

The Author Resource

Where Authors Go to Become Seriously Successful

Vol. 7 Issue 1

WINTER 2016

Your Book Force Awakens



2016 Author Teas Are Planned!

Tech ToolBoxes

Launch Your Book (or ReDO What Didn't Work!)

Goodbye to Dan Poynter

Podcasting Snafus

Why You Should Print Books

Create Your AudioBook!

How to Make Book Stores Your Best Friend

Create Eye Candy to Promote Your Book and Brand

Publishing Options for Authors

New Audiobook Options for Authors

The Beauty of Ugly Hashtags

Do You Really Need to Blog?

5 Book Marketing Excuses and How to Overcome Them

7 Steps to Book Publishing Success in 2016

Special Sales: The Buck Starts Here

The AuthorU Online Book Summit is Coming!

Are You Getting Your WebinarGOLD?

Dates to Remember 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 #

Author YOU Circles

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

January

- 9 **Saturday Morning Meeting** – *Book Launches and Redos*
- 19 **WebinarGold** – *How to Take Your Book to Film*
- 20 **Tech Tool Box** – *Technology-Resolving Questions and How to Implement Ideas*
- 26 **Author YOU Circles:** *A New Year ... Kickstart Your Beginning*

February

- 6 **Saturday Morning Meeting** – *Working with BookStores*
- 17 **Tech Tool Box** – *Shine the Light on Your Media Page and Using Canva*
- 19 **WebinarGOLD** – *Dialogue Creation for Awesome Storytelling*
- 26-27 **AuthorU Winter FREE ONLINE Book Publishing Summit**

March

- 5 **Saturday Morning Meeting** – *TBD*
- 16 **Tech Tool Box** – *Renew, Review, Revamp, and Repair Your Blog*
- 23 **WebinarGOLD** – *How to Create a Successful Book Launch*
- 28 **Salon—** *Calling All Newbies!*
Set Up Strategies and How-tos for Your Publishing and Author Life

April

- 2 **Saturday Morning Meeting** – *TBD*
- 20 **Tech Toolbox:** *Renew, Review, Revamp, and Repair Your Blog*
- 25 **Salon—** *TBD*

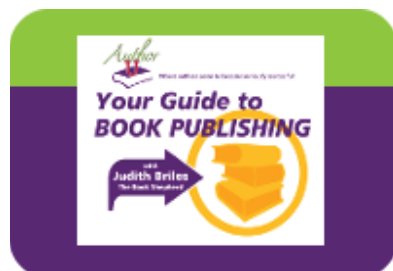
May

- 1 **Authors' Book Sale Tea**
- 7 **Saturday Morning Meeting** – *TBD*
- 23 **Salon—** *TBD*



Dates to Remember 2016

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



**Live
Thursdays**

Find us on
iTunes

<http://toginet.com/rss/itunes/authoruyourguidetobookpublishing>

June

4 Saturday Morning Meeting – TBD
27 Salon— TBD

July

NO REGULAR MEETINGS

August

13 NO REGULAR MEETINGS
AuthorU SUMMER BBQ



September

15-17 **Extravaganza ... put on your calendar now and REGISTER on website**

October

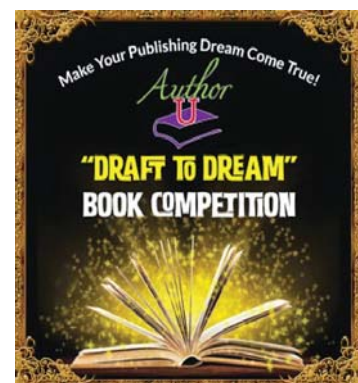
17 Author YOU Circles: It's an October All Treats No Tricks in Author YOU Circles
24 Salon— TBD
29 Authors' Book Sale Tea

November

7 Saturday Morning Meeting –TBD
24 Salon— TBD

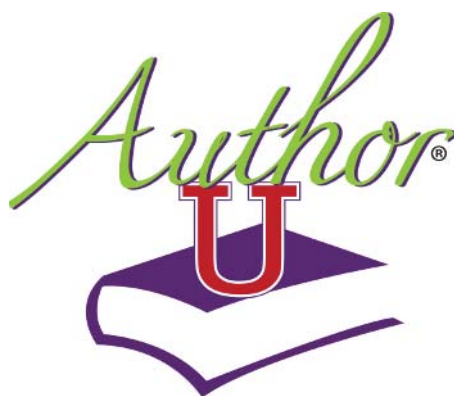
December

3 Holiday Party – *put on your calendar NOW*



<http://authoru.org/competition.html>

Enter AND Deliver your Manuscript by May 31, 2016



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



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Update your Address Books!

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Facebook: <http://Facebook.com/AuthorU>
Google+ : Join the Community, Author U
LinkedIn: Join the Author U group
Pinterest: <http://pinterest.com/authoru>



Office address: Author U(niversity)
 PO Box 460880
 Aurora, CO 80046

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



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

Author U shows YOU, the author, how to be the best you think you can be ... and then how to 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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The Book Force Awakens

By Judith Briles



WOWSA ... this year is already loading up with a variety of “must dos” for the AuthorU member. The WebinarGOLDS are planned out; two Author Teas already scheduled; a new meeting site is nailed down for local Saturday Morning events (it’s freak’ in fabulous!); more “remote” events are set up for out of Colorado activities (or for those snowed-in or I just can’t get out of the house/office days—let’s face it, we all have them); the Online Summit and Authors Hall of Fame will debut; the contracts for the Extravaganza are set, and WAIT until you see what Friday night will deliver—it’s an event you ... do ... not ... want ... to ... miss—you will see new presenter faces; new topics;

and as always, we bring back our topped-ranked presenters; the amazing Dom Testa will join our faculty on Friday afternoon—his story is a bestseller, author dream come true, and he will share his hiccups in his success journey; and, of course, plenty of new Member Benefits will continue to roll out.

Yes, the Book Force has awakened.

I’m excited that several of my participants in the How to Write a Book in 4 Weeks program that rolled out during the summer have books in hand and that it has two new sessions starting this winter, along with a special edition in June in New Mexico for academics, showing them how to convert those dreaded Thesis and Dissertations to actual works that are readable—it will be an OMG, I-Can’t-Believe-It’s-Possible experience. Yes, Virginia, it is—I turned both of mine into commercially successful books that bred more books.



©TheBookShepherd.com

I mourned the loss of my old friend Dan Poynter in November. The Book Force he awakened in thousands will not die. What a gift he has left behind for so many. As a long-time advisor and supporter to AuthorU, Dan’s spirit will truly live on as he challenged and dared authors to stretch into galaxies where they had not gone before.

This quarter in AuthorU, there are plenty of events, activities, and support to take you into worlds you hadn’t imagined. We are here to partner with you. For those who are out of the Colorado area, we will be repeating onsite programs in webinar format so our many out-of-state members can get the information. The presenter at the program will then be the webinar presenter.

I look forward to presenting the January 9th program on Book Launching (get signed up for this ... space is limited to 42 attendees) ... it will be repeated as a webinar on March 23rd.

Are you ready? Ready to DARE GREATLY ... be a DOER, not a DREAMER in 2016?

In Memoriam: Good-bye to Dan Poynter (1938-2015)

Judith Briles

Dan Poynter, author and self-publishing pioneer along with being a parachuting advocate, died on November 3, 2015, from cancer. He was 77. Dan had been a founding member of AuthorU.org and served on our Advisory Board, as well as contributing regularly to *The Author Resource* and speaking at the Extravaganza. As the author of 130 books and more than 800 magazine articles, Dan knew publishing and his *Self-Publishing Manual* has been the first book that thousands had in their hands as they started their own publishing journeys.

Dan was a founding member of the Publishers Marketing Association (now called the Independent Book Publishers Association, IBPA) and in 1992 that organization awarded him its Benjamin Franklin Person of the Year Award for Lifetime Achievement. Poynter received numerous other awards for his work in publishing. He also received honors for his passion: skydiving—he was inducted into the National Skydiving Museum Hall of Fame.

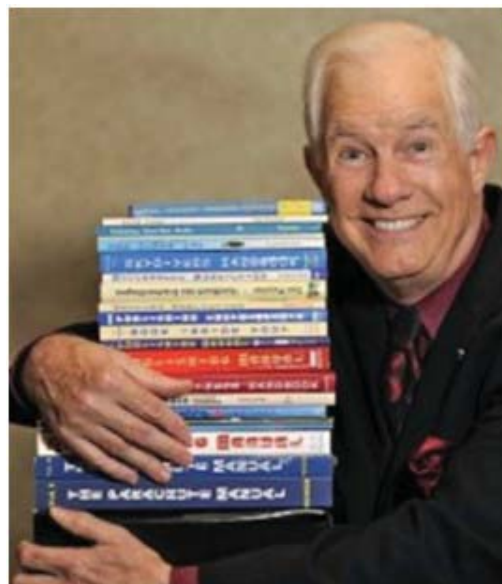


Photo: Rick Carter



My friendship with Dan goes back to the early 80s—both of us starting in publishing—he bypassing traditional from the get-go and me, wedded to New York at the time. He was thrilled when I crossed over in 2000 and formed my own publishing company, Mile High Press—kissing goodbye to the myth that NY was where only legitimate authors published.

Dan was well known worldwide for his 1979 work, *The Self-Publishing Manual*, and was one the earliest advocates of quality self-publishing. He produced scores of books, seminars, reports, and articles on the subject long before digital technology transformed it into an easy-to-adopt option for authors.

After beginning his career in the aviation industry as a parachute-designer, Poynter stumbled into the publishing business. When he went looking for a book on the then-emerging sport of hang gliding and couldn't find one, he decided to publish his own book on the subject. (That effort led him to write his groundbreaking title on self-publishing.) In fact, Dan personally believed that everyone should jump at least once—he never got me up, but he tried plenty of times.

In 1969, he founded Para Publishing, and his career took on a new path. The company focused on technical books and manuals about about sky-diving and parachute design—and oh yes, he wrote about his beloved cats. The house's list eventually expanded to include books on a variety of topics, including self-publishing and writing. Although Para Publishing grew to include multiple staffers, Dan often described the business as “the world's largest one-man publishing company.” In 1986, he launched the newsletter *Publishing Poynters*.

Dan Poynter has touched the lives of millions worldwide. I will miss him.

Articles

5

The Book Force Awakens

18

Your NF Books in 4 Weeks

20

11 Reasons Why Authors Should Print

22

New Audio Book Options

25

Publishing Options

27

7 Steps to Book Publishing

32

Special Sales

36

The Beauty of Ugly Hashtags

38

3 Mistakes to Avoid When Podcasting

40

Create Eye Candy to Promote

44

Do You really Need to Blog?

46

5 Book Marketing Excuses

49

How to Make Bookstores Your Best Friend

51

Creative Minds - Focusing on Focusing



Quick Links

Event Registrations

<http://authoru.org/events.html>

Join AuthorU

<http://ow.ly/W5KGb>

Learn

Blog

<http://authoru.org/blog.html>

Audio Blog

<http://ow.ly/W5LIm>

Video Blog

<http://ow.ly/W5Lx7>

Products

Crowdfunding Book

<http://ow.ly/W5LPZ>

Newsletter Archives

<http://ow.ly/W5MfE>

Premier Partners

<http://ow.ly/W5MtN>

Associate Providers

<http://ow.ly/W5MCE>

MEMBER LOGIN

<http://ow.ly/W5N4K>

AuthorU Events



8

Saturday AM Meetings

NEW LOCATION!

10

Tech Toolbox

JANUARY-APRIL

13

Evening Salons
MARCH

14

WebinarGOLD
ONLINE

15

AuthorU Book Teas
TWO THIS YEAR!

17

Extravaganza
SEPTEMBER 15-17

New Meeting Site!

Meet CADA ... the Colorado Automotive Dealers Association. AuthorU is honored that we have been selected to have our on-site meetings for Saturday Mornings throughout 2016 at their site. January, February, March, April, May, June, October and November.



290 East Speer Boulevard
Denver, CO 80203

Saturday Morning Meetings



It's Book Launch Strategy Time!

Saturday, January 9th 8:00 a.m. - 12:00 p.m.

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

... You asked for it ... AuthorU will deliver a GamePlan for Launching Your Book ... whether it's new or old, what you will get are bold ideas,

strategies on how to implement them, what social media works and what doesn't ... and January's program is just that. Whether your book is just birthing or it's gone into remission... get ready for an array of ideas and how-tos to kick start the big day/week/month ... or get it restarted after being exhausted.

The way to start off the year.

- Create the ideal Book Launch for your book.
- Generate strategies to rebirth a book once it's out.
- Identify which of the social media platforms will work (and won't).
- Tips and tricks for bestseller status on Amazon's Print and eBook positions.
- How to deal with AFS ... Author Fatigue Syndrome.
- Onsite, you will create social media blasts to support your campaign—whether it's next week or several months from now.
- And so much more.



Create a Book Launch that will Skyrocket your Book's Debut (or Redo)!

Cost: \$22 for Members; \$35 for NonMembers. Increases \$10 on January 2nd
Where: CADA, 290 East Speer Blvd., Denver
When: Saturday, January 9th
Time: 8 a.m. for networking and breakfast ... over at noon.
Register: <http://authoru.org/events.html>

Tech Toolbox Sessions



Tech Tool Boxes can be attended in-person or remote (remote attendance is created via Skype). Space is limited to 8 AuthorU GOLD and BESTSELLER MEMBERS ONLY and led by Kelly Johnson and Judith Briles.

