you are in your journey, we will join you and together, we'll work hard and smart to help you get to the next level and work with clients who share a commitment to integrity.

It is in our nature to be fiscally responsible. We treat your budget as we would our own to keep a tight rein on expenses.

Our business model takes into account the lifestyle and comfort level of authors to promote books in a way that works best for them so that they will enjoy the experience, be more relaxed and spend more time on making their book a success. We go so far as to ask authors to take a special personality test to determine their strengths for book promotion. We help build the platform for and promote books and authors in ways that are time consuming and impossible for authors to do themselves.

Please connect with us:

Twitter: @JKSlitpublicity @JulieSchoerke

Facebook: JKSCommunications

Instagram: JKS_Communications

PublishersLunch: JKSCommunication

DON'T USE WORDS TOO BIG FOR THE SUBJECT. DON'T SAY 'INFINITELY' WHEN YOU MEAN 'VERY'; OTHERWISE YOU'LL HAVE NO WORD LEFT WHEN YOU WANT TO TALK ABOUT SOMETHING REALLY INFINITE.

- C. S. Lewis

VIRTUAL ASSISTANCE



Kelly Johnson, Certified Professional Virtual Assistant

Website: <http://www.cornerstoneva.com>

E-mail: kjohnson@cornerstoneva.com

Phone: [303.840.5994](tel:303.840.5994)

Kelly Johnson, founder of Cornerstone Virtual Assistance, specializes in working with authors and coaches to manage the technical, creative and administrative projects for your business. Kelly strives to move a client's business to the next level by ensuring that the foundation of your business is supported through managing projects and proposing creative ideas to help achieve success. Cornerstone Virtual Assistance was started in 2004; the decision to establish it stemmed from her desire to have more time to work one-on-one with clients in a collaborative partnership that permits her to practice the belief that "Together Everyone Accomplishes More (TEAM)."

Kelly was an instructor at the VA Technical School; she created and taught the class, "Product Development: Assist Clients with Creating Products That Demonstrate Their Expertise." She has been a presenter for local organizations and has been teaching social media workshops to authors since 2010 with Dr. Judith Briles, founder of Author U.

Her clients have shared that due to her experience and technical skills, she should list as a service on her website "instant stress reduction," and that they appreciate being able to have her as a sounding board for discussing business ideas and strategy.

Certifications:

- Certified Professional Author's Assistant
- Shopping Cart Certified Strategist
- Certified Article Writing Coach
- Hootsuite Certification

Online Trainings include:

- Video creation
- Facebook Pages
- Podcasting

Some of the tasks that Cornerstone Virtual Assistance may offer to clients include the following:

- Website maintenance
- Blog posting and maintenance
- Creating videos using Animoto
- Facebook Pages
- Install WordPress.org
- Shopping Cart set-up and maintenance
- Setting up LinkedIn, Facebook, Twitter and SlideShare accounts
- Developing/Compiling reference materials
- Newsletter management
- Event coordination
- Proofreading articles
- Creating information packets
- Setting up autoresponders
- Manage vendor relations
- Submit articles to online directories
- ...the possibilities are virtually endless!

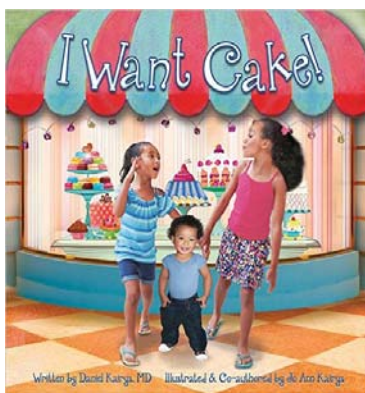
Author Member News



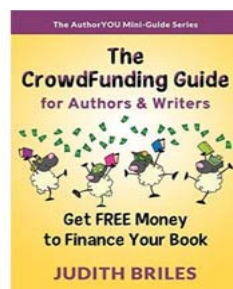
Lynn Hellerstein was in Spain over the summer to speak on her book, ***See It. Say It. Do It!*** and her work on visualization. Her conclusion: Behavioral optometry is alive and well in Spain—ole!

