

Expect the Unexpected



3 Ways to Cope with Social Media

19 Ideas for Blog Posts, Email Topics and Media Interviews

The 5 Questions Authors HAVE to Know How to Answer

Why You Aren't Selling Books with Social Media

7 Rules to be Successful as an Author

Three Neglected E-Book Considerations

Twitter Tools for Your Toolbox

What Authors Can Learn from Politicians

Demystifying Book Distribution via IngramSpark

Creative Minds – Timing is Everything

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>

May

- 1 **Authors' Spring Tea & Afternoon Soiree**
- 7 **BookCamp – FICTION FACTORS (and NONFICTION with a Twist)**
- 18 **Tech Toolbox - MailChimp and ezine services.**
- 21 **Author YOU Circles**

June

- 4 **Saturday Morning Meeting – ... Intellectual Property, Copyrights, Trademarks ... Oh My!**
- 11 **Author YOU Circles**

July - August

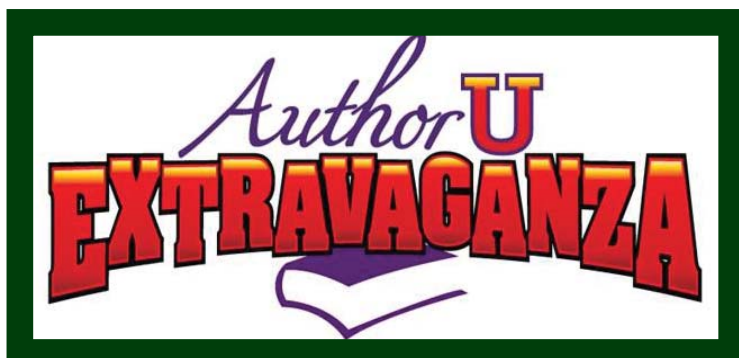
NO REGULAR SATURDAY MEETINGS

August

- 13 **AuthorU SUMMER BBQ**
- 20 **Author YOU Circles**

September

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



WILL YOU DARE GREATLY?

September 15-17, 2016

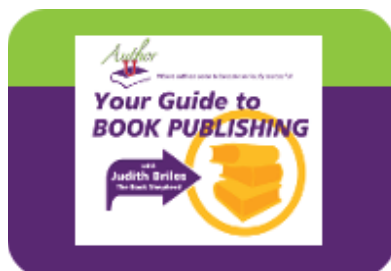
DARE GREATLY

unremarkable, passing, so-so, under-achieving, fair, mediocre, boring, average, no-hum, fifty, DARE, GREATLY

©AuthorU.org

Dates to Remember 2016

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



**Live
Thursdays**

Find us on
iTunes

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

October

1 **Saturday Morning Meeting – ... *The Best of the Best from the Extravaganza***
 24 **Salon— TBD**
 29 **Authors' Book Sale Tea**

November

5 **Saturday Morning Meeting – TBD**
 16 **Salon— TBD**



December

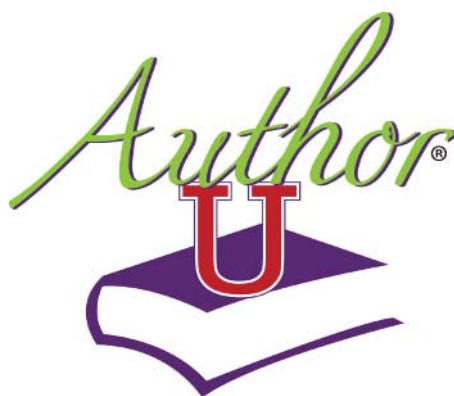
3 **Holiday Party – *put on your calendar NOW***

2017

January

7 **Saturday Morning Meeting – ... TBD**

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



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

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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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<http://ow.ly/W5LIm>

Video Blog

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ONE LEFT!



Expecting the Unexpected

By Judith Briles



The weather has finally transitioned from a long winter for many to a questionable spring to, hopefully, a pleasant summer. Spring wasn't what many expected ... then how many times have you been waylaid from your "expected" by the totally "unexpected"? For me, March 20th through May 12th piled two major doozies on my shoulders, plus a baker's dozen of other happenings that I so didn't need. I decided on May 13th that it was OVER ... I had just had a really pleasant experience at my local DMV. It was fast, efficient, and the three employees I interacted with were responsive, helpful, and friendly ... I felt pleased when I walked out the doors, \$25 less from my wallet for my renewal. Yes, I had a Season of the Unexpected.

How about you? Many times, the best-laid author and book plans can have a wedge inserted that topples the best of ideas. An author can lose his or her passion. Stuckness hits. How do you get the momentum going again?

At AuthorU, that's what our goal is—to get you unstuck if you are stuck, to educate you in a variety of publishing areas, to seed ideas for a variety of needs that authors encounter in their publishing journey, and to kick start your momentum so you can be a seriously successful author.

Summer is coming, but AuthorU isn't dormant. Our blogs pop up three times a week—Tuesdays are content rich and informative, Thursday's are the Top Twitter Tweets, and Fridays always bring a Tip or two. The Monday "What's Happening at AuthorU" is designed to tell you what's happening and what's coming; the AuthorU Gold members private group on Facebook is active and interactive; the Author U group on LinkedIn exceeds 14,000 members. Our weekly radio show—AuthorU-Your Guide to Book Publishing—gets mega thousands of downloads every month; the Authoring Mentoring Mondays offer free coaching to our members with their questions filling the hour quickly. Since we started videoing our Saturday Mornings monthly programs, many of them are now available in the Store if you couldn't attend, and you can register to get them at the discounted early bird pricing and have them delivered via your e-mail a week later. Our webinars have been varied and informative, and our Tech Tool Boxes welcome remote participation. On August 13th, there's the annual member BBQ

We are busy setting up the Extravaganza for September 15-17. Fall time. Get registered. Stay at the Renaissance Denver Stapleton Hotel. Your book will thank you.

The unexpected happens ... yet what AuthorU brings you on an ongoing basis can be expected. It's a good thing.



"Open the gate! It's a big weiner dog!"

Judith Briles

It's Coming BACK ... the Author U's Annual Member BBQ Saturday, August 13th



For members and their family/guests only.

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

Who: Members and Family and Authors-to-Be!

When: Saturday afternoon, August 13

Time: 5 to ???

Location: the home of Judith Briles and John Maling

Cost: FREE

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

RSVP is a must have for this one ... PLEASE ... with the number in your party!

Sign up is on the website: http://authoru.org/event/member-annual-bbq?instance_id=1311



Author Book Camp

AuthorU Members Learn Tips and Techniques to Sizzle Their Writing



The annual **BookCamp** was held in early May with bestselling and winner of 29 book awards Mara Purl as the guide to fantastic writing strategies to spruce up an author's writing. And did she deliver! On a day that wasn't ready to let go of the cold—rain and hail did descend in the afternoon—Mara heated it up with sage and savvy advice for 20 participants. Their friction in writing was deleted—the insights and take-aways were enthusiastically embraced with the variety of activities and exercises she walked each through the day.

The videos will be available for purchase this month for those who couldn't attend. **BookCamps come once each year. The video is available for purchase on the AuthorU website.** (*Click on the STORE tab to purchase.*)

Are you participating in Author Mentoring Mondays?

Every Monday (except on Federal Holidays, the lines are open for remote coaching with Judith Briles and Michele DeFlippo).



Every Monday

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

Access code:
1239874444 #

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.

PROTECT YOUR BOOK ...



June reveals “insider” tips for all things intellectual property and trademarks ... you don’t want to miss the June 4th Saturday Mornings events ... attend in person or via video delayed.

Why should you attend?
Simply this: Your GUIDE is

Molly Kocialski, the Director of the Rocky Mountain Regional United States Patent and Trademark Office (USPTO). No better resource is available to you to get the straight scoop on what you should, and should not be doing. **AND the bonus ... the cost is \$25 ... not \$300+ from an attorney. *Be there!***

Reminder: ALL AuthorU GOLD members

Use the LOG IN MEMBER AREA to register on the AuthorU.org site to receive the GOLD member discounts and to REGISTER for all AuthorU events.

The Deal

Get The Deal ...it is SUCH A DEAL!

REFER a NEW member to AuthorU who joins and you get free pass to a Saturday Morning program or a \$25 credit toward a meeting. Refer 5 new members and you get ONE year FREE membership PLUS a \$25 credit for any meeting. YES ... it's a deal.