In-person participation is at the offices of Judith Briles: 14160 E Bellewood Dr., Aurora CO 80015. Beverage and snacks included.

Cost is \$59 per session or \$199 for all four sessions.

All sessions are held from 3 p.m. to 6 p.m. Mountain Time. A few days prior to the Tech Toolbox, you will get a reminder email of what to do pre-session and what to bring or have available to use as the workshop progresses during the three hours.

Wednesday, January 20, 2016, from 3 to 6 p.m.

Remote members welcome!



Resolving Questions and How to Implement Ideas with Technology

We're ready to hit the ground running and start off a new year with a bang!

Let's make sure you have a plan in place to get – and keep – your momentum going.

Must have to participate in this session:

Bring your laptop and questions regarding various aspects of technology: (ex: MailChimp, WordPress, Hootsuite, blogs, 1ShoppingCart, LinkedIn, Twitter, Pinterest, YouTube, to name a few).

We'll work to help answer questions and discuss how to implement your plans for programs and products technically. This is also an opportunity to review how to use the tools that have been taught in past Tech Toolbox topics.

Bring the login details for your accounts.

REGISTER ONLINE: <http://authoru.org/events.html>

Wednesday, February 17, 2016, from 3 to 6 p.m.

Remote members welcome!



Shine the Spotlight on Your Media Page and Using Canva

Authors – when was the last time you shined the spotlight on the media page on your website?

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

Must have to participate in this session:

Bring items for your media page, bios (yes, plural!) to have posted, and review author one sheets. After this workshop, the spotlight will be so bright on your media page you'll have to wear shades!

Bring the login details for your website, your headshots, book cover images, and a copy of your book.

REGISTER ONLINE: <http://authoru.org/events.html>

Wednesday, March 16, 2016, from 3 to 6 p.m.

Remote members welcome!



Renew, Review, Revamp, and Repair Your Blog

Blogs give authors a great outlet for expressing their thoughts, expanding on ideas in their books, and generating discussions. To help ensure that your thoughts and ideas are “getting out there” to your target audience, you need to review and implement best practices when writing and posting your blogs.

Must have to participate in this session:

In this Tech Toolbox, we will have participants log into their blog dashboards to review techniques on best methods for posting images & content, looking at blogging tools, getting ideas for posts, implementing best practices for comments/commenting, and more – give your blog some TLC!

Bring the login details to access the dashboard of your blog.
Bring the login details for your accounts.

Tech Toolbox: Continued from page 11 ...

Wednesday, April 20, 2016, from 3 to 6 p.m.

Remote members welcome!



The Power of Pinterest

Are You Stuck on Pinning ... or just getting started?
Pinterest is a huge resource for building traffic to your site
and for book sales.

Learn how to build a powerful presence on Pinterest, discover
Pinterest apps, and gain some new ideas for promoting your
expertise and marketing your programs and books.

Must have to participate in this session:

If you haven't got a Pinterest account yet, please create it before the Tech ToolBox begins. Bring the
login details for your Pinterest account.

REGISTER ONLINE: <http://authoru.org/events.html>

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THERE IS
NOTHING TO
WRITING.
ALL YOU DO
IS SIT DOWN AT
A TYPEWRITER
AND BLEED.

— Ernest Hemingway

Evening Salons



Monday Evening, March 28, 2016

Calling All Newbies – Set Up Strategies and How-tos for Your Publishing and Author Lives

For GOLD members, in-person or remote. The size of the session is limited, and for in-person attendees dinner is included.

POW! The author overwhelm can hit hard. How would you like a step-by-step “how-to” of what you need at each stage, where to get it, know what the costs are, an action plan for your publishing path, and be able to get the answers to the myriad of questions that are spiraling in your head? That’s your take-away on the SPRING evening (yes spring is officially here).

Must have to participate in this session:

Bring your laptop and appetite for learning. It’s all here tonite.

When: Monday, March 28, 2016 DINNER included

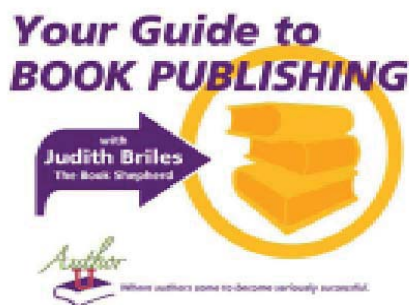
Time: 6 to 9 p.m.

Where: Judith Briles’ home or your computer (you will be emailed with directions and any prework). You will need Skype if you are remote.

Cost: \$30

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

AuthorU Is on the Air!



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 300,000 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://toqi.us/authoru>

WebinarGOLD



Are You Getting Your WebinarGOLD?

Throughout the year, Nick Taylor and Judith Briles host the WebinarGOLD series, a 60-to-90-minute FREE webinar for AuthorU members on a variety of topics for Fiction and NonFiction writing and publishing success.

As a BASIC member, you get them FREE on the day they are presented.

Only the GOLD and above members get the replays.

Each month, check the Events tab on the website and register. *You will be reminded the day before, as well as a few hours before the event.* This is an AuthorU benefit that carries a \$500 value if you were to pay for it. **Take advantage of this excellent opportunity!**

The first quarter of the year will have webinars on:

JANUARY



Realize Your Big Screen Dream; What Authors Need to Know About Bringing Books to Film and Television

FEBRUARY



Dialogue Creation for Awesome Storytelling with Actor and Author Mara Purl

MARCH



How to Create a Successful Book Launch or Re-Launch One that has Limped Along

REGISTER ONLINE: <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.”

2016 Author Teas

We are planning the 2016 Author Teas NOW!



There will be TWO of them this year. One during the summer (think a Christmas in July sale for all those who plan ahead for the Holidays, those who stockpile gifts); the other in the fall.

Meet 20 Authors at ONE Time! Hear about their books and buy for gifts ... enjoy meeting other book lovers around a delicious spread of food and nibbles ... and of course a variety of teas.

BOOKS are the best gifts of all. When a book is given, the recipient knows that it's been hand-picked by the giver. Did you know that 1/3 of all gifts are returned? Not so with books!

What: Participate in a select number of authors displaying, pitching, and selling books for gifts. All participants invite and bring friends to this event.

Hosted by Julie Griffin and Judith Briles in October and featuring AuthorU members, and Juliana Adams and Judith Briles in July featuring authors that Judith has been The Book Shepherd for.

When: Sunday, May 1st and Saturday, October 29th

Time: 1 – 4 p.m.

Cost: Guests are always FREE / Authors presenting, pay \$30

Where:



MAY in the Denver Metro Area



OCTOBER in the Denver Metro Area

The Twist: Up to 20 authors at each event will share with invited attendees info about their books and who they are for in 90 seconds or less. All books will be displayed on tables to peruse. Books are IDEAL gifts ... for you, for others, for any holiday or event. All will be priced at less than what anyone can buy them on Amazon.com. Authors will be signing and present for the three hours to chat with book buyers about their books and to personalize them for gifting. There will be books for guys, gals, and kids!

Continued on page 16 ...

Author Teas: Continued from page 15 ...



The Musts for Author Participants: If you are selected to participate, your must do the following:

- Be present if you want to sell plenty of books. No physical presence means fewer sales.
- Support all authors – this is “co-op” marketing. If your book isn’t a fit for a browser, there are several others that are.
- Learn how to pitch your book with the “hook” within 30 seconds.
- Gimmicks work - if you have something that will make you and your book “pop” ... get ready to pop.
- Invite and GET attendees there. The success of the AuthorU Tea depends on you bringing book lovers and buyers to the Tea. If you can’t commit to having at least 5 potential buyers there, don’t ask to be part of the event as an Author presenter.

Each year, Judith Briles and her co-hosts get at least 50 people from their personal circle of friends to attend. It “seeds” the buyers – your buyers. It’s critical that you, as a participant, reach out to old and new friends, colleagues ... anyone ... to get them to come – for you and for the other authors who are participating. The more, the better ... and more fun.

- If you have participated in a previous Tea, you are welcome to apply again – remember the “catch” is that you have to commit to and bring guests.

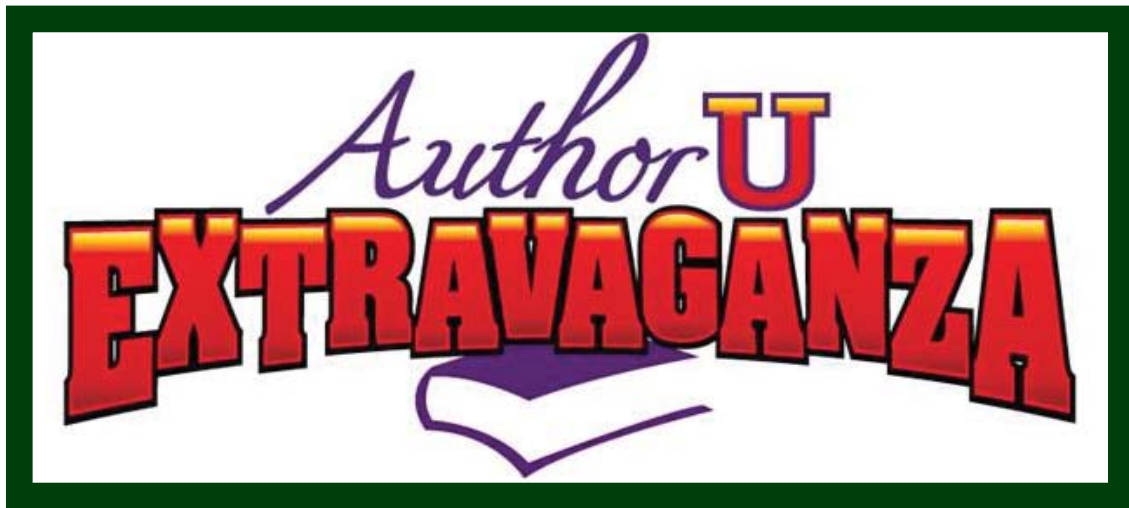
Genres: Always lots to browse and choose from.

PICK ME! ... Tell Judith NOW that you would like to participate in pitching your book. And this is where you commit to bringing guests – not just to buy your book (always good!) – they may already own a few of yours (so they can be a shout out to others who are browsing) – but to meet and buy other authors’ as well. Yes – the more, the merrier! We want to make sure that we have plenty of food.

ACT NOW!

Send her an email: <mailto:Judith@Briles.com> your PICK ME to participate in the AuthorU Fall Tea on a fantastic Autumn Saturday in Colorado and/or The Book Shepherd’s Christmas in July Tea on a gorgeous Summer day in Colorado. Include your book title(s), genre, and up to two sentences to tell attendees about your “pitch.”





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

WILL YOU DARE GREATLY?

September 15-17, 2016

A word cloud centered around the words "DARE" and "GREATLY" in large, bold, green capital letters. Surrounding these words are various adjectives in different sizes and orientations, including: "unremarkable", "yawn", "iffy", "passing", "so-so", "under-achieving", "fair", "mediocre", "boring", "average", and "ho-hum".

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!”

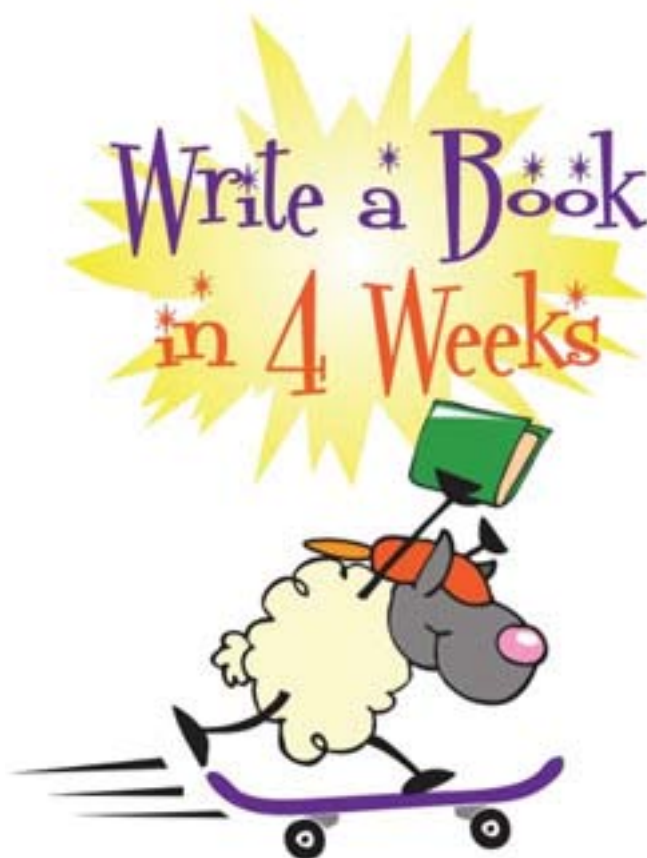
“Not so,” says Judith, “it’s actually fun and eye-opening. Is it work? Yes. Does it pay off? Yes again.”

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!



Write Your NF Book in 4 Days: Continued from page 18 ...