She presented a two-day workshop in Gijon, Spain in May, titled: *The Power of Visualization*. What a tremendous experience it was on so many levels. What was supposed to be a small intimate interactive workshop (35-40 people), turned into a large 163 participant course. Interaction and participation were a priority. We figured out how to make that happen with the large group.

Big bonus! 160 of her books were sold there (80 of ***See It. Say It. Do It!*** and 80 of ***50 Tips to Improve Your Sports Performance***.)



Joann Kairys finished her second book, ***I Want Cake!*** and headed to Association Printing member King Printing for full printing and Total Printing Systems for the ARCS. ***I Want Cake*** joins its sister book, the acclaimed *Sunsational*.



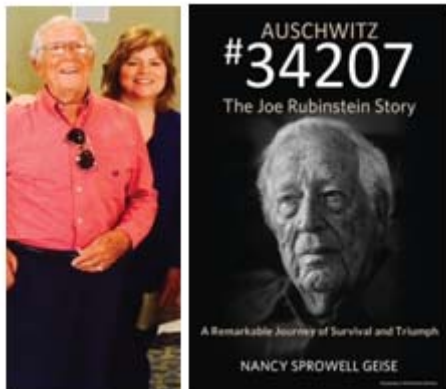
Judith Briles officially launched The Crowdfunding Guide for Authors & Writers on Amazon last month, hitting #1 bestseller status. Wahoo! Have you got your copy yet?

Here's the link to Amazon.

<http://tinyurl.com/AuthorFunding>



Author Member News



Exciting times for ***Auschwitz 34207*** by **Nancy Sprowell Geise** about the remarkable Holocaust survivor **Joe Rubinstein**.

Since the book launch in March, Nancy has been giving dozens of presentations about the book, including speaking in July to the staff and volunteers of the U.S. Holocaust Memorial Museum in Washington D.C. The Holocaust Museum Bookstore is now carrying the book and has asked Nancy to return in the fall for a book signing.

On September 12th, Nancy will be speaking at the Kansas State Capitol for the Kansas Book Festival.

Additionally, Nancy has been invited to give a presentation to the United States Library of Congress in Washington D.C. in October 2015. For over two months, the book has been ranked either #1 or #2 Holocaust Memoirs (Kindle addition) <http://tinyurl.com/njpofwv>

And for several weeks, it has been in the top 60 in Historical Biographies (Kindle edition) <http://tinyurl.com/nghouz9>

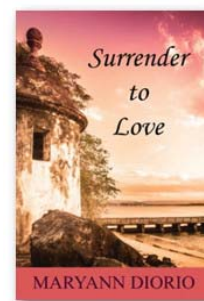


Julie Griffin is doing a happy dance with the birth of her third book, ***Jack and the Bean Chair***, illustrated by **Don Sidle**. Joining *Cristina Gradina: the Girl with Ten Busy Toes* and *Bella the Baker Street Baker*, *Jack and the Bean Chair* is the perfect young boy's read. He will love the silly illustrations and delight with dealing with the kid sister, and then there's the furniture that comes alive. Imaginations are alive and well.

View on Amazon: <http://tinyurl.com/JackBeanChair>

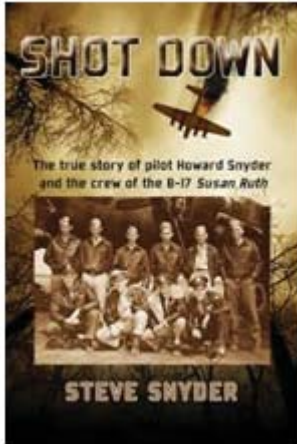


Tara Lynne Groth received Honorable Mention in Fiction in the 2015 Carolina Woman Writing Contest. She was also named a semifinalist for the 2015 James Applewhite Poetry Prize from the North Carolina Literary Review. Her poem "Hourglass" was selected by Winston-Salem Writers and included in their Poetry in Plain Sight Program, which displays poems on posters in the city's Arts District. More at www.writtenaked.net and www.taralynnegroth.com



MaryAnn Diorio is excited to share that her novella, ***Surrender to Love*** is available in both Kindle and print formats.