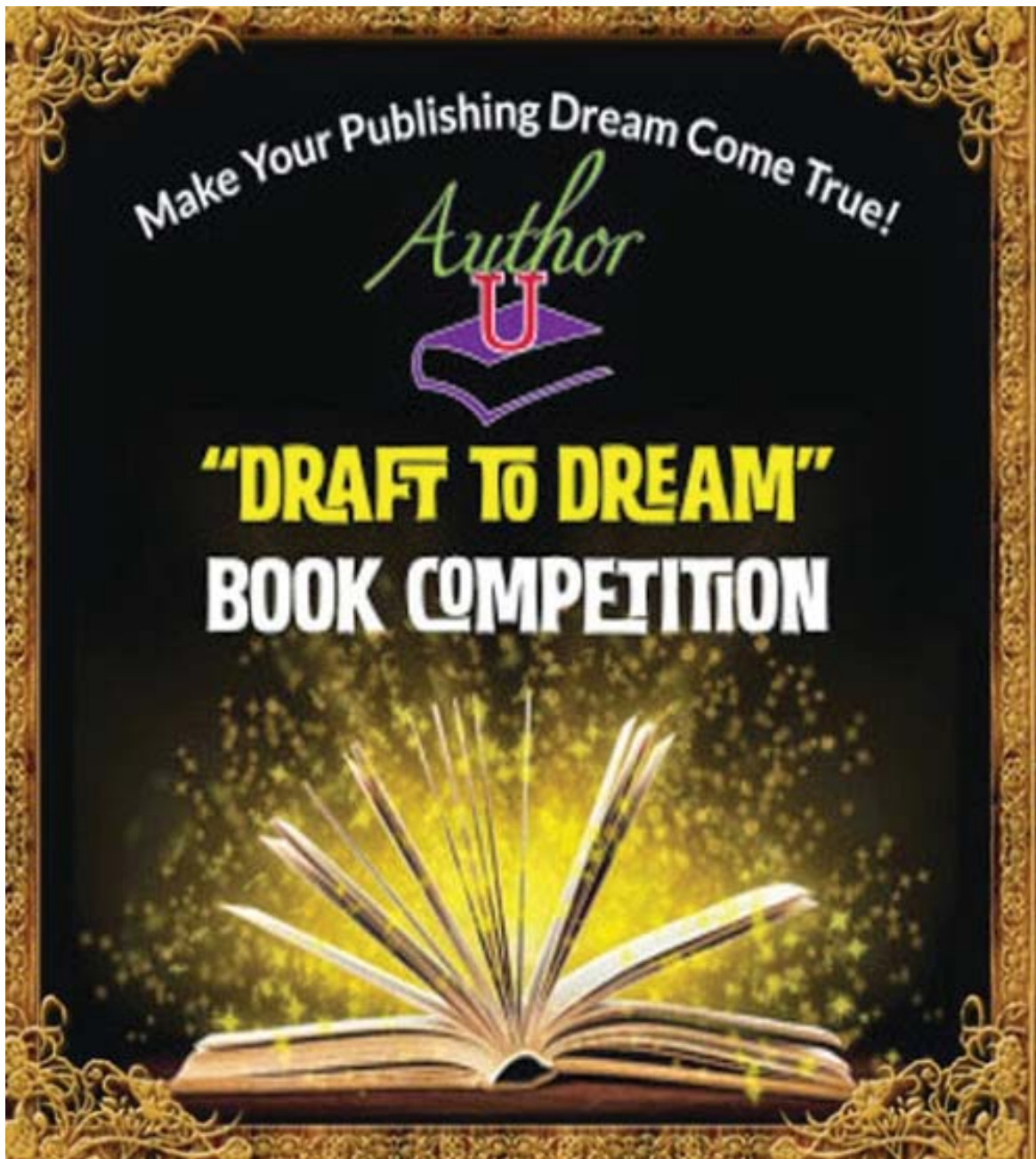
Send an email to Office@AuthorU.org and let us know who you are referring.

Questions: Call 720-588-9838 ...and Thank You! All of us benefit from a broad and diverse membership!



Straight from the Horse's Mouth!





**Make your publishing dream come true
...with the Author U Draft to Dream
Book Publishing Competition**

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

Enter by May 31 and DELIVER your Manuscript by June 15th

**Draft to Dream Competition 2016 is Open!
Entries Accepted from January 1 through May 31st.
Winners announced at the Extravaganza on September 15th.**

AuthorU Is on the Air!

Your Guide to BOOK PUBLISHING



AuthorU - Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask launched live last year and now has over 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://toji.us/authoru>

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.



John Maling

EditingByJohn.com

Copyediting
Technical
Fiction

Indexing
Nonfiction
Poetry



**... From Proofreading to
Content Rewriting to Post Layout**

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.

Late Spring through the Summer will have webinars on

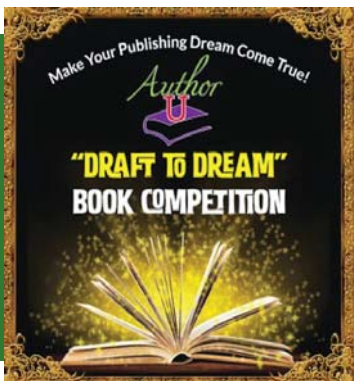
(4 PT, 5 MT, 6 CT, & 7 ET)

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

Are you engaging in Author Smarts?

This past month's podcasts have focused on a variety of new goodies popping from the Amazon Gorilla ... are you taking advantage of them? Go to the Home page and click on "On the Air" ... and listen in.

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



DRAFT TO DREAM BOOK COMPETITION

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

Enter AND Deliver your Manuscript by May 31, 2016

2016 Author Tea

We are planning the 2016 Author Teas NOW!



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. Be sure to be there, particularly if you missed the one in May with Juliana Adams and Judith Briles, featuring authors that Judith has been The Book Shepherd for.

When: Saturday, October 29th

Time: 1 – 4 p.m.

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

Where: Julie and Bob Griffin's home, 3929 S. Eagle St., Aurora, CO.



OCTOBER in the Denver Metro Area

The Twist: Up to 20 authors will share with invited attendees info about their books and their target audiences 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 for on Amazon.com. Authors will be present for the three hours to chat with book buyers about their books, to sign books, and to personalize them for gifting. There will be books for guys, gals, and kids!

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

Continued on page 16 ...

Author Teas: Continued from page 14 ...

- 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’ books as well. Yes – the more, the merrier! We want to make sure we have plenty of food.

ACT NOW!

Send her an e-mail: <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.”



Tea, Good and Books ... Perfect!

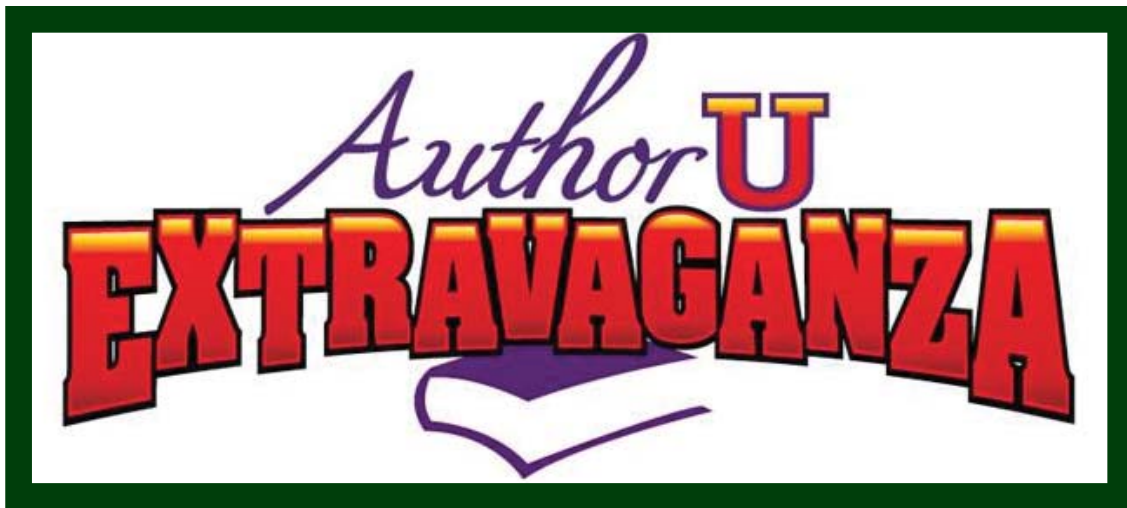
What happens when delicious food, awesome authors, and guests gather under one roof? Book Sales, that's what!



On a chilly day in May (it was supposed to be warm when we planned it!), over a dozen authors shared their books to an enthusiastic crowd of book lovers. Set in the beautiful home of member Juliana Adams—who launched her book, *The Joy of Nursing*, the same weekend—the afternoon was a success.

Open to all, our Author Book Fest and Teas are a great way to reveal new books, invite friends to meet other authors, buy books, and just have a good time.





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

DARE GREATLY

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

7 Rules to be Successful as an Author

By Judith Briles



What does success look like to you? As an author? For your book?

Is it huge book sales? Recognition of your expertise? Being featured in the media? What about accolades from audiences who have heard you speak? Getting a call from a NY publisher that it wants your book? Being on the New York Times Bestseller list? What?

The Author's Guild recently reported that authors' and writers' earnings had plummeted from 2009 to 2014. The full-time author/writer was making an average of \$17,500 – down from \$25,000. The part-timer, was making \$4,500 – down from \$7,250 per year. With the 2014 Federal Poverty Level for a single person at \$11,670, there has to be a better way ... and there is.

For authors, we all have an idea of what author success would look and feel like. To get where you want to be in your vision, here are seven rules to be successful as an author:

1. Hang out with other authors.

Sounds simple ... so where are they? First, don't practice the writer/author recluse dance. Lots of authors are shy about who they are and promoting their books. Immerse yourself in groups where authors are actually selling books—it doesn't matter if it's via the traditional publishing route or the indie/self-publishing route. You want to be where the action is happening, connecting with others who have similar hopes and fears—yet are pushing forward.

When my first book was three months from its June publishing date, I was speaking on a cruise. One of the other speakers had made the New York Times list with her first book. Taking me under her wing, in three hours, I got a listen my new author and you will hear an earful scolding. Oh my, did I get an earful—it was a "kind" earful, not a true scolding. Will, kinda.

My expectations were that all I had to do was sit back and wait when St. Martin's Press rolled out the book. Nope, I was told, "You have plenty of work to do the moment you get off this ship."

And work I did. My takeaway was significant and has been the guiding force with all my book strategies: If it's to be, it's up to me.

- If it's to be in media appearances, it's really up to me.
- If it's to be in getting book store appearances, it's really up to me.
- If it's to be in getting people to buy at book store signings, it's really up to me.
- If it's to be in getting speaking engagements, it's really up to me.

... Continued on page 19

7 Rules to Be Successful: Continued from page 18 ...

- If it's to be in positioning myself as "the expert," it's really up to me.
- Jeeze Louise, I had written a good book ... wasn't that enough? Nope, it wasn't. I had work to do.

2. Don't diddle and dabble.

- If your game plan is to publish and be successful, what's in it?
- Have you identified who's on your publishing team? Book cover and interior designers and editors?
- What format will you use for print, e-book, even an audio book possibility?
- Do you know how and where you are going to launch your book?
- How about blogs and top influencers in your genre and topic—are you following them?
- Have you studied the covers and books of the bestsellers in your category? What makes them shine ... and what can you emulate to carry to yours?
- You can spend a fortune in publishing and you can come in on a short budget. You don't need a \$1,000 plus cover—but you do need one that can compete with those bestsellers. There are plenty of designers who can make you shine ... after all, it's to their credit that you are successful with one that shouts to any and all, "Pick me up!"

Author success is a series of marathons. There are a few sprints here and there ... but it's a long haul that has crescendos and valleys to it.