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



11 Reasons Why Authors Should PRINT Books Today

Too many authors today are missing a GIGANTIC ship ... printing their book *physically*. eBooks are important and should be in every author's mix. After all, what book-buying pool do you want to be in ... the kiddie pool or the adult. Print books are still close to 70 percent of all retail buys (\$700,000,000 in 2014) ... that includes online purchases a la Amazon and BN.com. That means the other 30 percent is eBook land. Yep, the kiddie pool. Don't miss your ship!

The savvy author does both. At AuthorU, several top notch printers are recommended to members and details of their services and contact info is carried under the "Resources" on the AuthorU.org site and Premier and Associate Partners. Companies like Color House Graphics, Thomson Shore, Four Colour Print Group, King Printing, Total Printing Systems, and Sheridan Books. For eBooks, IngramSpark is at the top of the AuthorU list for quality, especially with color and it's ability to connect with book stores (yes Virginia, book stores will order from Ingram and so will libraries).

Three years ago, Amazon launched the MatchBook program—a bundling of buying the print book and getting the eBook from free to \$2.99 at the same time. Participate in it ... a terrific promo to get both out there. Participate in it. PLUS ... did you know that a "buyer" of an eBook is not a BUYER ... he or she is a RENTER ... meaning the the eBook "seller" can yank that baby off your eReader if they so choose, which is exactly what happened with Kobo, Amazon, and BN last year with hundreds of titles.

Here are 11 reasons you will want to have physical copies of your book:

1. There's nothing like holding your own book. YOU! The feel, the smell, the visual experience of the cover and the interior.

Continued on page 21 ...

11 Reasons Why: Continued from page 20 ...

2. Book reviewers like printed books ... in fact, many insist on receiving them. Sending in a PDF or offering an eBook may get you off on the wrong foot with one. Or simply ignored.
3. More books are purchased in print format than any other. Over 700,000,000 books were sold last year through retail outlets (online and brick and mortar). That represents almost 70 percent of all sales.
4. Your friends and family will love getting one. Yes, they will!
5. Hello ... if you are doing a book event, a signing, you need printed books.
6. Buyers of print books OWN the book. Surprise, most buyers don't realize that eBooks are rentals--they can be yanked off an eReader from an Amazon, Kobo, Nook, etc., at their choice.
7. Carry books with you (like a case in your car) ... you will be amazed how many will ask to buy the book on the spot when you give them your awesome 15-second pitch. Immediate payment, usually cash. How cool is that? When traveling, always have a few with you in your carry-on – you never know who you will meet that may want to buy or you want to get a copy immediately to them for consideration for speaking, media ... *you never know*.
8. Who knows where the “e” world is going? A print book is still a print book.
9. Print is legacy. For family, for friends, for professional libraries. For your own records.
10. Do not ... Do not ... Do not attempt to do final proof reading on your screen ... print the laid-out pages and read, preferably out loud ... before you got to print and/or “e” ... and, when you have the actual book in print, you will be amazed at what remaining snafus will leap out at you that were missed.
11. Here's to the designers ... printed books are beautiful. Enough said.

Not putting your book into actual print is a gigantic mistake. Maybe you prefer the “e” world ... but you aren't publishing for you ... you are publishing for your readers ... the ones that come in all sizes, shapes, and preferences. Are yours available to the masses?



Judith Briles is a book publishing expert and coach. She empowers authors and is the founder of AuthorU.org, a membership organization created for the serious author who wants to be seriously successful. She's been writing about and conducting workshops on publishing since the 80s. Judith is the author of 35 books, including *Author YOU: Creating and Building Your Author and Book Platforms* (ForeWord IndieFab Book of the Year) and *Snappy Sassy Salty: Wise Words for Authors and Writers*, and a speaker at publishing conferences. The *CrowdFunding Guide for Authors & Writers* was published earlier this year and was just selected as the Winner in Writing/Publishing by USA Best Book Awards. Her website is www.TheBookShepherd.com

New Audiobook Options for Authors

By Richard Rieman, RRVoice.com



AUTHOR'S REPUBLIC

What Amazon and Kindle are to book publishing, Amazon's ACX (Audiobook Creation Exchange) and Audible subsidiaries are to audiobooks. Amazon has control over independent audio publishing. But there is a brand new competitor in audiobook publishing called "Author's Republic." It's another opportunity for authors to create a new revenue stream without a big up-front investment.

Author's Republic (AR), which, like Audiobooks.com, is a Canadian company owned by Simply Audiobooks, is attempting to make it easier for authors to sell audiobooks through over a dozen retail and distributor partners and earn up to 35% of the final sales. In an interview for my upcoming book, *The Author's Guide to Audiobook Creation*, AR's CEO Sanjay Singhal says his "aggregate publisher" of audiobooks is a new opportunity for authors to go beyond the Amazon/Audible/iTunes channels.

Why is Author's Republic Necessary?

"Audible has begun a strategy of creating audiobooks itself through Audible studios as well as through ACX," says Sanjay, "and it was making all that content exclusive to itself. We felt, as that gap widened between Audible's library and everyone else's library, it was going to make them so dominant that they couldn't be competed with; so we felt there had to be an alternative to that nightmarish future, dystopian future, of ruling everything."

"ACX is doing some great work," Sanjay concedes, "but there are a lot of issues there that our service was built to address."

Sanjay believes "ACX takes away a lot of rights from audiobooks rights holders without giving them reasonable competition for those rights. For example, the 7-year exclusivity clause is unheard of, draconian like, and given that someone is giving them a finished audiobook, and they then have the non-terminable rights for 7 years is just unconscionable. The first time I read it, I assumed I read it wrong." Author's Republic allows authors to "opt-out" after six months.

There is also a difference in the way audiobooks are priced on AR vs. ACX.

"(ACX) does not allow the Rights Holders to have any control over the Suggested Retail Price, where we allow authors to set an MSRP," says AR's Success Architect, Meaghan Sansom, "Although we can't guarantee that price will be honored, because ultimately that lies in the hands of the retailer, we pass (the MSRP) along to all our distribution partners; and in pretty much every case except Amazon, Audible and iTunes, that MSRP is taken into account in a very big way. We found that very important to authors".

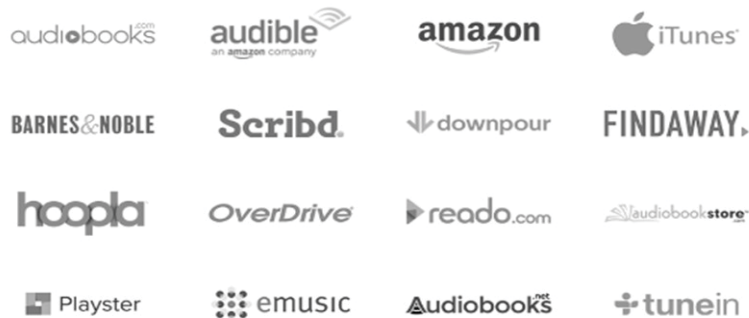
AR wants to be a "Smashwords" kind of alternative to ACX, offering world-wide distribution, where ACX is limited to the U.S. and U.K.

Continued on page 23 ...

New Audiobook Options: Continued from page 22 ...

Important points to consider before choosing to go with Author's Republic:

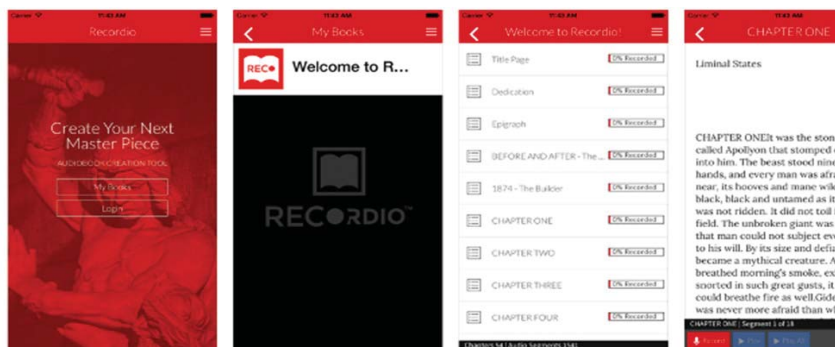
- An audiobook must be “non-exclusive” to be distributed on AR’s channels, which include Audiobooks.com, Barnes and Noble, Nook, Scribd, libraries, and more (see below).



- If a Rights Holder has signed the ACX “exclusive” agreement, the audiobook is NOT eligible for distribution through Author’s Republic.
- If an author has a “non-exclusive” agreement with ACX or Audible, Author’s Republic can distribute the audiobook through Amazon/Audible/iTunes and its other channels.
- Amazon’s ACX still has the edge over AR when it comes to the “Royalty Share” option of producing an audiobook by splitting royalty payments. AR requires authors to pay a narrator in a separate business arrangement.

Author “Self-Recording” through Recordio

Author’s Republic also offers authors the option of recording their own book on their iPhone, iPad, or on the web (not Android yet) through the Recordio app. AR does some post-production to improve sound quality. But authors do NOT have to use Recordio to upload their audio files. It is aimed primarily at non-fiction authors looking for a technically easier, less expensive way to narrate their own books, even if the quality is not to professional recording studio standards.



“Author submitted content will certainly match what you currently get through ACX,” says Sanjay. “It may not be as good as what Audible studios themselves can do, or what our own publishing division,

Continued on page 24 ...

New Audiobook Options: Continued from page 23 ...

Audiobooks.com Publishing, would do. If you are comparing them side by side, you will be able to tell the difference; but if all you were doing was listening to the Recordio version, you would think 'hey, this is pretty good.' You wouldn't be thinking 'hey, this is annoying; this must be a Recordio book.'"

The Future

Amazon, Audible, and ACX can certainly be projected to continue as the largest independent audio distribution options in the years ahead, but Author's Republic and its sister company, Audiobooks.com, have big plans to compete.

"I just see way more places to get audiobooks, and the proliferation of smartphones has made it really easy to get digital audiobooks," says Sanjay.

"The next thing you will see is audiobook applications embedded everywhere. For example, in 2016, all new GM vehicles will come with an audiobook app installed in the car. You won't need a smart-phone any more. You will just be able to press a button on your screen to get audiobooks, and that's our technology." Sanjay continues, "If you have a new Apple TV, there is only one audiobook app on there. It's ours. The Apple watch will soon have an audiobook app."

This is a competition authors who create audiobooks can win.

*Author U Member **Richard Rieman** at www.RRVoice.com is author of the upcoming book The Author's Guide to Audiobook Creation and has narrated and produced over 30 audiobooks.*

Here's what ...





**Your Guide to
BOOK PUBLISHING**

with
Judith Briles
The Book Shepherd



brings you this month.

**Your Host is Judith
Briles, CEO of Author U.**



ALL past shows can be heard through the Author U icon on the Home page—a click away. You can also subscribe on iTunes.

Subscribe: <http://toginet.com/rss/itunes/authoruyourguidetobookpublishing>

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

Publishing Options for Authors

By Michele Delippo



A dizzying array of publishing options is available to authors. Most authors find the terminology used in the industry, along with the overlap between the publishing service providers, to be very confusing. In this week's blog post, I will eliminate some of that confusion for you by identifying the publishing alternatives authors will encounter and by highlighting a few pitfalls to avoid.

In short, the following are the publishing routes available to authors: traditional or commercial publishers, independent publishing, and a catchall that I'm going to call "everything else."

Traditional or Commercial Publishers: These are the well-known names in the book business. Authors must submit manuscripts for consideration. A literary agent is an author's best friend in finding opportunities with commercial publishers. The vast majority of manuscripts

submitted to commercial publishers are rejected. When these companies do accept a book, they may pay an advance on royalties (smaller presses may pay nothing up front). The company provides all editing and design services, and to a certain extent, the marketing services as well (these days, authors are largely on their own for marketing). The key here is that commercial publishers do not ask for money from the author as a requirement for publishing the book.

Independent Publishing: The opposite end of the spectrum from Traditional Publishing is "Independent Publishing." The author is the publisher and as such treats the publishing project as a business. The author seeks estimates from companies that provide the services needed to produce the book (editing, proofreading, cover design, interior layout, typesetting, etc.). Authors may choose different companies for different services or may choose the same company for all services. The author is responsible for organizing printing and distribution or can hire marketing and distribution services to assist in this process. By publishing independently, authors have more control over the end product. More than likely, they will end up with a better product than by choosing a company from the "Everything Else" category. Authors can choose service providers who will produce a book of equal or better quality to books produced by Traditional Publishers and will not need to wait for the gatekeepers of the publishing industry to pick their books. However, independent publishing can be a lot of work.

Everything Else: Because the lines between Vanity, Subsidy, and Self-Publishing companies have become so blurred, I have grouped these publishers under "Everything Else." Here are some clues that you are dealing with an "Everything Else" company:

- They require you to pay money to the company as a condition of having your book published. For example, some companies charge a high, nonrefundable fee to read your manuscript and

Continued on page 26 ...

Publishing Options: Continued from page 25 ...

“consider” it for publication. This is not a fee for services provided, such as editing or layout, but a fee to simply be signed up.