Author U Member News



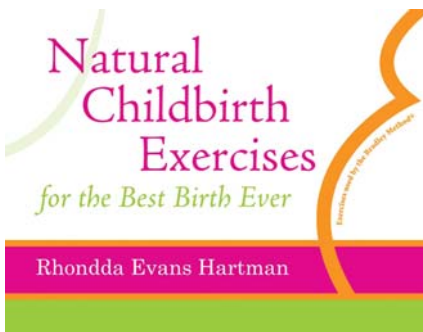
It's a Really Hot, HOT Time in one author's home ... member **Steve Snyder's *Shot Down! The True Story of Captain Howard Snyder and the Crew of the B-17 Susan Ruth*** was featured on the COVER of *Publisher's Weekly*. To add sauce to the mix, the Smithsonian Air Museum just wrote a stellar review in its magazine. To date, he's won 15 national book awards ... how hot is this? He just added Amazon's 2015 Readers' Favorite Book Awards - Gold Medal Winner Non-Fiction Historical and 2015 Kindle Book Awards - Finalist Non-Fiction and leads the pack in his category on Kindle.

Shot Down! Has Shown UP big time! What's the secret to his rolling success? He's is a relentless promoter and marketer for his book. He gets that it's a product, one that he has a deep passion and commitment to—and it has paid off in significant sales. Here's the Amazon link (he shows over 176 reviews.)

View on Amazon: <http://tinyurl.com/B17ShotDown> Read the Reviews: <http://tinyurl.com/B-17Reviews>



Richard Rieman has been “voice” busy in the studio with three of Author U member books. He's doing the full book narration for both Steve Snyder's *Shot Down! The True Story of Captain Howard Snyder and the Crew of the B-17 Susan Ruth* and Charles Clark's *The Bootlegger '40 Ford*. And he just completed the editing for the audio of Judith Briles new book, *The CrowdFunding Guide for Authors and Writers*.



Rhonnda Hartman has completed the workbook to go with the award-winning ***Natural Childbirth Exercises***. *Natural Childbirth Exercise Workbook* will debut this fall. She put it together over the summer in the How to Write a NonFiction Book in 4 Weeks that Judith Briles presents. View on Amazon: <http://tinyurl.com/nutyfx7>

Author New Members



Linda Frothingham is an experienced “creative” professional. Linda worked for the world’s top advertising agencies, Ketchum PR and J. Walter Thompson, which led to starting her own successful Chicago marketing firm. She works with writers and authors, as well as national and international clients to promote / launch products and events. Linda creates eye candy marketing materials. She can be reached at <mailto:linda@frothideas.com> 847-507-0772.

Linda will be debuting her new books this fall:

Simply inspired by sea glass and nature’s gifts

The 15 minute Marketing Makeover

Eye Candy For Eye Popping Impact The Guide for Writers, Authors, and Entrepreneurs to come out with a BANG.



Barbara Teter has not yet published a book but has published short fiction and poetry. Years ago she was a co-founder of the Roycroft Wordsmiths and co-author of a New York State Arts Council grant to publish a juried anthology of essays, poetry, and fiction. Her efforts to become a serious writer were interrupted by pursuit of a long over-due education, which included an MPH at Columbia University and a PhD in Epidemiology at SUNY. Although social science and medical research degrees, she feels it has prepared her to delve into the social, cultural, and medical context in American history relative to mental illness and addiction, specifically the mid-19th century.

Currently, Barbara is a Clinical Assistant Professor, living the research life and steeped in grant writing, yet she dreamed of writing fiction! Over the past few years, she has drafted five titles of a historical fiction series and is preparing the first for editing.

The Deliberate Page

Tamara Cribley is the **The Deliberate Page** based in Elizabeth, CO. She does eBook Formatting, Typesetting, Print Interior Design and Layout Services with a motto of “We Leave Nothing to Chance.”