3. If fiction is your thing, think series.

In fact, let the reader world know that your book is part of a series. Commit to creating a backlist of books—instead of creating the 150,000 first masterpiece. Is there a natural split that would automatically kick off your book #2? Launch it in six months. Meanwhile, write-write-write.

Many fiction authors will tell you that it's not book #1 or #2 that creates the SuperFans—it's the third that gets their attention. You are not a one book pony; you are an author who is here to stay, one that they will invest their time in ... waiting for the next book.

4. Keep on writing.

Your books are the infrastructure of your publishing empire. From them your blogs, articles, any spinoffs, and all things social media are generated.

Writing keeps your ideas and creative juices flowing. Don't stop.

5. Help other authors out.

I'm a huge believer in mentoring: showing up at conferences and being present, working one-on-one with a few you connect with, guiding through the publishing maze, sharing tips—the ones that work and the ones you thought were so awesome but that bomb—are significant guideposts for authors in every stage.

... Continued on page 20

7 Rules to Be Successful: Continued from page 19 ...

At a recent work shop I did on how to create a speech around a book, I featured one of the authors I had been The Book Shepherd for. She had brought a case of her books to give away. There was a string attached. If a book was taken, the receiver agreed to post a book review. Speaking to the group about her book for two minutes (it's all I gave her), 20 hands quickly shot up, committing listeners to read and review. Nice.

6. Speak on your book, on your expertise.

After publishing 18 books with New York houses, I broke away and started my own indie publishing house. Learning the business and knowing that the dramatic changes in traditional publishing are generating less and less in the royalty payouts, I've never looked back.

The #1 thing that sold over a million books for me, that supported my family, paid for my kids' education, and so much more was this: SPEAK. Crafting a speech and/or workshop around your book and expertise propelled me around the world; connecting with millions was the secret sauce.

Speaking took me down avenues I never thought of. My biggest market and buyer of books and speeches discovered me in a small town in New York. Listening to what I had to say, a group of nurses approached me after I spoke—we need you. Yes, they did; but I didn't know it until they told me.

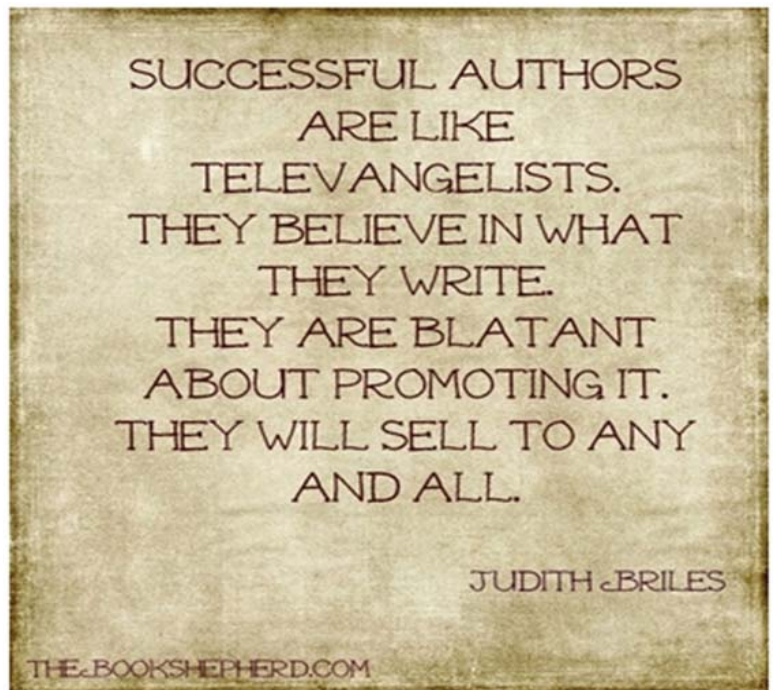
Your words, your mouth, can sell books throughout the year ... year after year.

7. Learn how to market your book and yourself.

Authors need ... no must ... get over the "I would rather be writing" syndrome that so many embrace. Writing is a small fraction of your book success—it's the marketing that will seed it, fertilize it, and accelerate its growth. Yes, you may be a superb writer. Do you have any idea how many wonderful books have been written that quickly died before a single shoot could surface? Too many to count.

Book success comes from the author's commitment to practice the GOYT Factor... Get Off Your Tush ... know where your market is, go to it, and connect. If you are in a writing group, access it quickly. They can be great for honing craft and brainstorming. But if you are surrounded by writers who just love to write, who really don't care if their work gets publishing, you are in the wrong group.

Determine what is in your success bubble, and then build it so it floats high and wide.



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!”

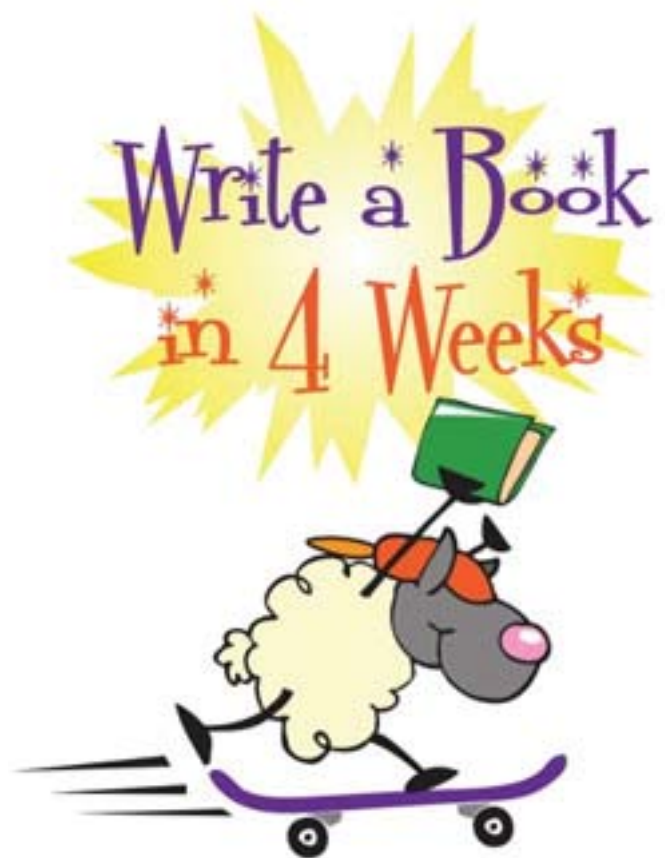
“Not so,” says Judith, “it’s actually fun and eye-opening. Is it work? Yes. Does it pay off? Yes again.”

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 21 ...



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 determined – always in the Metro Denver Area.

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

REMOTE ... June, August, October

ONSITE ... 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

Demystifying Book Distribution via IngramSpark

By Robin Cutler



First of all, when we talk about book distribution, there are two different models you need to know about:

- Full Service Distribution
- Wholesale Distribution

Full service distributors are companies that provide a variety of services on behalf of traditional or well established publishers with a proven sales record. These services can range from sales representation directly into stores, libraries and wholesalers, warehousing, order fulfillment, and back end office functions such as paying royalties and doing collections. Examples of these companies are Ingram Publisher Services (IPS), Publishers Group West (PGW), Independent Publishing Group (IPG) and Midpoint, to name just a few. Some specialize in genre specific, academic, or religious content. Typically, a new publisher will not have the sales to support full service distribution partnerships.

So let's focus on wholesale distribution since that's likely the model that fits most indie publishers. In this model, the publisher makes the book available to a wholesaler like Ingram, who in turn makes that book available to order in their catalog to retailers and libraries. The wholesaler is not actively promoting or selling that book; the publisher is doing that. Since Ingram is the world's largest book wholesaler, servicing 39,000 retail and library partners, it's a good thing to get your book listed with Ingram. It makes no difference if stores and libraries are built of brick or live entirely online, sell printed or e-books, it is wholesale distribution.

With IngramSpark, print on demand (POD) is tied directly to Ingram's global network to make for a seamless and inexpensive way to distribute your books. With no inventory on hand, books are manufactured (POD) or distributed (e-book) as retailers place orders. The publisher is paid for the sale minus the cost of printing (POD only) so there's no up-front inventory costs other than a nominal fee to setup your title in the IngramSpark platform.

The reason distribution is so important for indie publishers is that most booksellers and certainly libraries would rather not order a single title directly from the publisher because it's just not manageable. It's far more convenient and beneficial for retailers and libraries to order from a single supplier. This is exactly the role that Ingram plays in the industry—being the center hub of the very complex publishing wheel between publishers and retailers.

When you set up your title in the IngramSpark platform, you provide the completed digital files (PDF for print and EPUB for e-books) along with the metadata (book information). In this metadata you will also include a list price and a discount to offer retailers/libraries who might want to purchase your book.

... Continued on page 24

Demystifying Book Distribution: Continued from page 23 ...

The discount represents the profit that both the bookseller and Ingram make transacting the sale. The standard trade discount is 55% of the list price but you can set a range anywhere from 30-55% in IngramSpark. Applying a discount less than 55% can possibly limit the sale of title to booksellers; however, this may be the right choice for many publishers depending on their sales strategies.

The same holds true for choosing to make your book “returnable” or “non-returnable.” Most booksellers, including chains like Barnes and Noble, will not consider stocking your book without the returnable option. Remember you can always change your price, discount, and returnable options, so do what makes you feel the most comfortable. If your book isn’t selling and you are actively marketing, you might want to try adjusting your pricing, discounts, or returnable option to see if that helps move the needle.

IngramSpark also encourages publishers to place orders for their own books that can be shipped to them or drop shipped directly to their customer. This is known as a “publisher direct or dropship order.” In the case of these orders, the publisher only pays print and shipping fees (no discount is applied). The beauty of this service is that publishers don’t need to worry about inventory or have books stacked in their garage. They don’t have to invest in packing supplies or be burdened with packing orders on dining room tables. Anyone who has packed books like I have on my dining room table knows why I smile as I type this.



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The 5 Questions Authors HAVE to Know How to Answer

By Amy Collins



Picture that you are at a cocktail party. The room is filled with librarians, book buyers, heads of major chain retailers, and book reviewers. A lovely mid-30s woman approaches you with a napkin filled with shrimp tails and a half-empty glass of wine. You strike up a conversation and eventually the topic of your book comes up. This is PERFECT! Even though you have no idea what this woman does for a living, she COULD be a major player. When she asks the following questions, are you ready to answer?