- By making it difficult to sign up—for your manuscript to be “accepted”—they make you feel as if your book is being considered by a “real publisher.” Although they disguise themselves as “real” publishers, authors who publish through these types of companies report that they have trouble with book retailers accepting their books.
- An “Everything Else” publisher may require you to use one of their ISBN numbers, meaning you are not listed as the publisher; the company is the publisher.
- They package their services together, making it difficult for you to determine the costs of individual services. They may offer an unbelievably low price for a package, but leave out essential services such as cover design, editing, and proofreading. Once you add these services onto the package, the total cost may not seem as appealing. Or you may not realize these services are not included and end up doing the work yourself.
- If design services are offered, be sure that you are receiving an original, unique cover and interior layout. These designs are often templates, and your book ends up looking unprofessional and common.
- Watch out for companies that advertise “it’s all so easy.” This sales pitch is a “bait and switch” tactic to reel you in. Once authors delve into the templates, one of two things usually happen: Either you wind up with a “plain vanilla” book, or you realize you can’t do it and request help, at which time the company swoops in, and the initial, appealing low costs become a distant memory. The saddest thing of all is that you can end up spending just as much money for “template 2.0”—which is still plain vanilla—as you would have spent for a well-designed book that would be more likely to attract buyers.

If you would like to learn more about the steps involved in independently publishing a book, refer to the diagram that can be found on the 1106 Design website. (See link below.)

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*.

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

7 Steps to Book Publishing Success in 2016

By Philippa Burgess



Welcome to 2016. Now's the time we set our goals and intentions for the new year. I want to share some of my new goals and a couple of the lessons from 2015 that have absolutely changed my life for the better. It was a watershed for me, after wanting to publish for over two decades, to finally be able to add the title "author" and "independent publisher" to my credits by publishing *Inspiration and Ideals: Thoughts for Every Day* this past October.

My goals for 2016 include finishing and launching my next book projects. I am committed to do my part in continuing to make AuthorU a vibrant community. You can be part of realizing this objective with your own participation, leadership, and creativity. I want to speak more and reach more people with events. I look forward to seeing other authors in our community

do the same. I want to help us all sell more books. One tactic to achieve this is getting 100+ Amazon reviews; in an effort to do this and be part of a rising tide for all our author boats, I aim to read and post a review on Amazon for 1+ AuthorU.org member a week. Perhaps you might consider doing the same.

Even if you've been through the steps below, you might find yourself, like me, needing to rinse and repeat. If you are ready to make your book happen (or your next book or a successful book launch or re-launch), here are 7 steps that can make all of the difference:

Desire

Every accomplishment is born of a sincere desire. It is your job to nurture and cultivate this desire. Let this desire grow in you so that it becomes a dominant driver in your life. Let it get you excited, light you up when you talk about it, and be contagious. I know for myself, I always had the desire to write and publish. But for a writer, resistance can

show up in any number of ways – as distractions, excuses, obligations that keep us from our task of showing up and creating art. Sometimes, it is because the idea of doing the work is scary. Sometimes, the resistance is there to protect us from failing and looking bad, or it shows up because at some level we are scared of success. It can also show up because truly we are not ready, or it is not the right time or the right message. The formula is Desire - (minus) Resistance = (equals) Results. One of the best books out there to explore resistance and how it may be showing up in your life is *The War of Art* by Steve Pressman. It is a great book to see where resistance may be stopping you. Take a look at your desire and your resistance and learn to dance with it. To kick off the year, I stoked my desire and confronted my resistance by attending AuthorU Saturday morning meetings in Colorado and getting on AuthorU conference calls, webinars, and listening to the radio show. I would also attend AuthorU Extravaganza, AuthorU Bootcamps, Judith Briles Unplugged, Salons, and Tech Tool Boxes.

Continued on page 28 ...

7 Steps to Book Publishing: Continued from page 27 ...

Identity

I realized I had both desire and resistance in equal measure and true to the formula $\text{Desire} - (\text{minus}) \text{Resistance} = (\text{equal}) \text{Results}$, but early in the year I had zero results. In some ways the resistance showed up to protect me and really ask the question, “who is it that I want to be in the world?” When you author a

book, you are making a really powerful statement about your identity. You are putting yourself in a box. You are setting up an expectation for others and making a promise. For all my Hollywood experience, the nature of the industry and my changing role in it had me both consciously and sub-consciously questioning whether that was the identity I really wanted to own. At some level, I knew I was meant to write books about Hollywood; in fact, anyone who ever read anything I wrote told me it was more inspirational than anything else they’d read on the subject. I’d walked my road with both personal peril and victory. I also felt strongly that I didn’t want my reader to want me to do it for them. On the road writing my one book about what authors need to know to bring books to film and television, a stronger vision of my own identity opened. I found myself publishing *Inspiration and Ideals: Thoughts for Every Day* in a relatively short period of time. Who I really wanted to be in the world wasn’t an expert on Hollywood; rather, I wanted to be an expert on “Inspiration.” Once that truth emerged, the resistance melted, and it proved that desire with no resistance yields effective and fast results. So ask yourself, who do you want to be in the world for other people? Once it feels right, you are on your way to commitment.

Commitment

As Ken Blanchard says, “There is a difference between interest and commitment. When you’re interested in something, you do it only when it’s convenient. When you’re committed to

something, you accept no excuses, only results.” So after addressing desire, resistance, and identity, you can be ready for commitment. This commitment becomes your truth, and your truth becomes your actions, your speech, and your results. Sometimes, it will feel wonderful, and other times it will feel uncomfortable. Our feelings aren’t what is important here; our commitment is what needs to drive the train. The other quote that applies here comes from William Hutchinson Murray: “Until one is committed, there is hesitancy, the change to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth that ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now.” You will want to commit money, time, energy, spirit, and soul. You will want to commit to building your platform and cultivating a fan base. You will want to commit to your success and the success of those around you. One of the more important commitments to make your commitment to Author U Extravaganza (September 15 – 17, 2016). Attending in 2014 and 2015 really helped express my commitment and expedite my path. I look forward to seeing you there in 2016.

Continued on page 29 ...

7 Steps to Book Publishing: Continued from page 28 ...

Community

For anyone who makes a commitment to doing something you've not done before, the best way to get there is with guides. In 2008 I found myself drawn to learning martial arts. I will admit that it

started by reading a book and then watching some videos on YouTube. I immediately went to find a school, and I really liked the community and the culture. I became a student of it, just as I have with writing and publishing, and by regularly investing time and effort, I gradually rose through the ranks. Now, seven years later, I am a 2nd degree black belt on my way to 3rd. That all happened by finding a community of people who were able to teach, share, inspire, and train with me. AuthorU is essentially my writing and publishing dojo, and Dr. Judith Briles is my "grandmaster." I encourage you to make AuthorU your studio by consistently showing up, being present, taking the coaching that is available, and hiring AuthorU-recommended professionals. What makes a community special is that the people you know, know each other. There is an incredible opportunity to support each other to do the work and move in the direction of your dreams. No matter where you live, be sure to put the AuthorU Online Summit (Feb 25-26, 2016) and the AuthorU Extravaganza (September 15-17, 2016) on your calendar for 2016. Attending AuthorU Extravaganza, Bootcamps, and Saturday meetings as well as the Tech Toolboxes, Salons, Summer BBQ, and Holiday Party, are all great ways to meet fellow AuthorU members and build your author and publishing community. You can also stay connected and interact with each other on social media, including the new Facebook group for Gold members.

Team

For many years, working professionally among agents, producers, and publishers, I was regularly invited to traditionally publish. In theory, all I needed to put together was a proposal and project so that a larger publishing company could then make an offer and put together a deal

with me. For years, I just couldn't get it together. Part of this was my own issues around resistance and identity. But another was that it just wasn't something I could seem to do by myself. And much like my martial arts training, that certainly wasn't ever something I did on my own. I always trained in class and with training partners to learn forms and techniques. So in joining AuthorU, I suddenly found my team; the projects I'd been kicking around for years took shape and life almost instantaneously. As soon as I had a coach, an editor, and a designer, the project just seemed to magically happen with so much joy, enthusiasm, and lightness around it. I would now never think of creating a project on my own. I am excited to engage with professionals who are able to bring their A-game to my vision. I know sometimes I can't write checks fast enough as an independent publisher, but the investment is worth every dollar. I love to be part of the whole creative process with my team from cover design, back cover copy, editing and interior layout and design. I get to wear my hat as a book producer, and let wonderful trade professionals do what they do best to create a wonderful book. I encourage anyone who wants to move further faster to start identifying and engaging your team. AuthorU Associate Members and Premier Partners are a great place to start.

Continued on page 30 ...

7 Steps to Book Publishing: Continued from page 29 ...

Concept

Just as you as an author need an identity, each of your book projects needs a concept. One of best experiences for me in 2015 was taking Judith Briles The Book Shepherd's "Write a Book in 4 Weeks" class, which she offers both in person and

as a webinar. This course can really help you kick-start your concept and book marketing plans. This class will be offered again in person in February 2016 and as a webinar in March 2016. It really helped me to define my audience, their pain points, to know what shelf a book sits on and what else sits next to it. Getting your arms around your concept and inviting some great feedback on the scope and title is the best way to fast track your efforts. It helped me move from idea to clarifying the tasks to fully realizing my book. Another great place to work on concept is in Judith Briles' Unplugged. This three-day workshop provides a roadmap to mapping out a book and some of the major set pieces that will be needed to deliver it, as well as lots and lots of guidance on how to market and sell books.

Book Cover

If you haven't been involved in the cover design of your book yet, I can only say this is a life-altering exercise. I was fortunate enough to work with one of AuthorU's favorite designers, Nick

Zelinger (you can find all of them listed on the AuthorU.org website – I hear good things about all of them). For me it was an amazing feeling to get a book cover design in hand early in the process. It was also wonderful to find someone who was such a great collaborator and could take my ideas and execute them beautifully. I first got a cover designed for my book *Realize Your Big Screen Dream: The Author's Guide for Bringing Books to Film and Television* and then for *Inspiration and Ideals: Thoughts for Every Day*. Each of these covers went through a few iterations and invited feedback from coaches, friends, and prospective readers that helped to evolve the design, color theme, and fonts. Once I had a front cover design, the next phase of the project was to write the back cover copy. Having a book cover in hand really helped me to feel the project was real and crystallized my vision. This process helped me shape the content of the book and see it come to life. Working from the outside in, helped me to move through the process with greater motivation and sense of purpose. If you don't already have a cover design in hand, this could be an important step to helping stir your desire and deepen your commitment. Re-imagining an existing cover can also breathe new life into an old book. One of the biggest surprises was how much bang for the buck you get with this investment. Now I am commissioning Nick Z. to do my next cover for an anthology of "pot stories" called *Room to Grow*, which is a companion piece for *Boulder Buddz*, the pot comedy film I am producing, which (God willing) will be released theatrically in 2017. Then I will move onto my China comedy travel book *Tobogganing Down the Great Wall of China: Warm Tips, Hot Juice and Safety Propoganda*.

I thank you for being part of our AuthorU family. I wish you continued success. As we start 2016, I hope these tips help. Stay warm. Stay inspired. Stay in action.

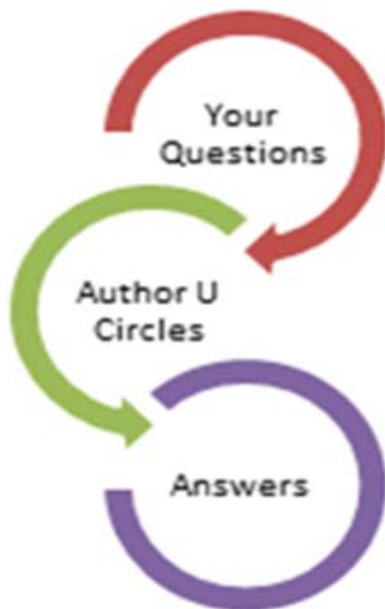
Philippa Burgess is a Director of AuthorU and was instrumental in launching and managing the new member area of AuthorU; its new levels for Basic, Gold, Bestseller and Bestseller Local; and all the associated benefits. In addition to her new role, she works as a professional in Marketing, PR, and Creative Project Management.

Philippa 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). Her first book, *Inspiration and Ideals: Thoughts for Every Day*, was released last year.

2016 Author YOU

Are you in Colorado?

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



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

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

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

Dates are posted for 2016

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

You need to join Author YOU Circles via Meetup.com, sign up to come. Here's where to register:

<http://www.meetup.com/AuthorYOU/>

Special Sales: The Buck Starts Here

By Brian Jud



The term special sales is commonly used to describe sales opportunities outside of bookstores. Also referred to as non-bookstore (or non-traditional) marketing, it can be a profitable source of new revenue.

The best way to exploit this opportunity is to divide it into two segments and sell to buyers in each according to their traditional ways of purchasing. One is the retail segment, where you reach buyers using a network of middlemen. The other segment is comprised of direct sales to non-retail organizations that use books as marketing tools to sell more of their products or help their employees, members, or students.

1. Selling to retailers. You are already familiar with this sector. You find distributors or wholesalers to get your books into retail outlets, where they are sold off the shelf to consumers. Payments are made in two or three

months, and unsold books are returned. Retailers display products that 1) will build store traffic, 2) maximize profitability per square foot, and 3) generate more inventory turns. Prove that your title can do those things better than competitors' titles, and you can get your books on these retailers' shelves:

Discount stores and warehouse clubs. Books are discounted heavily and do not offer the same margins as some larger-ticket products. Therefore, these retailers limit shelf space to the "brand-name" authors and top-selling books. But you can start with your local store. The buyers purchase through established distribution companies such as Anderson Merchandisers and ReaderLink.