Her goal is to create an ideal reading experience where your readers focus on your writing and not on disruptive formatting. Whether your goal is print or digital publication (or both!), her company will work with you to ensure that your formatting is professional and intuitive, and provide an uninterrupted reading experience appropriate for your target market and demographic.

Call and say hello at (805) 284-5780 or <mailto:info@deliberatepage.com>. Tamara’s website is www.DeliberatePage.com

HOT TIPS FOR AUTHORS



YouTube helps enhance your video

From **Rebecca Morgan** (<mailto:Rebecca@RebeccaMorgan.com>)

I just discovered a cool tool for when you upload your video to YouTube. If the site detects possible improvements, a band will appear in the dashboard telling you so. Click on Preview to see their suggested improvements side by side with your original. For me, it zoomed in from a wide shot on a large stage to a closer one and enhanced the lighting. It was a no-brainer to choose Accept to have the better version posted.



Have you Perioscoped yet?

From **Randy Gage** (<mailto:RandyGage@mac.com>)

For people who want to connect with their tribe, I believe Periscope will be bigger and better than blogs, Facebook, YouTube or Twitter. Nothing else will come close. Reason: It's video; it allows interaction (people

can comment, ask questions, give you hearts to show support); and most importantly, it is LIVE. When that alert comes, it creates a sense of urgency that nothing else can match right now. The replays are only available for 24 hours, so there is a sense of urgency there, as well. You see who is watching real-time and can view their comments and questions while you're broadcasting.

If you're not familiar with it, it's a mobile app that allows you to broadcast live to your Twitter followers (who are also on Periscope) and also share the URL so anyone else can watch you online. (It's actually owned by Twitter now and runs on their API.) For people or brands who are tribe builders as most of us are, I believe this will be THE SINGLE MOST POWERFUL tool we will have to use for the next year or two. Like everything, the novelty will wear off, and results will begin to fatigue at some point. But for now, it's about to blow up big time. Really big.

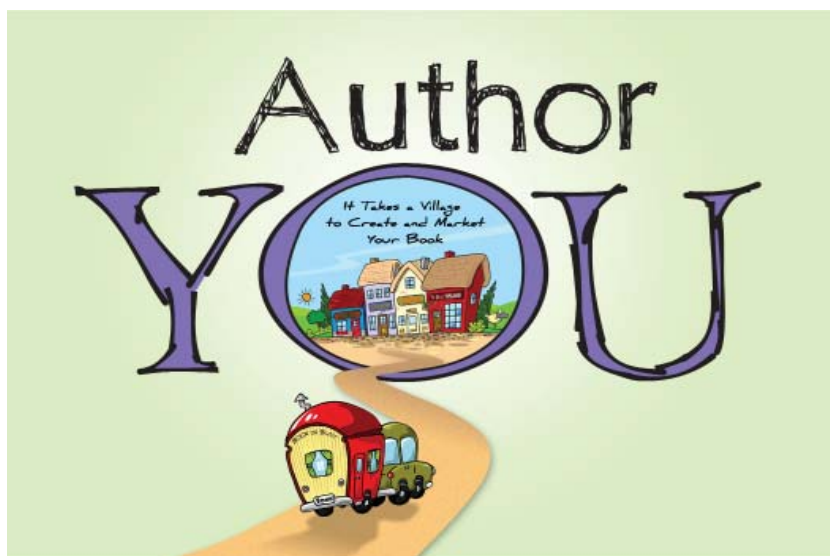
Your Guide to BOOK PUBLISHING



Did you miss a show?

Listen to any of the previous shows either on your computer or via iTunes. Always packed with useful information for the author who wants to succeed. Over 300,000 listeners a month. Past shows are listed on the home page of AuthorU- **Your Guide to Book Publishing** and AuthorU.org. – click icon on the Home page: On the Air. All you need to do is click on the one you want, and it starts immediately.

<http://togi.us/authoru>



... 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 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, **(720) 558-9838.**

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



Member of ...