And if you ARE ready to answer these questions, are you ready to answer them in a manner that does not bore her to tears? Are you quick and concise with your answers? Let's look at the questions you will be asked over and over in the next few months. Let's come up with answers and let's practice until you can rattle off the answers without a moment's hesitation.

First Question: **What is your book about?**

As you answer this question, keep your listener in mind. Be respectful of their time and keep your answer brief. The shorter your answers, the more people will want to know. They will "lean in" and ask more questions. You will create a desire to hear more. Answer this question in ONE sentence.

Here is mine: *The Write Way* teaches self-published authors and publishers the rules of publishing and how to sell and market their book properly.

That's it. If they want to know more... they will ask.

Second Question: **Who needs your book?**

Answer: NOT EVERYBODY. The woman at the cocktail party is most likely an industry insider and will not be impressed with any answer that starts with "Anyone" or "Everyone". The truth is, no one NEEDS your book. Unless you wrote a book that has a PROVEN method to solve nausea for chemo patients, almost no one needs your book. Be specific and focused in your answer. Very specific. Very focused.

Here's mine: Authors who have just published a book or are about to publish a book and are feeling like they don't have all the elements in place. Over 100,000 people self-published last year. Most of them could have used my expertise.

... Continued on page 26

5 Questions: Continued from page 25 ...

Third Question: *What makes your book different?*

This is where you show whether or not you know your market and your competition. Umming and Hm-mm-ing over this question will not look good. Do you know the authors you are up against? What are the other books your readers are buying? Why do they need YOUR book?

Here's my answer: Other books offer advice on the publishing process and stop there. Others focus on sales, promotion, and marketing. The Write Way walks you through, step by step, from manuscript all the way to a year after publication, saving you money and avoiding mistakes in packaging, design, editing, marketing, PR, sales, AND promotion.

Fourth Question: *Where can I get your book?*

Back to the cocktail party and your new friend. She is interested in your book and still asking questions. That's great! But you don't know who this lady is. Even if you DO find out what she does, you don't know her whole story. What if she owns an independent bookstore on Main Street? What if she is married to an editor at Amazon.com? Be careful of how you answer this question. You want to use vague language that answers directly but does not unintentionally offend.

Here is my answer: It's available online, at bookstores, available for request at libraries, on my website (www.NewShelves.com), or from me directly. It's also an ebook in all formats.

Fifth Question: *How are you promoting the book?*

This is the question that stumps most authors. And for those that do know the answer, their answers are often not enough to impress industry insiders like this lady. Have an answer ready that will show her you know your business. This is not a time for sheepish grins and "aw shucks, I'm just an author." Know your social media plan, know how many reviews you want to get and from where. Know how many newspapers you will be contacting. Know how many radio interviews you plan on doing. If you do not know how you are going to promote your book, how can you ask anyone to put it on their shelves?

... Continued on page 27

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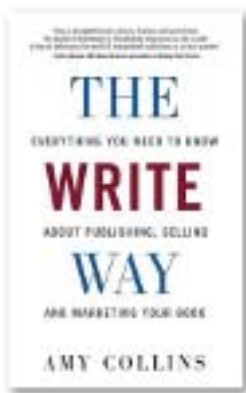
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5 Questions: Continued from page 26 ...

Here is my answer: I am doing 2-3 webinars a month with industry big shots like IBPA-online.org and promoting my book in each one. I am a guest blogger each week and writing guest articles for industry magazines and blogs like thebookdesigner.com, NonFictionAuthorsAssociation.com, and WhereWritersWin.com. I have thousands of Twitter, Facebook, and LinkedIn followers and a mailing list that historically has purchased all my past products. I am partnering with huge names in self-publishing such as AuthorU, The Publicity Hound, and Speaker Net. Last week, I was on a pod-cast out of Denver that gets over 30,000 downloads a week. I am promoting my book for several hours a day each day of the week for the next year and driving customers to the locations that agree to stock it.



So. Keep it quick, know your answers cold, keep your audience in mind, and be as respectful as you can. Practice your answers, and you will never be caught up short when the chips are down. You may not get a second chance to make a first impression (and if you want a copy of *The Write Way*, you can find it on my website or online HERE <http://amzn.to/1rQJGDP>)

Amy Collins is the President of New Shelves Books, a book sales and marketing company that helps authors develop marketing plans and increase their book sales. Libraries, bookstores, airport stores, Amazon.com.... contact New Shelves and let them help you learn how to increase your sales. <http://www.newshelves.com/>



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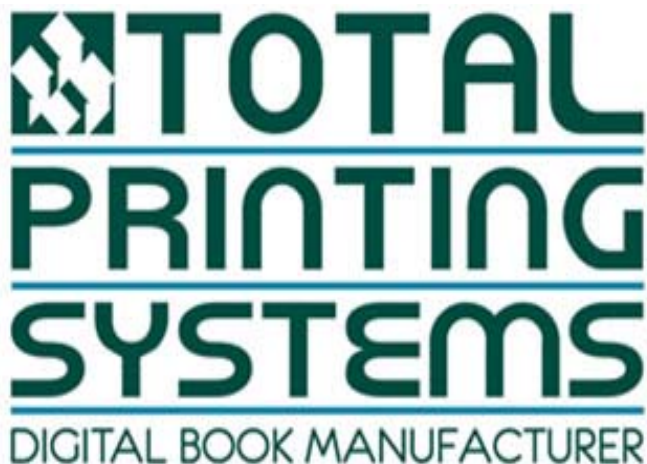
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Total Printing Systems' upgrade to a Kodak Nexpress SX3300 means quicker turn times and higher quality for clients.



Printing times are changing and AuthorU's Premier Partner **Total Printing Systems** has upgraded from a Kodak Nexpress 2100 Plus to a Kodak Nexpress SX3300. The installation started right before Christmas and the press was up and running by December 30th. What this upgrade means is that it will provide multiple benefits to their clients.

"The 2100 Plus was a great press for us for the past 9 years, but imaging technology has improved over the years. The image quality I've seen coming off of the SX3300 is much smoother than we were used to on the 2100 Plus. That is primarily due to the upgrade to Kodak's new HD Dry Inks. The smaller particle size really makes a difference.

Probably the most important upgrade from a client's perspective will be the expanded sheet length. The long sheet feeder will allow us to print up to a 14"x39" sheet much more cost effectively than we could before. This should help reduce turn times and increase image quality for case bound book covers and dust jackets." states Rick Lindemann, Vice President of **Total Printing Systems**.

Additional benefits afforded by the upgrade include

- Speed: The SX3300 prints over 40% faster than our 2100 Plus.
- HD Dry Ink technology expanded the color gamut of the press and really smooths images, allowing for better solids and photo reproduction.
- The 5th color unit will now have the option for light black, which helps smooth and enhance all images even further, especially grayscales.
- The dimensional clear option for the 5th unit will add more tactile finishes to book covers without having to go through the time and expense of embossing or running textured stocks.

Total Printing Systems is committed to continued investment in equipment upgrades, as technology advances, to best serve our clients.

Total Printing Systems, a short-run digital book manufacturer, was founded in 1973 by Rich and Wendy Lindemann. TPS offers single to full color on covers and interiors, an in-house bindery, Print-On-Demand, Ship-On-Demand fulfillment, inventory management, and warehousing services. The use of cutting-edge technology and decades of experience has brought Total Printing Systems to the forefront of the book manufacturing industry.

Visit **Total Printing Systems** totally redesigned website at www.tps1.com ... it's gorgeous!

AuthorU is honored to have Charlie Tlapia <mailto:Charlie@tps1.com> and Meg Souza <mailto:meg@tps1.com> as our contacts.

What Authors Can Learn from Politicians

By Philippa Burgess



Are we there yet? We all might be experiencing political burn-out in the news cycle. But as we watch the Dem and GOP Presidential candidates battle it out to be their party's nominee and ultimately win their place in the White House – here is what we as authors can all take away from those who have come and gone, and those who remain vying for the Presidency.



Building a campaign for the highest office in the land and running a campaign to sell a lot of books are no small feats.

They both need to

- have an enormous amount of confidence;
- have a vision for how they improve other people's lives and build a fan base;
- fire up and motivate their fan base;
- make sure their message is resonating;
- ask for sponsors, donations, and sales;
- hire and manage a team;
- enroll volunteers;
- seek endorsements;
- ask you to come out and support them at events;
- confirm that you are on their team;
- ask for your (vote) of confidence.

Let's look at their **5 Paths to Promotion** that it takes to build and run a political (or author) campaign.

On Stage – They are out among the people. They regularly take the stage. They give prepared speeches. They give stump speeches. They participate in discussions where they can communicate their vision, experience, and value proposition. They regularly meet and greet with those who can

... Continued on page 30

Learn from Politicians: Continued from page 29 ...

help their cause from community leaders to the everyman. They do their best to inspire, and then they ask for what they need to move their mission forward. They remain out among people and regularly engage in moving from city to city, spreading the gospel of their campaign.

On Air – They frequently appear on television and radio. They participate in live events that are broadcast, as well as on news programs and other talk show platforms. They also run television, radio, and online commercials and post videos. They engage in a larger conversation and they spark conversation that gets other people talking, especially the pundits and other experts who want to chime in on the conversation. They have professionals to handle their media relations and maintain relationships with journalists and media outlets, which help to get and keep them on air.



In Print – The stories are covered in newspapers, magazines, and digital media. They send out their own press releases and opinions, and engage others in contributing and amplifying stories about them. They get reviews, endorsements, and testimonials that can be written up and printed. Print can also extend into all of the business cards, mailings, signage, banners, bumper stickers, lawn signs, t-shirts, mugs, koozies, and anything else one can think of that promotes the brand and message. Every candidate has a gift for you in exchange for making a financial contribution to their campaign.

Online – They own the right URLs and have a professional and inviting website. They set up all of their social media channels and have a team contributing content and engaging with fans. They work hard and strategically to build an e-mail list and regularly send well-crafted e-mails providing updates and soliciting support. All the leading candidates have Apps, and the gold standard of apps currently resides with Ted Cruz, who has every angle of gamification, communication, and amplification covered.