Airport stores. Books on management, investment, economics, business biography, personal finance, and health sell well among business travelers. Books for children also tend to do well in these outlets, especially children's "activity books." Popular fiction always sells in this environment. Also consider selling to other airport stores, not just bookstores. Wholesalers to this segment include Bookazine, Baker & Taylor, Hudson, and Ingram.

Supermarkets and pharmacies. Cookbooks, travel books, and regional titles move in supermarkets, but health-related topics can sell better in pharmacies. Children's titles also seem to do well in supermarkets, but fiction remains the mainstay there. Consider Choice Books to distribute your books.

Museums, zoos, and national parks. Most of these have a gift shop; to get in them, you must demonstrate how your books can educate and entertain their guests. Get your books on these shelves using third-party management firms that acquire books for the them. Event Network operates gift shops at zoos, museums, aquariums, science centers, and botanical gardens; Eastern National serves the national park system.

Gift shops. This category includes large chains such as Pottery Barn, Yankee Candle, Bath and Body Works, Pier One and Crate & Barrel, Hallmark Stores and Spencer Gifts. It also includes hotel and

Continued on page 33 ...

Special Sales: Continued from page 32 ...

hospital gift shops. Reach these outlets through direct marketing, sales-representative groups, and by attending trade shows and gift marts.

Specialty stores. You could sell your books in home-improvement centers, pet shops, auto-supply stores, camera shops, toy stores, or business-supply stores – retailers that serve identifiable groups of people with a common interest in your content. Home Design Alternatives is a wholesaler in this segment.

2. Non-retail sales. Corporations, associations, foundations, government agencies, and the armed services buy books directly from publishers for use as premiums, incentives, sales promotions, for educational purposes, and sometimes for resale. The factor differentiating this segment from the retail sector is that you sell directly to buyers in these organizations. Sales are typically made in large quantities, returns are rare, and payment is received more quickly.

Content is king in this sector. Buyers want to use the information in your books to help them solve a business problem. They use your content as a tool to increase their sales, introduce new products, educate students, or motivate members or employees.

Businesses. There are two areas of opportunity in the corporate setting. One is Human Resources, whose managers may seek books on retirement-planning programs or how to save money on insurance premiums by showing employees how to improve their health. Employee recognition and motivation is also a growing trend.

Or call on product and brand managers who may use your books to introduce new products, to reward buyers for making a purchase, or as a gift to customers. The company may customize your book by placing its logo on them. Contact Guy Achtzehn (guy@msgpromo.com) for a sales force to represent your titles to this segment.

Associations. There are over 135,000 nonprofit membership organizations worldwide. Consider two major ways to sell to associations. The first is termed “cause marketing,” where you donate a percentage of each sale to a charitable, non-profit organization to help finance their cause. The other approach is to sell books directly to the association, to be used as a premium to increase membership or to re-sell in their online bookstores.

Schools. The academic marketplace is an opportune segment for publishers, one using books as a foundation for its existence. It impacts people of all ages, from pre-school through graduate school and adult education courses. Regardless of the grade, age of student, major in college or choice of home, public or private education, the need for books is ubiquitous.

Government. How would you like to sell to a customer that needs your content, has virtually unlimited funds, and does not return your books? There is such a customer -- and it is your own federal government. And don't ignore state and local agencies.

Special Sales: Continued from page 33 ...

Military. You can sell books domestically or overseas to military exchanges and libraries, Department of Defense Dependent Schools, onboard ships, to retired military personnel, and to the families of military personnel. Do this online and through commissaries and direct marketing.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy. Simply divide non-bookstore marketing into its two component parts, and you may find hundreds, if not thousands, of prospective customers for your titles.

Brian Jud is the Executive Director of the Association of Publishers for Special Sales (www.bookapss.org). He is also the author of *How to Make Real Money Selling Books and Beyond the Bookstore*. Contact Brian at brianjud@bookmarketing.com or www.premiumbookcompany.com and twitter @bookmarketing



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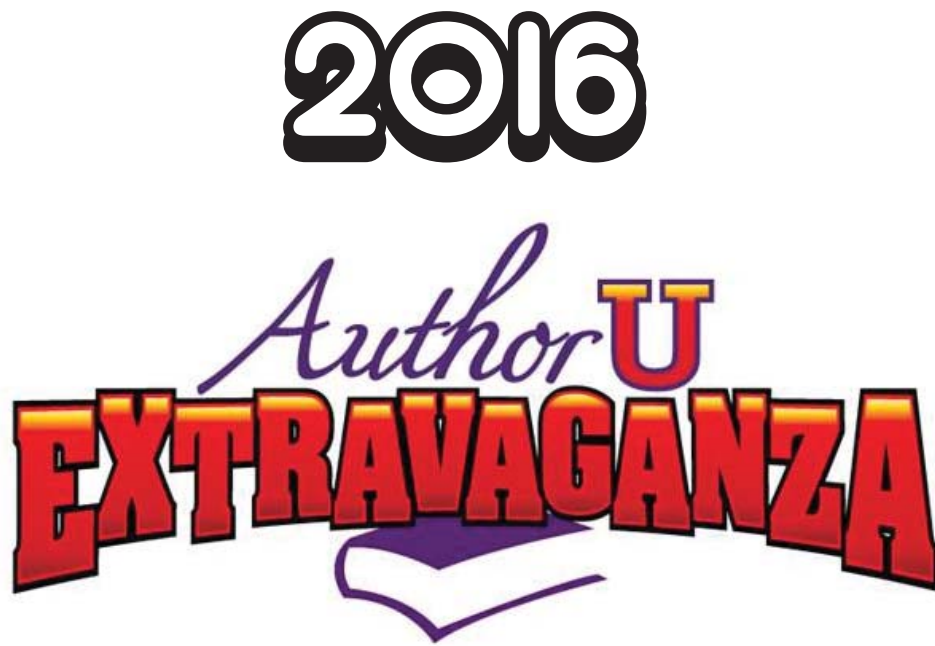
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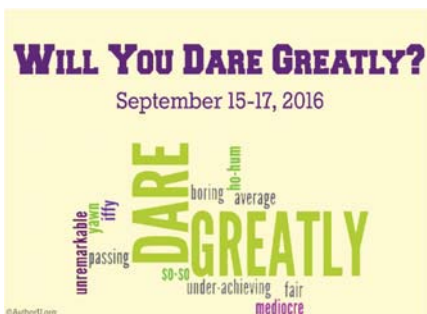


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the AuthorU Extravaganza slated for September 15-17, 2016

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The Beauty of Ugly Hashtags

By Carolyn Howard-Johnson

Judging from questions I get in my e-mail box, many people don't understand hashtags or are just plain annoyed by them.

Yep, they do get overused. But used judiciously, they can help with exposure for whatever you want others to know.

What many don't understand is that they can become part of an understandable sentence so they don't intrude or dominate. Use them something like this:

#Authors will find my vetted list of accessible #contests at <http://howtodoitfrugally.com/contests.htm>.

A relatively new website can help, too – www.Twubs.com lets you register keywords that point to some of your own branding, and you can use Twubs.com to “own” the phrases that you use frequently in your tweets (and other places). Twubs will give you a page of your own where you can install your logo, banner, or headshot. It's a little like a profile page. It's also a little like registering your hashtag or copyrighting your hashtag! And it's free.



So far, some of mine look like this: #SharingwithWriters (which collects tweets I post about my #SharingwithWriters newsletter and my blog by the same name. It also brands the broader concept of my interest in helping other writers. Another is #CarolynHowardJohnson (my name), #TheFrugalBookPromoter (one of my books in my HowToDoltFrugally series of books that connotes a lot of what I do), and #TheFrugalEditor (for posts resourcing this second book in that same series).

I also have some registered hashtags that are more general like #GreatBookReviews and #MovieReviews. I use the latter most often, I think, because I try to do 140 character Twitter reviews that include things we writers can learn from the particular movie I'm reviewing – and I see most movies that come out, including indies.

Mindy Philips Lawrence, who does the regular “Itty Bitty” column for my #SharingwithWriters newsletter, could register an #IttyBitty hashtag. She could then use some of my hashtags or twitter handle (@FrugalBookPromo) to prompt me to retweet her tweets to my 23,000 plus followers. You can do the same thing! I love retweeting information and links authors will find valuable.

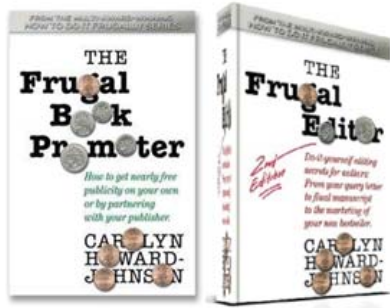
Once your hashtag is registered, Twubs.com picks up anyone who uses your registered hashtag and puts it in the stream on that page on your Twubs site!

There are tons of ways you can network with the info that gets collected on your Twubs page. Every single one of them has used your registered hashtag, so you know they have an interest similar to your marketing focus. Neat, huh?

Continued on page 37 ...

The Beauty of Ugly: Continued from page 36 ...

Sometimes others begin to use them in their tweets and elsewhere, even when they aren't retweeting. When that happens, it expands the exposure of your social networking efforts.



Carolyn Howard-Johnson is the author of the multi award-winning *How To Do It Frugally* series of books for writers including multi award-winning *The Frugal Book Promoter* (<http://bit.ly/FrugalBookPromo>) and *The Frugal Editor* (<http://bit.ly/FrugalEditor>).

Learn more about all her books from her how-to books for writers and retailers to her poetry at <http://howtodoitfrugally.com>. And signup for her #SharingwithWriters newsletter at <http://howtodoitfrugally.com>. There is a signup form at the top right of nearly every page on the site.



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

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“There is no greater agony
than bearing an untold story inside you.”
— Maya Angelou, *I Know Why the Caged Bird Sings*

The Technology and Tips Toolbox

3 Mistakes to Avoid when Podcasting on iTunes

By Kelly Johnson



When creating podcasts for the iTunes Directory, your potential for success is as much about avoiding mistakes as it is about creating great content. Being aware of these three mistakes will assist with reducing your chances of having your podcast rejected.

1. Not Delivering Content Based on Your Cover and Title

It is okay to try to incorporate a “trendy” area of interest into your podcast; however, you need to make sure the content of your podcast delivers on that promise and your area of expertise relates to that popular keyword/phrase. If you use “hot” keywords/keyword phrases in your podcast but don’t really discuss those topics, your audience will feel duped because you did not deliver on what you promoted.

You also need to make sure that the graphic you use on your cover creates an accurate association in listeners’ mind with your podcast content so that when they begin to listen, they don’t say to themselves: “This podcast isn’t what I thought it was.”

Finally, your title needs to be descriptive and clear as to the topic area. (Be careful your title does not have an unintended double meaning.) Don’t make assumptions that everyone will associate your title with its topic or content. Try testing your title on subscribers, fans, or social media connections first.

2. Not Taking Advantage of Podcasting Promotional and Marketing Opportunities

It’s disappointing to see experts focused on branding themselves failing to invest their time in making regular, weekly podcasts. This is a great way to reach an audience and new members of your target audience. Creating a weekly podcast not only becomes a habit for you, but also a habit for your listeners.

Not creating a lineup of guest experts is another missed opportunity.

Tip: Consider putting your eBook in Podcast format. One option for this is Podiobooks.

3. Understand You Can Make the Most of Mistakes

“Mistakes” is a search term several people use in Google, on forums, and in the iTunes podcast directory.

Consider creating a podcast with “mistakes” as a title and description keyword; here are some examples:

Common Mistakes in the Publishing Industry

Continued on page 39 ...

Technology Tips: Continued from page 38 ...

How to Avoid [topic] Mistakes (“How to Avoid Writing Mistakes”) Beginner Mistakes of Writers

Search podcasts containing the keyword “mistakes” on the iTunes Directory to give yourself more ideas and to see what type of mistakes keywords are most popular and also which are overused.

To your success,

Kelly

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





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Affiliate System

Project Manager

Live Chat

Click To Call

Create Eye Candy to Promote Your Book and Brand

By Linda Frothingham



It's in your hands. At every stage of your book launch or career, you have an opportunity to impress. Visuals create a look of success. Build your brand with color, original visuals, and a professional image. When creating an event or book signing, you set the stage for grandeur. For it to be highly successful on many levels, you need to put in extra effort. The main idea is to look successful before you are, and you will be there soon.

The first step is a strategy. What are you all about? Create a tag line or simple sentence that represents you, your brand, or your book. Use this on everything. Develop a look. Is your genre clear? Pick a color or two that works well with your visuals and book cover.

Your event can have a theme. For example: The spring launch for your book. The promotion ideas can come out of that with a tulip for everyone to take home. Tie it into your book. Decorations can be give away items. Flowers or goody bags line the stage.

Determine your target audience. This is your ideal customer. Most people skip this, and it spreads your efforts too thin. Aim your marketing to them. This is in your branding look, as well. It's in the visuals you use. All areas of marketing work hand in hand.

Create a bio to include in all your materials. Have a short one and a longer one. Include your picture. Look professional. Create an image of you that represents your brand. The background can be your brand colors. Make everything tie nicely together.

You need a plan and a schedule of things to do. There are opportunities at the 3 main stages of planning.

1) The pre-event.

The set-up and prep of materials, but most importantly the promotion and creation of "Buzz"! This includes a website, set-up for sales, promotion materials, and public relations (PR) .

Build your audience and community for needed exposure. Collect email addresses and contact information. Put your book website and event information on as many places as you can. Create an event page in Facebook. Keep your look consistent. Use your colors.