- *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
- 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

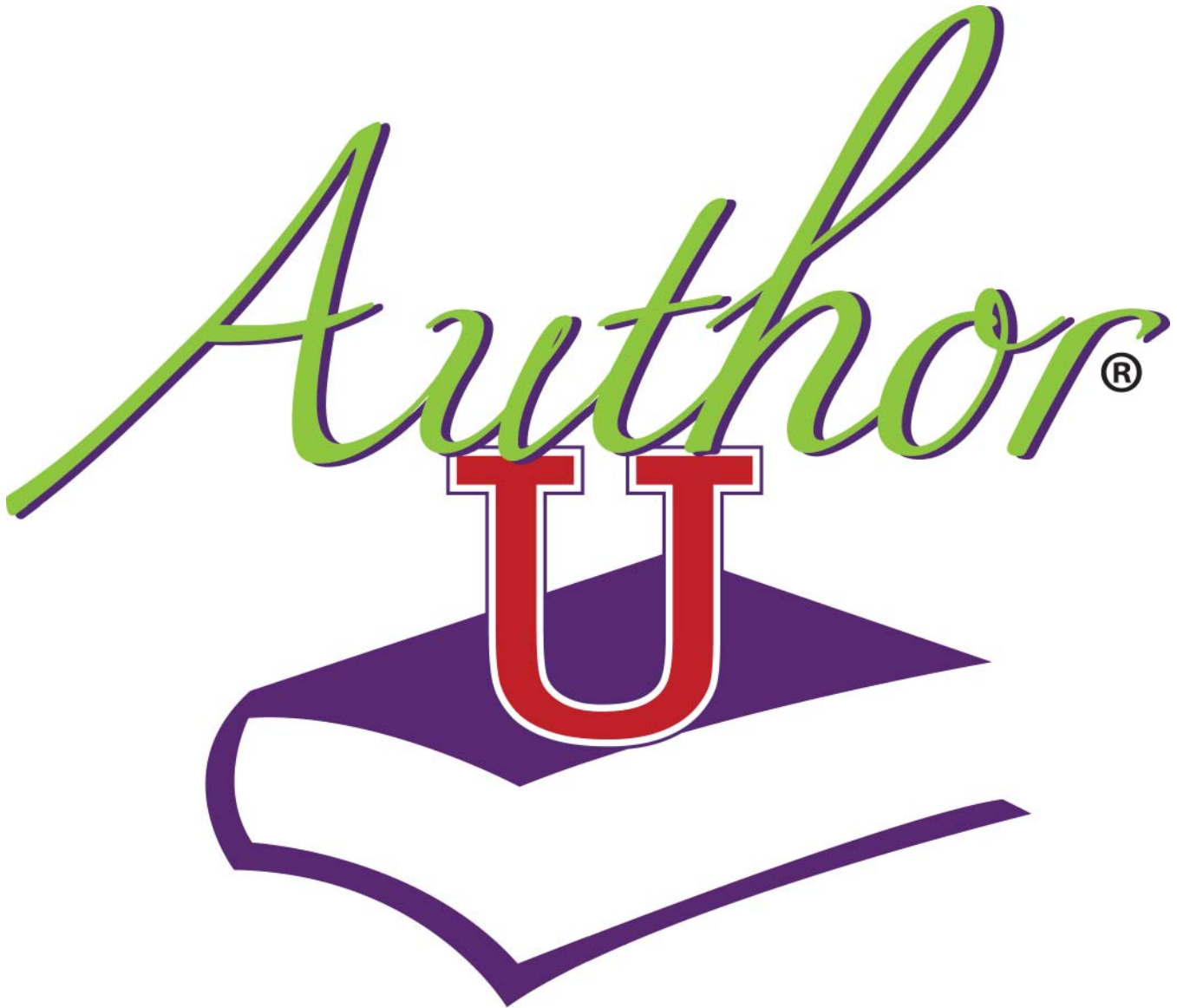
- Promotion period: One (1) year from April 20, 2015. Renewable if approved by Ingram Content Group executives and Author U board.

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 AuthorU. She is at your service ...

If you're a Phone person, call the office at: 720-558-9838

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

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

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

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

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 us Office@AuthorU.org or contact us on our website at: <http://authoru.org/contact-author-u.html>