Awards & Accolades – They work hard to build relationships and gain endorsements from influential people and groups. They engage in various competitions and seek to gain wins and celebrate those wins. They gain their credibility and momentum from third party validation and use that to build and continue momentum. In the Presidential campaign, it is the race for delegates; and as authors it is the race for awards, reviews, and testimonials.

It's all of our task to find the right audience who will resonate with our mission and use every means possible to reach them, stay connected, and keep them motivated. It is important that we learn to ask for votes in terms of book purchases and reviews, for people to attend events, for financial support, and to ask your supporters to help spread the good word in person and online.

Philippa Burgess is a Director of AuthorU and works as a professional in Marketing, PR, and Creative Project Management. She just published her first book, "Inspiration and Ideals: Thoughts for Every Day" www.InspirationAndIdeals.com

Fiction & Nonfiction Authors: 19 Ideas for Blog Posts, E-mail Topics and Media Interviews

By Joan Stewart, The Publicity Hound

Fiction writers often struggle with what to write about at their blogs, or when sending e-mail to their e-mail list.

That's because they consider themselves storytellers, and it's sometimes hard to tell a story in a limited amount of space, especially in e-mail.

Here are 19 ideas, most of which work just as well for non-fiction writers. Print this list and tack it to your bulletin board so you'll never be lacking for something to e-mail. Most of these topics are interesting fodder when doing media interviews about your book.



1. What's the most unusual thing in your office that inspires, entertains, or humors you? Mine is a miniature replica of my first car: a 1962 white Chevy Nova we affectionately nicknamed "The White Tornado." If you have an old photo of your car, include it.
2. What writing problems do you struggle with, and how do you solve them? This shows your human side.
3. Share fun facts about the locale where your romance novels or fiction takes place.
4. Pay attention to questions people are e-mailing you. Often, these are also great fodder for a blog.
5. What sparks your creativity? I wrote a fun post about How a Sink of Dirty Dishwater Sparks My Creativity.
6. Who is your hero? And why?
7. What one event in your childhood had the greatest effect on your writing career?
8. If you weren't doing what you do today, what other job would you have?
9. Who is your best friend, and what do you like best about him or her? List your best friend's favorite books. How do they compare to yours?
10. What "lesson from mom" do you still live by today?
11. What's the one thing you want to accomplish, or write about, before you die?
12. If you could spend a week anywhere in the world, where would it be? Would you write or read there, or do something else?
13. Do you have a pet that keeps you company when you write? If so, write about your pet. Has it taught you anything about writing? If so, what? Include a photo.

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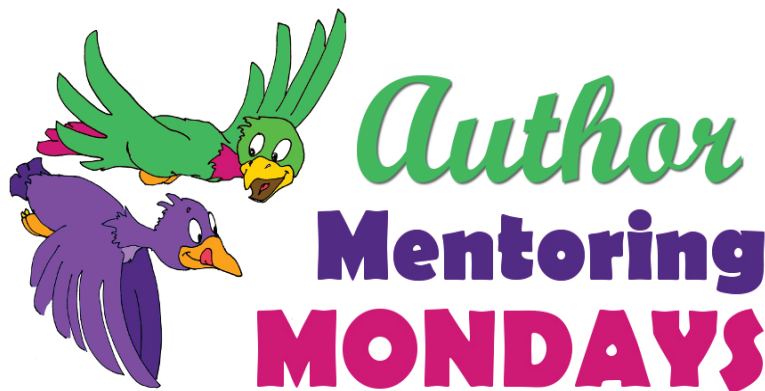
19 Ideas: Continued from page 31 ...

14. What's the worst writing mistake you ever made that taught you a valuable lesson?
15. What's the most unusual place you have visited?
16. What's the most unusual book you've read that's made a lasting impression?
17. If you could have a quiet dinner with just one author, who would you choose? What would you want to discuss? What questions would you ask?
18. Create a survey that's related to the topic of your book and share it with readers. Report the results.
19. Create a fun quiz about one of your books and award a cool prize.

Finally, I recommend keeping a swipe file – a paper or digital folder into which you move articles that other authors have written about topics you you'd like to address. If you write about the same topic, consider linking to the original article.

You'll never be lacking for content.

Publicity expert Joan Stewart shares snack-size tips just like these in her e-mail newsletter every Tuesday and Saturday. Subscribe at <http://PublicityHound.com/tips/sample> and receive her two cheat sheets "89 Reasons to Write a Press Release" and her "Top 10 Free Tools for Free Publicity." Joan welcomes your burning questions about book publicity. Send them to <mailto:JStewart@PublicityHound.com>.



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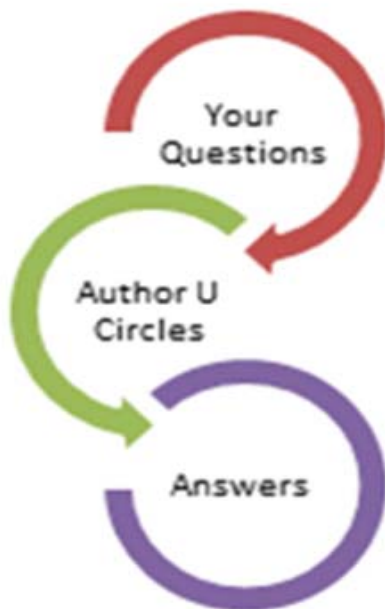
DeFlippo. Every Monday except for Federal Holidays, they are live on line to help you out.

The phone number to call is 218-632-9854, access code 1239874444 #. As a GOLD or BEST SELLER member of AuthorU ... are you checking out the new benefits on the website? You need to login to get them. We suggest you change and personalize your password so only you know it. The time is 12:00 Eastern, 11:00 Central, 10:00 Mountain, 9:00 Pacific.

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/>

Three Ways to Cope with Social Media Fatigue

By Melody Barnes Jones



Are you just plain tired of social media? Social media fatigue is a real issue for everyone who must use it as part of their business strategy, including authors. Being an author IS a business after all.

Since social media is a vital aspect of author platform building, it's not wise to simply stop using it. Doing so will not only halt your momentum, but it will be viewed negatively by fans and by publishing industry professionals.

What's an author to do? Adopt these coping strategies to fight social media fatigue.

1. Automate Your Social Media – Smartly

It can be wise to use a tool such as HootSuite or Buffer to automate your social media postings, especially to Twitter. This relieves the pressure of having to be “on” 24/7. However, you cannot automate engagement with fans, colleagues, and other authors; and as we know, engagement is a top goal in the social media world.

Use an automation tool and then schedule a time in your calendar to check in once or twice a day to monitor and respond to activity. The key here? Don't do any surfing – just interact and leave. This helps reduce fatigue.

2. Avoid the Squirrel Syndrome

You know the joke about dogs. They focus on the task at hand – until a squirrel arrives on the scene! That squirrel looks shiny and new and fun. Let's go play with him.

... Continued on page 35



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.

Special Sales: Continued from page 34 ...

Stop chasing after the newest arrival on the social media scene. Instead, continue to focus on the platforms you already use and know. If you have a solid presence on Facebook, Twitter, or LinkedIn already, stay there and continue to build your author platform.

When you are no longer in a state of social media fatigue, you can read up on the latest social media network to see if it applies to your target market, and then move slowly in learning to use it. Don't bring on more fatigue by rushing into it.

3. Outsource Social Media Management

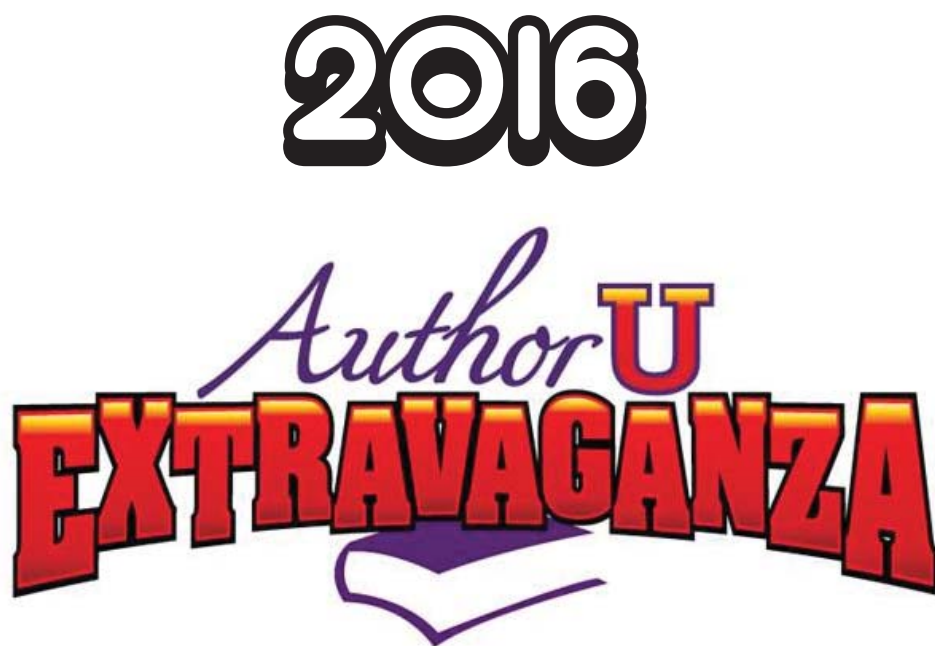
Hand over the fatigue to someone else. There are a number of social media professionals out there who work with authors. They can be valuable partners in building your author platform, and it's their job to keep up with the latest and greatest in social media.

If you balk at pricing, I urge you to take a close look at where you're time is going. What is it costing you to lose out on speaking engagements, interviews, and doing the writing you love so much? Hiring a social media manager is an investment in YOU and your success.

Utilizing social media is a must-do for authors in today's world. Adopting effective coping strategies to reduce fatigue is also a must-do.

Melody Barnes Jones is Founder and CEO of Social Media Management Services. Melody is your Social Media Aspirin. She fights Facebook fever, hashtag headaches and insta irritations! Visit her website to learn about her programs, upcoming workshops, and coaching services at www.socialmediamelody.com. Email her at <mailto:melody@socialmediamelody.com>.