Get the word out early and create a place to get tickets. Even if the event is free, it's good to have a reservation system in place. It's actually better to charge but then give "comped" tickets to get a

Continued on page 41...

Create Eye Candy: Continued from page 40 ...

crowd. Having a headcount helps for set-up of a floor plan, chairs, and food. Set up an Eventbrite.com page to get orders. The fee is worth it. (There is no cost if your event is free.) You can easily send updates and follow-ups to attendees.

Invite the press. Send out press releases. Include images, your contact information, date, time, location, and premise (what's it about) in headline and first sentences. Write it like it's an article that can be printed.

Get on all community calendars. Do it early! Use the press. Upload on the Patch or local newspapers. Create a small ad banner. The more eye candy, the better. Write a blog or an article, using your expertise.

Make a big banner. Pop-up displays are easy to use. It can be the name of your book or an announcement sign with your picture. Use 3-5 words tops! Make it pleasing to the eye. Think simple and stylish. Keep in mind "re-use." Don't "date" a big sign. You can add the date with Velcro or a removable paper. Or have the date on smaller handouts. Hire a graphic designer to get a professional look.

Continued on page 42 ...

Have you joined?



There are over 13,200 members worldwide. Join through groups. Share information. Ask questions. It's 24/7.



Your Guide to BOOK PUBLISHING



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

Create Eye Candy: Continued from page 41 ...

Mail out and hand out “save the date” postcards. Be active, meet people, and give out your invite card. You can use special codes to increase sales. Vistaprint.com is a good source for printing. Perhaps give a free bookmark with a purchase of your book. Have a countdown to the date. Create excitement. Create buzz. Post a sign at the local coffee shop. The headline can be an intriguing question. Do a separate business card with the date of the event. Put them in places. Hand them out.

Schedule an interview. Perhaps a live podcast. Get on the radio to get added exposure. Cross promote. Get sponsors. Build your community! Get reviews and use them to promote the event. Be interesting!

Invite organizations and associations. Reach out to your local chamber of commerce. Look at your connections. Reconnect with your college friends, business associates, neighbors... reach out to those you know.

2) The event itself.

This is where the magic happens. From balloons in your colors to signage... create your success. Work in advance so this goes smoothly. Get a few volunteers to help. Friends and family are fine.

Have a nice check-in area. Decorate in your colors. Have a welcome sign. Always have flowers. Match your tablecloth to your colors. Thank sponsors on a poster at the entrance.

Create nametags ahead of time. Display them in alphabetical order. Have blank tags and pens for walk-in guests. Put your book website on everything.

Have a handout with upcoming events or offers. A sample of “page one” with reviews of your book. A goodie bag is always a special treat. Uline.com is good for bags, ties, ribbon, and raffia. Keep your color scheme going. Perhaps a promotion item with a simple “call to action.” List your website or a link to your next talk.

A mic helps your voice be elevated. Find out if your venue has a sound system and a podium you can use. Ask if they can help get the word out to their other customers. Many bookstores have bulletin boards. Put fliers up there and around town. Ask for a like or mention on their site for added promotion.

Hire a photographer/filmmaker. It can be a student from a local college. Pictures can be used for social media, your website, or for your next event. Always get the names of those in the photos. Shoot a video of you speaking and signing books. Post an official sign that photography is in progress and entering gives you permission to take and use pictures. It's not a bad idea to have a simple photo release form, especially if filming.

Build your community. Invite the press with a personal call. Perhaps the local editors will do a story. Encourage participants to tweet about the event or post that they are here.

Offer niceties! Water and beverages, candy or cookies. It can be samples from a food startup that needs the exposure. If it's dinnertime, have a little snack to hold them over. Invite a restaurant sponsor to give tasty treats away or for a minimal fee to cover their costs. It helps you and promotes their business as well. Offer to have a stack of their menus or brochures on the food table.

Continued on page 43 ...

Create Eye Candy: Continued from page 42 ...

Make your event an experience. Create a contest or a giveaway. Perhaps give away a book or a ticket to your next event. This is another way to expand your contact list. Set up a fishbowl to drop a business card (have pen and paper handy as well). Pens with your website on it! Offer prizes such as a sponsor certificate or a live reading or book signing in their house. Have a sign-up sheet to get more information and to join your mailing list.

3) After the event.

It's follow-up time for more exposure. Get a news release out to the media with photos. Use social media: Twitter, Facebook, LinkedIn, Pinterest, and more. Ask people what they liked best. Get the conversation going.

Always have another pre-event overlapping. Have an announcement of your next event or book with a release date and an offer.

Send thank you notes to those that came. It can be in the way of an email newsletter. Or even better, a personal note. Create branded note cards using your colors. Offer a special signed copy of your next book. Create a thank you offer.

Learn from what you did. Keep a journal each step of the way.

Start to work on your next event.

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.

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Do You Really Need to Blog?

By Bret Ridgway



There seems to be an ongoing debate out there as to whether blogging is really beneficial for information marketers in today's social media marketing world. Let's cut right to the chase—if you're an author, you need to be blogging.

Why? Here are four major reasons you need to be blogging:

1. Your blog is a great way to drive traffic to your website.
2. Adding fresh content to your blog can dramatically improve your search engine optimization.
3. Your blog related to the subject of your products positions you as a leading authority.
4. Your blog is a fantastic way to develop deeper customer relationships.

DRIVING TRAFFIC

Your blog provides you an opportunity to create relevant content for your potential readers. Use this as a marketing tactic to drive traffic back to your primary website. Many recommend that your blog be the focal point for all your social media platforms.

Yes, you're still going to have your Facebook, Pinterest, Twitter, LinkedIn, YouTube, and Google Plus presences. Use all of them to post relevant visuals of your blog articles. Give your social media followers a reason to click through to your website. Be sure to post inbound links directly in your blog articles in order to drive traffic to specific landing pages within your website.

SEARCH ENGINE OPTIMIZATION

Fresh content is still king in beating out your competitors in the search engine results page. By using appropriate keywords in your articles, you can dramatically improve your search engine optimization. Take some time to list the keywords, topics, and categories you'd want people to use to find your blog. Be sure to use these words and related expressions when writing your blog posts.

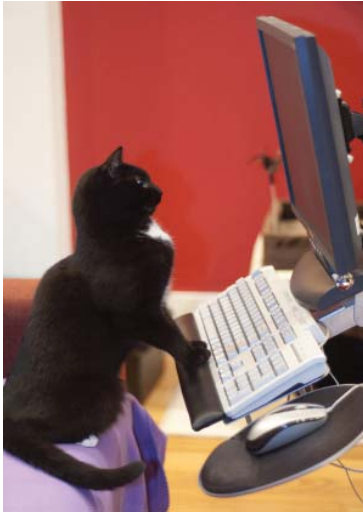
Keywords and keyword phrases on your website are a significant way in which Google (and other search engines) find your site for these searched words.

BECOME A LEADING AUTHORITY

Well-written articles position you as an authority in your niche. By posting articles that resonate with your potential readership, you show the market your knowledge and strengthen your position as someone to whom people should pay attention.

You're building trust. The more you can show that you're well-versed on your topic, the more likely your potential readers will hang on your every word and likely purchase your book and recommend you to their friends and colleagues.

Continued on page 45 ...

Do You Really Need to Blog: Continued from page 43 ...**DEVELOPING DEEPER READER RELATIONSHIPS**

Blogs provide another means to deepen the connection with your readers. By connecting directly via your website, your readers are able to get to know you better; and you greatly improve that all-important know, like, and trust factor. You build trust by being a source of information. Readers like to be informed and appreciate that you are the one teaching them.

How often should you post to your blog? Some advocate doing a daily post, but in our opinion two to three per week is plenty. At a minimum, be sure to post some new content weekly.

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.



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5 Book Marketing Excuses and How to Overcome Them

By Sandra Beckwith



“Why do I have to promote my book? Why can’t I just write the next one? I’d rather be writing!”

It’s a common author lament. While some authors embrace book marketing with enthusiasm, many just wish it would go away.

Getting “out there” and talking about the book can be downright painful for shy people or those who prefer to write, not talk. Then there are those who aren’t shy, but aren’t comfortable in situations that make them feel like they’re the center of attention. Still others are afraid they will be labeled as “shameless self-promoters.” Can you blame them? I’ve seen some who are beyond “shameless” – they’re downright undignified.

How do you overcome your reluctance to promote your book, regardless of your reason? Here are the five “I can’t do this” excuses that I hear most often and how to get around them, especially if you’re shy.

Problem: *I’m self-conscious when I promote my book. I don’t like calling attention to myself.*

Solution: Flip your perspective. It’s not about you – it’s about your book.

You wrote that book to educate, entertain, or inform a certain audience. You won’t be able to do that if they don’t know about it. You’re doing them a favor by doing as much as you can to help them see how your book will help. Shift your focus from yourself to the people who will benefit from reading your book, and you’ll relax and maybe even enjoy that media interview.

Problem: *I don’t like talking. I’d rather be writing.*

Solution: Focus on the many promotional opportunities that don’t require voice-to-voice interviews or conversations:

- Do a “Twitter chat,” where a host and others ask questions about your book or its topic.
- Go on a virtual book tour, doing Q&As or guest posts for bloggers who reach your target audience.
- Post information and updates on your Facebook Page, encouraging comments and discussion.
- Write and share articles on article syndication sites, such as Ezinearticles.com.
- Blog regularly – and be a guest blogger, too. Blogging helps drive traffic to your site, showcase your writing skills, and position you as a topic expert if you write nonfiction.
- Send out tip sheets. They’re press releases that offer tips or advice in a bulleted for numbered format.

Continued on page 47 ...

5 Book Marketing Excuses: Continued from page 46 ...

- Ask to do media interviews by e-mail. More and more time-pressed reporters prefer this option today.
- Problem: I see what others do, and it makes me uncomfortable.
- Solution: Head in the opposite direction with your tactics.
- For example, did you receive a book announcement e-mail that you thought was too self-serving, overly-aggressive, or even pointless? Write yours in a way that's classy, helpful, and informative.
- Maybe you don't like how your author friend shares a purchase link to his book on the Facebook timeline of new friends as soon as they accept his connection request. Do something that's more your style, such as telling your Facebook friends about an author friend's new book or re-tweeting an influential journalist's tweets.

Problem: *I don't know where to start.*

Solution: Start by making time to learn. I'm a big on starting with a plan; but before you can write one, you need to know more about your options. Begin by writing down your goals for your book. Then educate yourself about book marketing, publicity, and promotion:

- Search online, first for broad topics such as "book marketing" or "book publicity." Then, as you begin to learn more, search for more specific topics, such as "how to get interviewed on the radio" or "how to use social media for book promotion."
- Subscribe to free, informative newsletters such as mine, *Build Book Buzz* and *Where Writers Win*. (<http://writerswin.com/join-today/>)
- Read a book or two. There are plenty of printed and e-book options that will give you the big picture.
- Take an online course that will walk you through the process. Make sure you review the course outline so you know what will be covered.

With your research done, decide which tactics will help you reach your goals. Select one tactic or tool that seems like the best fit for your skills and personality, and research it to learn how to do it effectively. When you've mastered and implemented it, select another.

Problem: *I don't have time.*

Solution: This is a tough one. Start by taking the time you used to spend writing the book and reassign it to book promotion. You might do the following:

Get up an hour early two days a week to do book marketing tasks.

Continued on page 48 ...

5 Book Marketing Excuses: Continued from page 49 ...






Focus on promoting the book after the kids have gone to bed.


- Skip lunch to make things happen.
- Stay connected on social media while watching television.

It's hard to promote a book when the related activities don't come easily or intuitively, but doing something in your own way is much better than doing nothing.

Don't worry about the learning curve or how much time it will take. You're in this for the long run. It takes time to learn, just as it takes time to build a fan base. But if you stay at it faithfully, it will happen.

Sandra Beckwith is an award-winning former publicist who now teaches authors how to market their books. Download her free "Top 5 Free Book Promotion Resources" at <http://buildbookbuzz.com/gift>.



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How to Make Bookstores Your Best Friend

By Julie Schoerke



It seems like such common sense: an author signs books after a little talk in the middle of the bookstore behind a table while visiting with well-wishers. I walked into a bookstore recently in which the author, an introvert, had managed to wedge herself between the greeting card kiosk and the “hold” counter for books, signing away.

A bookstore is truly investing in you if they agree to host your event. They hire extra staff to help at the event. They clear an area and put out the chairs for the audience. They probably have created an attractive front window display with books they ordered in especially for your event. They may have even hung up posters. Bets are that they also promoted you in their newsletter leading up to your event. Some bookstores even put a little ad in the newspaper. These things cost money. As an author, it's your responsibility to make an effort to see that your book signing event is worth their while. Here are five ways you, as an author, can make the most of your next bookstore event and possibly make a new best friend at the end of it.