The advertisement for CloudNet 360 features a woman in a headset on the left and a large circular diagram on the right. The diagram is centered around the text "Sell More... Faster!" and includes a cheetah image at the bottom. Surrounding the center are various business automation tools, each with an icon and label: Ticket System, E-Business Advisor, CRM / Auto Responders, Membership System, Scheduling System, Mobile Apps, Website Builder, Shopping Cart, Affiliate System, Project Manager, Live Chat, and Click To Call. A red box in the top left corner contains contact information: "Call Us: (888) 388-1815", "Or ... Go Online, and Click ...", "Int: (847) 380-7306", and "We'll Call You". Below this is the website "www.cloudnet360.com". At the bottom left, the CloudNet 360 logo is displayed with the tagline "Introducing... 360 CloudNet Everything • Everywhere • Business Automation". A red button in the center of the diagram says "Try It Today For 30 Days".

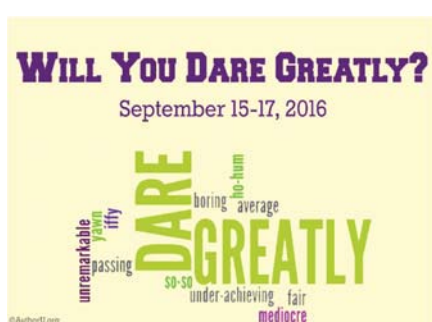


Reserve Your Spot now ... DARE GREATLY

the AuthorU Extravaganza slated for September 15-17, 2016

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

Brainstorming with the Pros will be back. Other Extravaganza sessions will include presentations on Agents; 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. Register: Call the office, **(720) 558-9838.**



Get your DVDs and CDs from all the Extravaganza sessions ... from the

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

Three Neglected E-Book Considerations

By Carolyn Howard-Johnson



A website owner was asked what the “three most important components are for publishing a professionally produced e-book.” He referred the question to me. As long as I was figuring out the answer to this all-important question, I figured I’d pass it along to you; but the question was just too hard to answer in its original form. I took the liberty of qualifying it with an introductory clause and here it is.

Because a self-publisher must be a jack of all publishing trades and because many readers are still not comfortable with e-books, I believe these are the three most important components of publishing an e-book.

1. **The cover.** Visuals are powerful tools. A great book cover may be even more important for an e-book (even though it’s virtual) than for a paper book. It will probably be the only visual a reader will have to connect the reader to the author’s (and publisher’s) credibility.

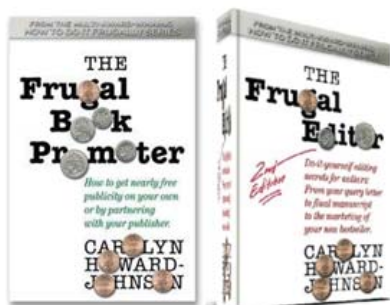
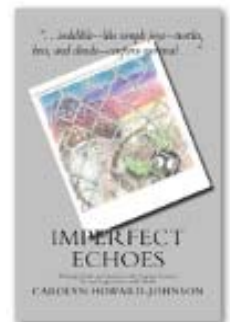
2. **Great editing.** Too many authors and e-book publishers think that great editing is merely the process of eradicating typos, but it’s a lot more. It’s grammar. It’s the conventions of writing (like punctuating

dialogue correctly). It’s even the formatting. And it’s knowing about the things that your English teacher may have considered correct, but they’re things that tick off publishing professionals like agents and publishers!

3. **Formatting.** I list this last because most e-book services like Amazon, Createspace, BookBaby, etc. make it clear that formatting is essential and provide guidelines for getting it right. I included expanded step-by-step instructions for formatting your book for Kindle in the Appendix of my multi award-winning book on editing, *The Frugal Editor* (<http://bit.ly/FrugalEditor>).

Note: You should know that when a reader buys your e-book on Kindle, they get to choose what reader format they prefer, and it costs you no time reformatting and tracking several different accounts.

PS: The fourth most important component of e-books is marketing. No e-book—no book!—is truly published if it hasn’t been marketed. It’s part of the publisher’s job, no matter how it is published or who the publisher is. And if it is self-published, marketing is as much the author’s job as the writing of the book. Everything you need to know to market your book the way a professional would if you had the money to hire her is in *The Frugal Book Promoter* (<http://bit.ly/FrugalBookPromo>).



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 sign-up form at the top right of nearly every page on the site.

Your Guide to BOOK PUBLISHING



Think of the weekly radio show as a **CE event (continuing education.)** Listen in “live” on Thursdays at 6 ET or go to the Home page and click on the ON THE AIR icon ... you will have at your fingertips the latest show as well as access to 350 others. Last Thursday, it was a don't miss this one—rolling out the all new AMS: Amazon Marketing Services. Part II is this week. You don't want to miss the replay, available on the website via the On the Air image ...

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Each week, there is a new show—no re-runs or repeats. Make it a habit and tune into the latest in what's happening and changing in publishing along with take-aways of strategies that will add to your success quotient.

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 e-mail <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>

Have you joined?



There are over 14,300 members worldwide. Join through groups. Share information. Ask questions. It's 24/7.



The Technology and Tips Toolbox

Twitter Tools for Your Toolbox:

Learn More About Your Twitter Followers, Colleagues and Competitors

By Kelly Johnson



With the laundry list of available tools and services for each social media platform, it can feel like you are drowning in “information overload” to try to determine which tools may be worth your time to implement.

Listed below are four free tools for Twitter to help you learn more about your Twitter followers and stats, grow your online influence, and get ideas for content from insight on finding most retweeted tweets and tweets marked as favorites by your colleagues and competitors.



Tweepdash: <http://tweepdash.com/>

Tweepdash helps you distinguish mutual followers and people who are not “sharing the love.” It is a very time-consuming process to go through and sort out your Twitter list. With Tweepdash, you get an overview of your entire Twitter community.



My Top Tweet: <https://mytoptweet.com/>

Find anyone’s Top 10 tweets, ordered by engagement. My Top Tweet analyzes any Twitter account to show you that Twitter account’s most retweeted tweets. Enter the Twitter handle of people in your industry and discover which of their tweets are getting re-tweeted. This is another method to discover content that is getting attention in your area of expertise, and how you may want to incorporate those topics into your posts, tweets and writing.

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Have you joined the Author U LinkedIn group?



LinkedIn Group

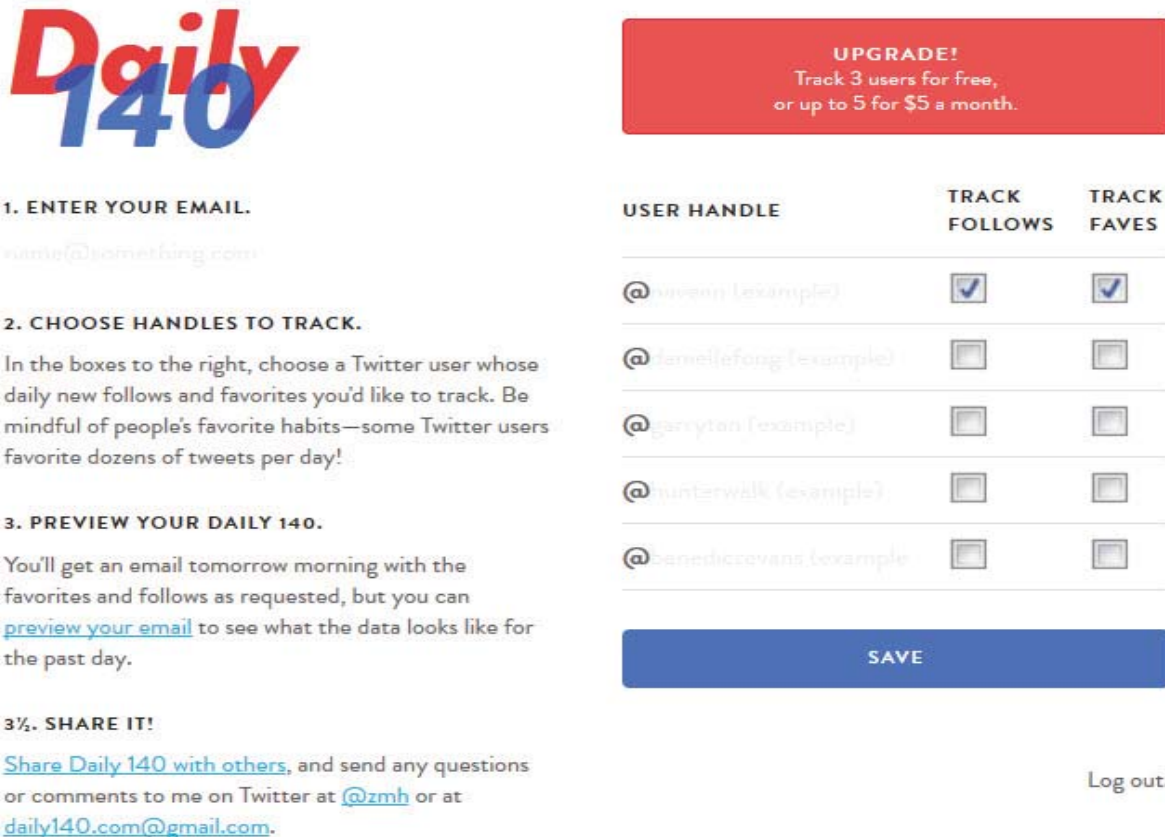
There are over 13,000 members worldwide. Join through groups. Share information. Ask questions. *It's 24/7.*

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

Technology Tips: Continued from page 39 ...

Daily 140: <https://www.daily140.com>

The free version allows you to enter the Twitter handle of 3 people you want to track, and Daily 140 e-mails you once a day with all the new people they have followed and tweets they have marked as favorites.



Daily 140

1. ENTER YOUR EMAIL.

2. CHOOSE HANDLES TO TRACK.
 In the boxes to the right, choose a Twitter user whose daily new follows and favorites you'd like to track. Be mindful of people's favorite habits—some Twitter users favorite dozens of tweets per day!

3. PREVIEW YOUR DAILY 140.
 You'll get an email tomorrow morning with the favorites and follows as requested, but you can [preview your email](#) to see what the data looks like for the past day.

3½. SHARE IT!
[Share Daily 140 with others](#), and send any questions or comments to me on Twitter at [@zmbh](#) or at daily140.com@gmail.com.

UPGRADE!
 Track 3 users for free, or up to 5 for \$5 a month.

USER HANDLE	TRACK FOLLOWS	TRACK FAVES
@mvean (example)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
@janellefang (example)	<input type="checkbox"/>	<input type="checkbox"/>
@garrytan (example)	<input type="checkbox"/>	<input type="checkbox"/>
@hunterwalk (example)	<input type="checkbox"/>	<input type="checkbox"/>
@benedicceevans (example)	<input type="checkbox"/>	<input type="checkbox"/>

SAVE

[Log out.](#)



Analytics for Twitter: <https://analytics.twitter.com/about>

Get a visual breakdown of a variety of Twitter stats including these: Followers analyzed by activity and popularity, competitors shown side-by-side with your account, etc.

Explore these tools and let me know what AHAs you learned about your Twitter account, your colleagues, and competitors when implementing them.

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.

Author's Journey: *Part 1*

By Frederic Perrin



Imagine writer's block equivalent to three feet deep, steel-reinforced concrete. Before I completed and published my first novel, almost every time I sat down to write, that's what stared back at me instead of my notepad or monitor. Concrete.

You see, I was one of those authors brimming with creativity but, like the cartoon, sat for hours in a room surrounded by crumpled paper.

I wondered why is writing so hard? I've written poetry and short stories since childhood. I won scholarships in English Literature. So, when I tried to write my first novel, why did my words, so clear and inspired in my mind, fall mangled, lost, or broken on the written page?

As a child I knew (or thought I knew) that one day I would write books. You can imagine my depression when I considered the prospect that I could not write a book. I

cannot count the times I screamed, "If it's this hard to write a book, it's obvious I'm not an author!" Yet, I kept writing. I tried everything. I wrote with my eyes closed. I'd pull words I'd made with a label maker from a box, dropping them on my desk in some wild hope they would inspire me. I even bought an expensive and, I hoped, magic pen to help me write through concrete.

Worse, I tried to quit writing. God knows I tried. During those turbulent writing years, if I'd had the money, I would have hired a hit on my writing muse.

But I couldn't stop writing. Cruel world! Was my writer's life some bizarre Pit and the Pendulum where, if I stopped writing, I might save myself from the ghastliness of the pit, and yet, plagued, driven by my writer's muse, my fate might be worse — to stare above me, horror-stricken, as a swinging, razor sharp and descending blade permanently edited me before a book editor?

Happily, I did not 'off' my writer's muse. Now, having published several award-winning novels, I can look back to what helped me overcome writing obstacles and look forward to more books to come.

I hope the following points help you with your writing.

- As the saying goes, "Don't think. Write." In hindsight, thinking while I wrote was my worst writing offense. I was one of those authors that as soon as my first words hit the page, I'd stumble into editing mode, killing my creativity and stifling my muse. Try it if you don't already do this. Just write. Don't worry about what comes out — even nonsense. Keep writing. Eventually, it's the only way you will discover your writing voice. Editing comes later.
- If, like me, you've felt you're destined to be an author — you are. Have confidence. Most people have no idea what talent and commitment it takes to write a book, so if you're thinking

... Continued on page 42

Author's Journey: Continued from page 41 ...

of writing a book or are currently writing one, you already stand high above the crowd.

- There's no writing formula that works for everyone, but what Ray Bradbury taught me helped my writing:
- Write during the same hours each day
- Write in the same place
- Surround yourself with what inspires you. When Ray hit writer's block, he'd reach out to his cluttered desk, pick something up — maybe a plastic dinosaur or astronaut — and, after a moment's reflection, start writing. If you're surrounded by what inspires you, whatever you look at or pick up will inspire you.

Make sense? Whether yes or no, stop reading and get writing.

Frederic Perrin is the author of *Rafi's Song* and *the Stones of Erebus* (Mom's Choice Awards/Eric Hoffer Award), *Rella Two Trees — The Money Chiefs* (Mom's Choice Award) and *Jordan Wilde — The Devil's Hoof Prints*. In his author's journey, he was also the creative director and final editor for *American Idol's* commemorative book, *Backstory* and *Season 9 Highlights*, creative director for school yearbooks featured on the television series *Glee*, and a General Manager at Friesens book manufacturing.

Today, he is writing two new books, publishing young children, and helps fiction and nonfiction authors write, edit, and publish books.

Whatever it takes
to get your next children's book to market faster.

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

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Why You Aren't Selling Books with Social Media

By Sandra Beckwith



Because my first book was published long before LinkedIn, Twitter, Facebook, and Pinterest were words, I know that there are lots and lots of things you can do to promote your book that don't involve using social media.

I also know that most of today's authors don't realize that, so they rely nearly 100 percent on social media to promote their books. When they do it "the right way," that can be pretty smart. Social media can actually help you sell more books.

When it's done the wrong way, though, it's a huge time suck that gets you nowhere.

So what is the "wrong way?"

Here's just one example straight from this morning's Facebook news feed: An author I'm friends with posted, "*Check out my book on Amazon*" with a link to the book's Amazon sales page.

That is so not intriguing. And why should I, anyway? Instead of using such a generic message, why not tell me *why* I should "check out" your book on Amazon, instead? How about something much more specific, like:

"If you buy books with life messages for your children and grandchildren, you will love my new book, The Turtle's New Best Friend. It tells the story of two unexpected animal friends in a way that helps the little ones embrace diversity."

Adding details that will help your friends recognize themselves in your book's benefits will make it much more likely that your post will strike a chord with your target audience and generate that click-through and purchase.

Here are three more of the most common mistakes authors are making with their online resources – mistakes that are probably killing book sales.

1. Tweeting "buy my book" repeatedly (or even once).

If this wasn't so common, it would be funny.

It's okay to tweet "my parenting book that will transform your family is now available here," or "read a sample chapter of my cozy mystery here" now and then, but follow the 80:20 rule: 80 percent of your messages should be interesting, entertaining, or helpful and just 20 percent should be promotional.

While you're at it, stop sending "buy my book" direct messages (DMs) to your Twitter followers, especially when you have no idea what those people enjoy reading.

... Continued on page 47

Why You Aren't Selling Books: Continued from page 43 ...



2. Adding people to your e-mail list without their permission.

Don't add someone to your e-mail list simply because you added yourself to theirs. Just because you want what they have to offer doesn't mean they're interested in what you're sharing. You aren't allowed to decide for them. In fact, this is against the law in some countries, so stop it now before somebody reports you.

Best practice is to get a person's permission to be added to your mailing list. It's called "opt-in" marketing. Anything that isn't opt-in is considered spam. Your (necessary) e-mail distribution provider (MailChimp, AWeber, ConstantContact, iContact, etc.) will have information about this on its site, so please take the time to find and read it.

In addition, you must provide instructions for how somebody can unsubscribe from your messages. And when they do unsubscribe, don't contact them about it. Don't write back – as so many do – “Are you sure? I'm on your list, after all.” Remember, unsubscribes aren't personal. They simply reflect the individual's interests – which change over time – and the time they have for reading e-mail messages.

3. Using someone else's Facebook timeline as your book's billboard.

Case in point: After I accepted an author's Facebook friend request, she started posting links to her book blog on my timeline – no message, no “I think you'll like this” – just the link. DELETE. (And unfriend.)

Somebody else adds a link to her Amazon sales page with every comment – whether it's a birthday message or a contribution to a discussion. DELETE.

This constant promotion is the social media equivalent of, “But enough about you. Let's talk about me,” at the neighborhood block party. YAWN. Authors who do this think they're being “social” when in fact, they're being anti-social.

So what is the right way to use social media? I always recommend identifying one social network that's the best fit for your book's target audience, then learning how to use it effectively. Take an online course or read a book about it. Follow the bloggers who offer advice on that particular network. Once you've learned how to do it the “right” way and have it reasonably mastered, add another social network to your collection and take the same approach with that one.

As with all else, a little education goes a long way – and it could keep you from steadily losing all those social connections you worked so hard to acquire.

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>.

Creative Minds – Timing is Everything

By Shannon Parish



Learn how to work with two opposite power types when working on your project.

I'd like to introduce you to two power types you must have on your team. Whether they are involved as service providers, partners, or outside counsel, these two "power people" will help to keep your project moving, IF you understand their powers - and what the timing is to have them step in for their input.

When you are building your dream and planning your future, you will be working with a variety of team members. Understanding who should make up your team, as well as when to have them involved in your planning process, is important.

As I discuss the strengths of these two personalities, keep in mind that "every gift, gone to excess, becomes a weakness." Too much of a good thing isn't always good. Identifying the motivations behind the

suggestions from these people will help you to balance your decisions based upon their feedback.

The Creative

Description = A Creative is a person who is constantly flowing in ideas, solutions, and "how to" thoughts on a 24/7 basis. Nearly impossible to turn off, their brain is electrified with color, music, solutions, ideas, insights, and inspiration. Vision and future focused, they see things as though they have already existed and can lose you in their conversations because of this future view.

Strengths

- Resourceful
- IDEAS! Ideas from scratch and ability to repurpose ideas to create more.
- Ability to visualize alternatives to achieving a common goal
- Can visualize your project and be invaluable in encouraging and stirring you up when uncertainty raises its ugly head.

Weaknesses

- Rabbit trails! One thing leads to another.
- May forget your agenda and get lost in their own agenda

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Creative Personalities: Continued from page 45 ...**Action Steps**

- Abundance of information and ideas does not mean you have to do all of them. This is information and ideas. Take what you like and what resonates with you and your goals.
- Ask questions that will bring the Creative out of the future and back to the present. Asking a Creative what steps are needed to get from A to B will open the door to all of those rabbit trails I just mentioned. One step opens a door to many possibilities. Instead, ask questions as though the most exciting idea has already been achieved. Bring them back from the future by asking them steps that identify how they arrived at that idea. This will help them to focus on that one idea instead of all the other possibilities available. Sample questions to ask include
 1. "How did you arrive at that?"
 2. "What steps would have been taken to get this result?"
 3. "What materials or people would be needed to accomplish that?"
 4. "What other resources would be needed?"
 5. "What is the simplest way to do this?"
 6. "What can we do today?"