1. Go to author events at bookstores prior to your own first event. Notice what you like and what you'd change if you were up front. See how the evening flows and how the author engages the audience. Support the event by buying a copy of the author's book as often as your budget allows.
2. Do everything in your ability to get an audience in that bookstore – gone are the days when bookstores can fill chairs without help from the author and the author's team. Do morning television to promote the event, invite your social media friends in the area to attend, and make sure your team has you covered in the print media calendar of events –feature stories if possible — and get stake holder groups involved.
3. When you go into the bookstore for your event, introduce yourself as the author with an event to the booksellers behind the sales counter. Thank them for hosting you and be very friendly.
4. You are there to move books. You are the entertainment! Therefore, be sure to have a printed bio for the person who introduces you and spend a total of 20 minutes talking about your book – sharing fun or funny stories of life as an author and read a short excerpt from your book that can stand alone to be understood (have it planned before you get to the shop). Lastly, open it up for questions.
5. Close with a heart-felt thank you to the bookstore and booksellers. Remind the audience that the only way they can have this community resource and have authors come and speak is by

Continued on page 50 ...

Make Bookstores Your Best Friend: Continued from page 49 ...

supporting the bookstore. Encourage them to buy something while they are there, whether it's your book or another one – this will gain big points for your being a generous and a savvy author who should be invited back.

Jenny Milchman holds the record for "The World's Longest Book Tour," according to Shelf Awareness. She is also the founder of Take Your Child to a Bookstore Day on the first Saturday of December. This year, more than 700 bookstores participated. Literally thousands of readers across the United States know Jenny personally because she's gotten out and promoted *Cover of Snow*, *Ruin Falls* and *As Night Falls*. Many of the JKS Communications authors buck the trend and go on book tours of one kind or another. Research consistently shows that young people and readers in general often identify their favorite author as the one that they've met in person. It's a little like being a politician. Appreciate the bookstores that keep the lights and heat on after hours so that you can have a great event.

Indexing and ...



Editing by John

John Maling specializes in editing non-fiction books, including history, biography, autobiography, spirituality, personal finance, business and sales, how-to, self-help, inspirational and personal narratives. Drawing on his educational and scientific background, John is skilled in editing a variety of genres as well as creating the Index when a book has completed layout.

John's professional background includes teaching, research and publishing in physics and engineering.



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Creative Minds – Focusing On Focusing- *Part 2*

By Shannon Parish



When a creative mind is flowing with creativity, the focus becomes creating, not focusing.

Focusing on creating and focusing on focusing are NOT the same activities. Just talk to any Creative who is bursting with ideas and concepts. The more they speak, the more they imagine, the bigger the vision becomes, and the more complicated to the listeners, unless they too are creative.

When in a room full of creative individuals who are focusing on creating, you'll hear mind-blowing ideas, solutions, and concepts that excite and delight. Many a Creative has entered this delicious zone of Creative Zen, only to enter the real world and then have to find the all of the various details and resources to make that dream become real.

Explaining these ideas to others is nearly impossible – especially when the idea or concept has never existed before. How was the digital watch explained to investors and producers – before the digital age? Everyone knew that a watch was wound manually, and everyone knew that a watch had a minute hand and an hour hand.

Needless to say, the only way to create excitement and the desire to buy was to SEE a digital watch and see what it could do. Consumers needed to be convinced and to understand the need for that powerfully creative idea.

But before that could happen, the individual who first conceived that idea had to focus himself first so the concept could be created or drawn. Then he had to present it to others in a language they would understand, who in turn had to do the same with other individuals who only knew how to build the thing from the standpoint of the existing industrial manufacturing of that day.

Before a Creative can master his creations, he or she must know who they are. You've heard the old adage, "Physician, heal thyself" - well, in this world, the adage is, "Creative, KNOW thyself!"

Focus begins with noticing. Notice what interrupts your creative flow, what stirs it up, and what complicates it. Noticing requires you to know and be in tune with who you are, how you work, how you think, and what inspires you.

Judith Briles, CEO and Founder of AuthorU, says she sets her intentions and creates the atmosphere that facilitates her being



Continued on page 52 ...

Creative Personalities: Continued from page 51 ...

productive – and authentic. She noticed long ago that water stirred her creative flow and that she wrote better when she was inspired by the presence of moving water. She's built several ponds in her yard, goes on annual cruises to write books, and has fountains in several areas of her home. She knows what works for her, and she has made certain that this is a part of her world in work, play, and rest.

One of my clients mentioned that he preferred a certain type of purple ink pen to write with because it stimulated ideas and made him feel good. He then said he thought this color wasn't very masculine, so he wasn't using it. I could hear sadness in his voice and understood his grief. Not having his favorite pen in hand was like telling Michelangelo that he could not have a brush! Once he understood the importance of WHY he enjoyed that pen so much, he made certain that he had one at his fingertips when he needed it.

It's the small things that help us stay on track. Music, water, silence or noise, colors, texture of paper, computers, programs, walks, nature, driving ... the list goes on and on. Each Creative is a unique person and as such must first notice how he or she reacts in certain atmospheres and with what tools.

Noticing behaviors is also important. At one time I use to beat myself up for being so unfocused that I couldn't finish a task in one sitting. Then I noticed that when I got up to do something else, it was because I was processing a thought or had a question that needed to be answered. I noticed the tasks I would do in the meantime were not thinking tasks, but activity tasks that required no thinking. Once I had processed my thoughts while my hands were busy, I'd go right back to what I was doing – and complete my creative task. Instead of turning to negativity, I gave myself permission to flow with my thoughts and to continue noticing what were distractions and what was processing.

Paying attention (focusing) on how to focus (being productive) is a must for an active, creative mind. When ideas are flowing, catch the ideas. Here are a few ideas to help with this:

- Capture ideas on 3x5 cards so they aren't lost and can be sorted through later or acted upon.
- Capture your ideas and thoughts with a digital app on your phone.
- If you are a blogger, create a draft of a blog and write the basic thought, keywords, and any images you want to go with it – and save it in your drafts for later completion.
- Utilize a calendar such as Google's calendar to alert you to deadlines via email or pop-up notices.

This is imperative! Doing a "Creative Mind Dump" will validate your ideas and put them in a 'safe' place where you can access them later so you can focus on the one idea you are involved with at the moment.



Creative Personalities: Continued from page 52 ...

It is important to understand that a Creative Mind envisions completed projects or hears the music before it is written or feels the dance before it has been danced. It is seen, heard, and felt as though it already existed. To tell a Creative Mind to begin from the beginning and create something step by step is very hard, as it then pulls the 'right' brain activity into the 'left' sphere, where administrative thinking occurs. When that happens, the creativity bursts and is replaced with logic – and often negative verbalizations.

Try this instead. Think of the full project in its completion and BACK INTO it by asking yourself how did I get to this place? Each question you ask addresses the step that came before the one you are seeing in your mind. Example: "How many years did it take to build this?" "Who funded it?" "What much capital was needed?" "Who were the workmen on this project – or who produced it?" "What team players did I need for this?"

By asking yourself questions about the small things, you'll be able to create the big things. Notice. Ask clarifying questions. Notice. Create. Notice. Ask clarifying questions. Notice more. Create. Step by step, filled with gratitude, joy, and the tools you need, create the life you want the way you want it.

Experiment! Don't think of failed experiences as mistakes. Reframe your thinking by noticing what worked and what didn't – and call it research!

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.



reative Life Coach

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

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

oh
yeah!

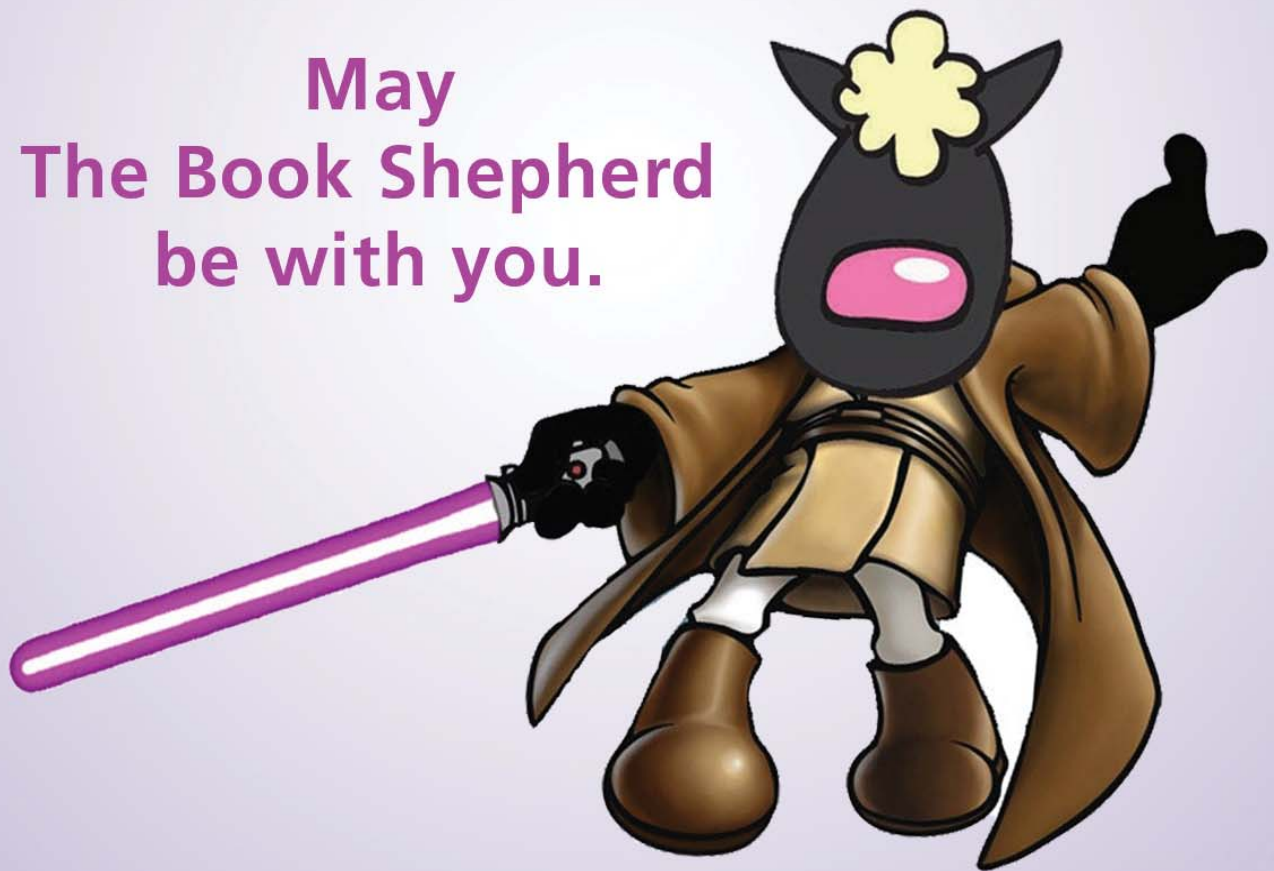
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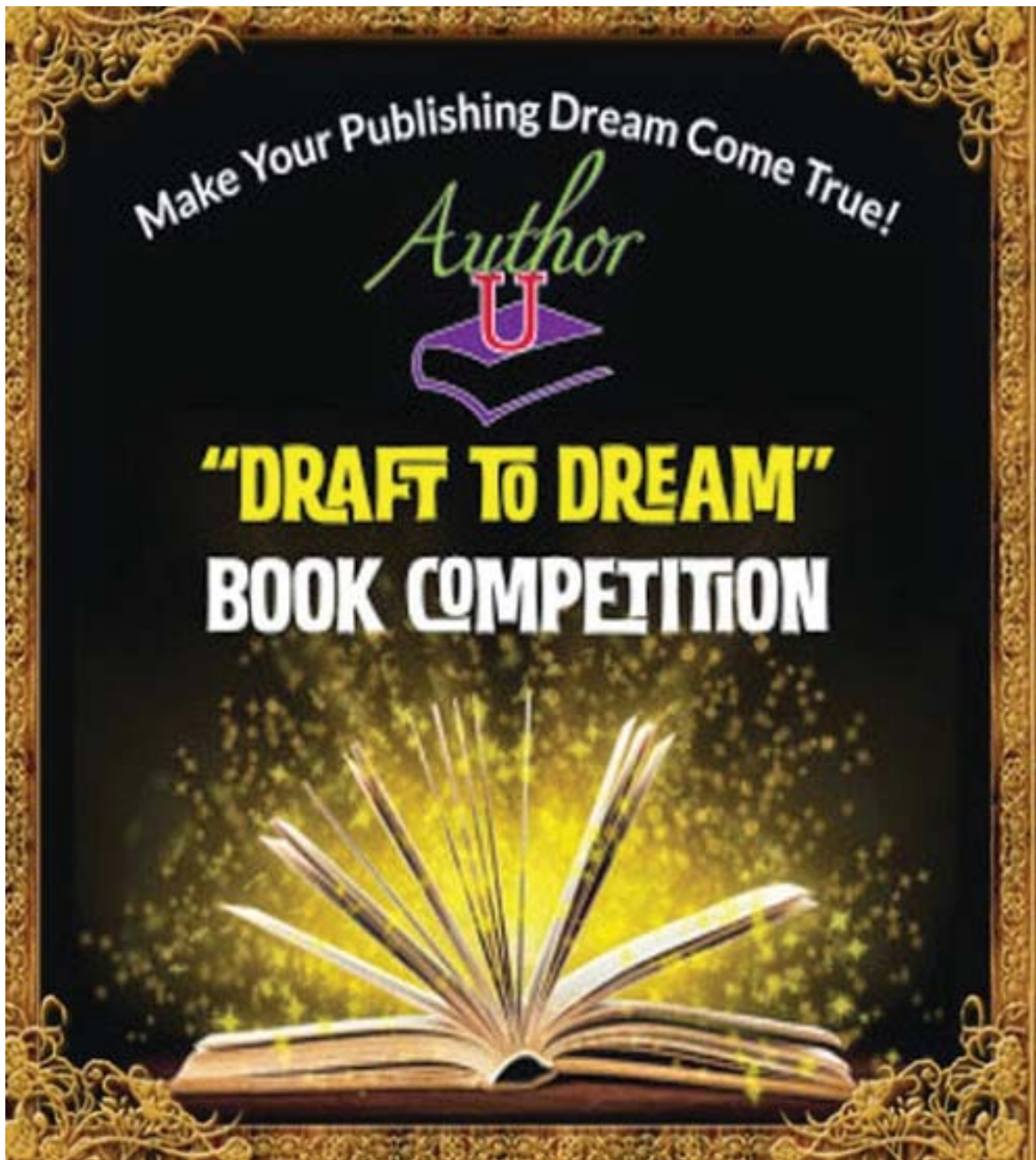
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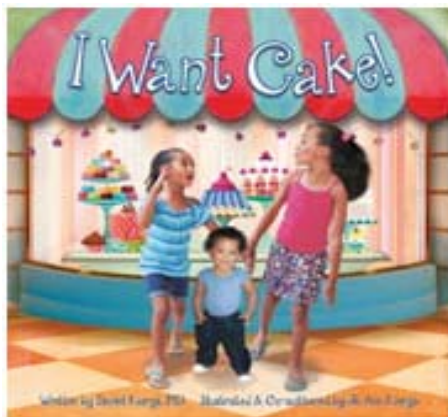
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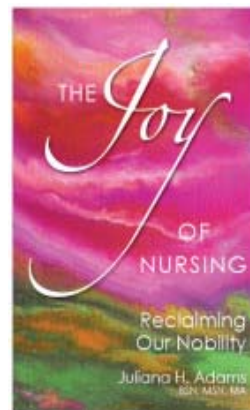
Author Member News



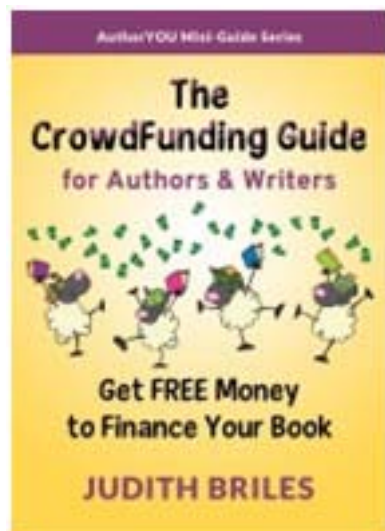
Jo Ann Kairys' book, *I Want Cake!* has been picked up by Barnes & Noble and received an excellent review from Foreword magazine.



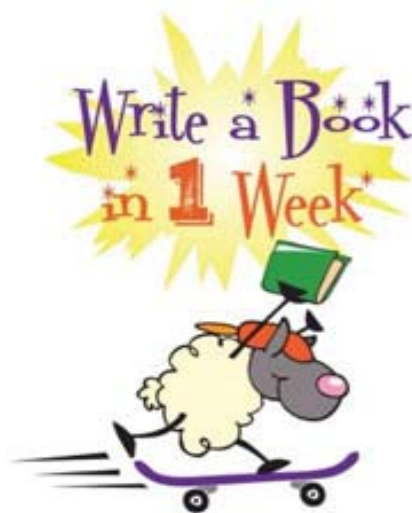
WOW .. member **Pat Miller**, aka **Gabby Gourmet**, got her first shipment of 2,000 books of *Gabby Gourmet's 2016 Restaurant Guide*, and it's already SOLD OUT.



Juliana Adams is thrilled that her book, *The Joy of Nursing* will be a book in hand in a month. Layout is complete, and it's now at the printers.



Judith Briles latest book, *The CrowdFunding Guide for Authors & Writers* was honored with the WINNER (GOLD) for USA Best Books in 2015 Writing/Publishing/Business. This is Judith's 34th book and the first in the AuthorYOU Mini Guide series. The next one will be *How to Avoid Book Publishing Blunders, Bloopers and BooBoos*.



She also is looking forward to presenting her *How to Write a Book in ONE Week!* Class in New Mexico this June.

IF THERE'S A BOOK THAT YOU WANT TO READ, BUT IT HASN'T BEEN WRITTEN YET, THEN YOU MUST WRITE IT.

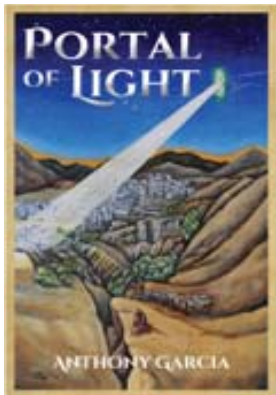
— Toni Morrison



USA Book News

Covering What's Hot, New & Noteworthy in the World of Books

Congratulations to all of the Winners & Finalists of The 2015 USA Best Book Awards!



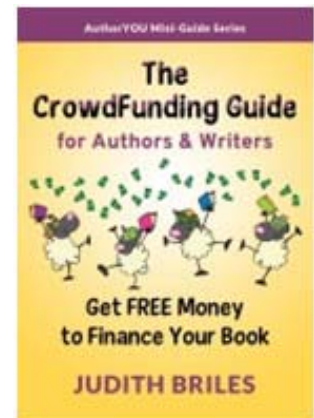
Best Cover Design: Non-Fiction (bravo NICK Zelinger)

Finalist

The Portal of Light

Anthony Garcia

Journey of Exodus – Jornada de Exódo



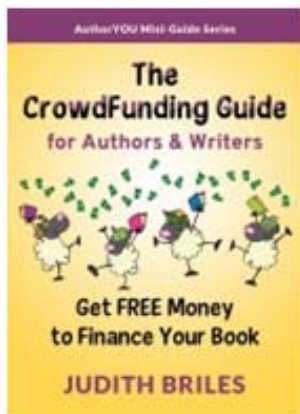
Business: Writing/Publishing

Winner

The CrowdFunding Guide for Authors & Writing:

Get FREE Money to Finance Your Book

Judith Briles



Business: Entrepreneurship & Small Business

Finalist

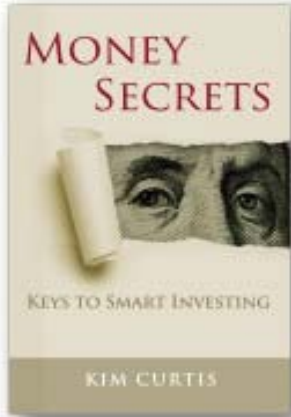
The CrowdFunding Guide for Authors & Writing:

Get FREE Money to Finance Your Book

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USA Book Awards



Business: Personal Finance/Investing

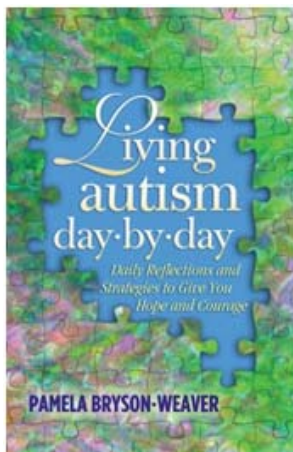
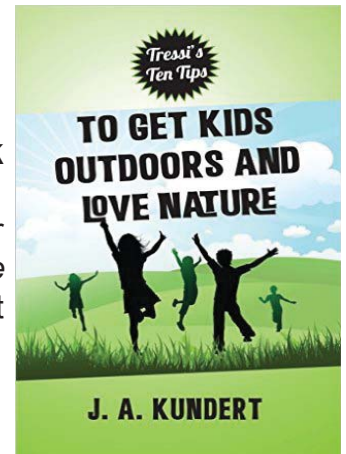
Finalist

Money Secrets: Keys to Smart Investing
Kim Curtis

Children's Novelty & Gift Book

Winner

Tressi's Ten Tips to Get Kids Outdoors and Love Nature
J.A. Kundert



Parenting & Family

Finalist

Living Autism Day by Day: Daily Reflections and Strategies to Give You Hope and Courage
Pamela Bryson-Weaver

Spirituality: Inspirational

Finalist

My Loved One Shines On
Disa Van Orman





TIPS for Authors



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It's work your "get reviews posted" tush off time ...

1. Everyone you give a book to has a string attach – post a review on Amazon.
2. Anyone who buys a book at a signing or event you are speaking at, ask them to post a review.
3. Gather emails EVERYWHERE you go so you can "kindly and gently" remind them that they said they would review the book. Include the link to your Amazon book page.
4. During pre-launch, tell those who have books that you will send a reminder email to post their reviews ... remember – these do not have to be all 5-star reviews ... they are reviews. In fact, having "other" rankings further legitimizes your reviews – after all, not everyone is going to love what you wrote, even your kid sister.
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TIPS for Winter

Headlines count ... whether it's the phrase that an On-Air personality uses or something in print ... headlines count. The question is this: are you using them? Your headline is the first thing anyone sees or hears.

HEADLINES
HEADLINES

1. **Use the “right” words.** Does your headline have words that reflect something about “affect” or “pain” or “solution” that the reader will connect with?
2. **Keep it short—get to the point quickly—**the reader/listener/viewer knows that there is more to follow in the content.
3. **Be precise—**if you are creating a head scratcher ... trash it, it's the wrong headline.

You can play with headlines at AMInstitute.com (headline analyzer), and it gives you an emotional ranking; Portent.com is quirky but fun (<https://www.portent.com/tools/title-maker>); TweakYourBiz.com gives you an emotional ranking. (<http://tweakyourbiz.com/tools/title-generator/>)

RUTHLESS EDITING

All editing should start with the author ...

yes, your words are important .., but not to all. Cut, Cut, and Cut some more. Be ruthless as you tweak – the results will create a bouquet of magic to the reader.



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Register with HARO (Help a Reporter Out)! It is a service that helps reporters find sources for stories. Each day they send out three emails with lists of requests from reporters. Within the email are quick, bullet-point types of queries – if any address your expertise area, the contact info is there for you to reach out with your mini pitch of who you are, what your expertise is, and how to contact you. Simple. In just few minutes you can scan the list to see if anyone is looking for an expert in your topic area. If not, delete it and continue with your “work.”

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2. **If there is a crisis or scandal brewing, coattail to it.** Juxtaposition your expertise/book to it and create a press release and blast it out through a variety of channels, such as PressReleasePing.com. Most News rooms have emails that you can easily discover via Google. You never know where these will land.
3. **Create a blog using the key words/phrases from the crisis or scandal.** Yes, indeed – and add a hashtag to it. Why? Because whatever is being buzzed about most likely has the # in front of the word that IDs it in the media's eye. It becomes a “trending” topic, and you could get some of the zillions of eyes looking at you, your website.
4. **Be willing to be outrageous or cheeky in a headline for an article or blog** – also social media hooks that will lead to your website with article/blog posted.

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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; 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.

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Linked in Group

Did you know that there are over 13,000 members within the world-wide AuthorU LinkedIn group?

Join the conversation. Get instant feedback from members on questions that you pose within the Discussion forum. See what's trending—in the Author U LinkedIn Group, you never know what's going to pop up. **Join**, it's **FREE**, at LinkedIn, search the "groups" with Author U (use the space here) and see what the rest of the world is talking about in publishing.

Have you joined the AuthorU Facebook Group yet?

AuthorU Gold members now have a private Facebook Group designed to make sure you are getting the most of your AuthorU membership, share news, ask questions and most importantly, get and stay connected with other AuthorU members.

If you are a GOLD member, you are invited to join. Have questions? The Group is designed for "engagement", questions, interaction. If you haven't got your invite (we are rolling them out), just email <mailto:ffice@authoru.org> and you will go to the head of the line.

Here's the link to the page: <http://tinyurl.com/AU-FBgroup>



Where the Action Is ...



January 9th

How to Create a Book Launch and Redo One that is Limping Along.

Saturday Morning breakfast programs focus on all things related to publishing and marketing.

If you are in Colorado, get registered for the Saturday Mornings dynamic breakfast series starting this January.



For author members, there are THREE different memberships

BASIC is free—accessing you to limited Events, Live Webinars and limited Benefits.

GOLD gives you access to full benefits, activities and regular AuthorU events.

BEST SELLER is a prepay with discounts and special coupons for other Events and Activities.



January 20th

Resolving Questions and How to Implement Ideas with Technology

We're ready to hit the ground running and start off a new year with a bang!

March 16th

Renew, Review, Revamp and Repair Your Blog

Blogs give authors a great outlet for expressing their thoughts, expanding on ideas in their books, and generating discussions.

April 20th

The Power of Pinterest Are You Stuck on Pinning ... or just getting started?

Pinterest is a huge resource for building traffic to your site and book sales.

February 17th

Shine the Spotlight on Your Media Page and Using Canva

Authors – Shine the spotlight on the media page on your website! The marketing of your book and business should include a media page on your site.



March 28th

Calling All Newbies – Set Up Strategies and How-tos for Your Publishing and Author Lives

Attend March's revealing Salon and build (or rebuild) your publishing empire.



January, February, March, April

AuthorU members get **FREE** webinars each month with **WebinarGOLD**.

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Check the Events tab on the AuthorU.org website and get them on your calendar.

You must register for each webinar.



Everyone communicates differently.

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

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

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

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>

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