The Problem Spotter (not to be confused with problem solvers)**Description**

- They can see potential problems a mile away
- Their statement of "there's a problem here" may sound like criticism or a personal opinion, when in fact, they are simply stating that there's a problem.
- Depending on their purpose and focus, one type of Problem Spotter may be more focused on processes and systems, while another is more focused on finances and another on the How-tos. (Note the word FOCUSED)

Strengths

- Detailed
- Insightful and discerning
- Ability to see 'land mines' from a distance, they alert you to issues that need to be solved ahead of time or avoided altogether.

Weaknesses

- Worrisome. Remember, they focus on problems.
- May be inflexible and demand that things be done a certain way (their way) in order to protect the integrity of what they've understood your project to be.

Continued on page 47 ...

Creative Personalities: Continued from page 46 ...**Action Steps**

- Be very clear in your end goal. If you don't mind expanding your project, tell them; otherwise, they will see your expansion as a problem.
- Ask questions that will help you clarify and understand the problem that has been spotted. You'll want to evaluate that problem according to what you are comfortable with, not what the Problem Spotter is comfortable with. Sample questions to ask include
 1. "What is the best case scenario?"
 2. "What is our worst case scenario?"
 3. "What do you recommend?"
 4. "Can you tell me more?"
 5. "What other resources would be needed?"

A Problem Solver who is gifted at spotting the problems before they happen is good to have at the beginning of your project planning and periodically when you are at crucial points of planning where you need to see the next problem.

If a Problem Spotter is involved throughout the entire process, you may experience discouragement and hopelessness as each problem is pointed out, no matter how minor. This is what problem spotters do—so the best time to have a Problem Spotter involved in your project is at the beginning, periodically in the development, and a final time when wrapping up that particular stage of your project. Understand that problems will always be seen. Your job is to decide the risks and benefits in the completion of your project and what outweighs what.

On the opposite side of the spectrum is the Creative (described at the beginning of this article) who sees possibilities and opportunities in everything. The flow of ideas that pour from their brains can easily overwhelm you and take you off course with your planning. Be sure to have your Creative involved when you need problems solved or additional ideas for growth and development. Having both personality types working on your project is smart; however, it can be a problem IF you are not aware of their strengths and the value of their different perspectives and feedback when arriving at a balanced decision for each stage of your project. Just because something is pointed out or suggested does not mean your project is good or bad. This is just information. Weigh each viewpoint and make your decisions accordingly.

Being certain of your goal will help you navigate through the overwhelm or panic that can be triggered from getting too much information too fast. Again, understand that this is information only, and you are being presented with possibilities.

Timing is everything, but so is understanding the information that you are receiving from your team. Alternating your informational input in spotting problems with finding solutions will help you to identify that which resonates with your vision, as well as what doesn't.

Creative Personalities: Continued from page 47 ...

Pay attention to how you react when listening to others. If you feel inspired and energized, you're on the right track. If you feel overwhelmed or disheartened, you aren't yet there. Don't despair - ask different questions of the right people.

My suggestion: Alternate between a Problem Solver and a Creative in your project planning. Consulting them both at the same time may result in conflict and frustration.

If you lean towards the practical, analytical way of thinking, understand your tendencies and look for options that expand your horizons. Ask the questions that reveal details and timing, as suggested above.

If you are a Creative working with other Creatives or people who are creative, be certain to have a Problem Spotter on your team to ask key questions along the way and don't take their feedback personally! This is information only, and invaluable in keeping you off of those darned rabbit trails!

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

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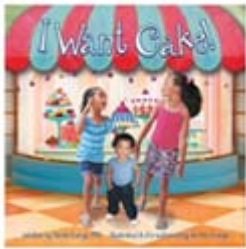





Did you know that AuthorU posts THREE Blogs a week?!

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

AuthorU Member News



Jo Kairys gets accolades from the book world! ***I WANT CAKE!*** receives a 4 star Book Review from ForeWord PLUS and is a Foreword Reviews' 2015 INDIEFAB Book of the Year Award Finalist and just pulled down the Best in Children's Books from Mom's Choice book awards.

"A delectable picture book, *I Want Cake!* will capture children's attention and dazzle with beautiful illustrations.

"Spectacular layered illustrations and a playful story combine in *I Want Cake!*, a deliciously entertaining children's book. With its bright colors and childlike logic, it is sure to satisfy.

"One morning Leen wakes up and tells her sister she wants cake. After her sister, YaYa, reminds her they have not even eaten breakfast, Leen convinces her that maybe they can have just a little bit of cake. Thus begins their adventure to find cake, with little brother Jaden tagging along as younger siblings tend to do.

"This is the second book from authors Daniel Kairys and Jo Ann Kairys. Inspired by Daniel's daughters' story-making, the child-friendly language and kid-logic will keep youngsters turning the pages, wanting to see what the siblings and their friends and family will come up with next. This is most evident after they ask their mom for cake for breakfast: 'It's too early for cake. How about some lambi ak jon jon?' Mommy asked. The girls respond with: 'What? That's snails with mushrooms! Quick! Run away!' Parents will get a laugh, too, at such offerings as snails and mushrooms, books, or a bike tire instead of cake.

"Jo Ann Kairys's digital collage illustrations are striking. The book has photographs of the characters layered onto bright, cheery backgrounds, which feature collages of various styles from paintings to whimsical drawings to photographs and more, all layered to give a sense of depth and create an enthralling and captivating page. Each illustration has something new and different to delight in. Entirely different from most children's books, *I Want Cake!* stands out.

"The easy-to-read layout features text on one page and an illustration opposite. Even the font is fun, while still readable. The end of the book includes a recipe for a vegan vanilla cake and some information about the positive environmental impacts of making vegan or dairy-free food.

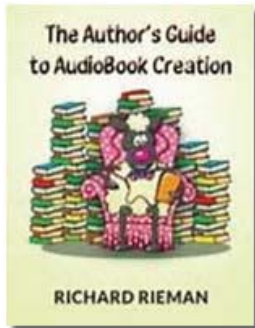
"A delectable picture book, *I Want Cake!* will capture children's attention and dazzle with its brightly colored illustrations. Its fun story and humor will keep readers coming back for more."

Beth VanHouten, Foreword Reviews

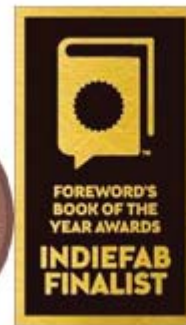
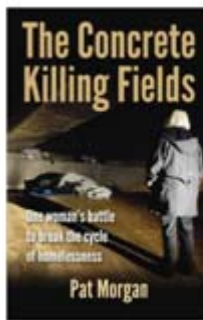


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Author Member News



Richard Rieman's first book, *The Author's Guide to Audiobook Creation*, has led to massive consulting as soon as news was out that it, and he, was available. *The Author's Guide to AudioBook Creation* hit the Top 10 in two Amazon Audible categories. The audiobook version (narrated by the author, of course) is outselling the paperback and eBook versions! The book was a finalist in the National Indie Excellence Awards in Writing & Publishing, finishing just behind the winner, the awesome *The Crowdfunding Guide for Authors and Writers* by Judith Briles! It was also a Finalist in the Writing/Publishing Category with the International Book Awards.

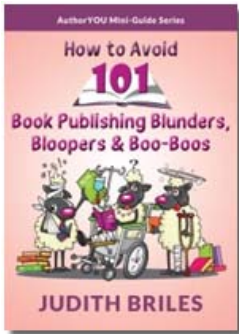


Kudos to **Pat Morgan**. Her book, *The Concrete Killing Fields*, just nailed down the GOLD in the Beverly Hills Book Awards. This is Pat's fourth book award. *The Concrete Killing Fields* has also won the Bronze in the Independent Publishers IPPY Book of the Year Awards, the Silver in the National Federation of Press Women (NFPW) Book Awards and a Bronze in Foreword Reviews INDIEFAB Book of the Year Awards. This spring, she picked up a Finalist in the Autobiography/Memoirs with The International Book Awards.



Judith Briles' book, *The Crowdfunding Guide for Authors & Writers*, has won two additional book awards, bringing the total to FOUR since its debut last summer. The latest are the GOLD from the Indie Excellence Book Awards and the SILVER from the IPPY awards (Independent Publishing book awards) in the Writing/Publishing category and Finalist in the Writing/Publishing Category with the International Book Awards.

Author Member News

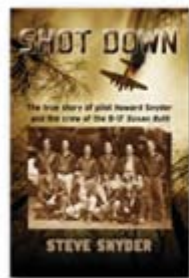


This summer, **Judith Briles** released her 35th book, ***How to Avoid Book Publishing Blunders, Bloopers & Boo-Boos***. Designed by Nick Zelinger and printed by King Printing. It was officially released on Amazon on May 24th ... you want this baby. As Nick Zelinger said as he laid it out, “Every author should have it.” The sheepie guys are back for their fifth appearance!



Kim Curtis' *Money Secrets: Keys to Smart Investing* picks up two more awards as well. In the IPPYs Finance/Investment/Economics category, she claimed the SILVER and the prestigious Benjamin Franklin book awards honored her with FINALIST/Silver as well.

People often shy away when they hear “wealth management” ... “what’s that?” ... Kim Curtis doesn’t—highly recommend it for all who want to really succeed in the money maze.



Steve Snyder continues to rack up awesome publicity and book awards for ***Shot Down-the True Story of Captain Howard Snyder and the Crew of the B-17 Susan Ruth***. Now in the mid-teens in number count, blogs are supporting and he sells out at his speaking events. Ideal to gift to all with military service ...



TIPS for Authors



If you are a Twitter user, having the right Twitter tools will make you way more effective and efficient. Without the right Twitter tools, you will waste a lot of time. Here are a few of our favorites to add to your SEO bag of tricks:



CrowdFire

You can copy followers and identify inactive followers according to how long they have been inactive--one of the best tools. (Why bother following someone who has abandoned their Twitter account?) It has a Keyword Follow, which is very useful for following specific colleagues, top influencers, etc. It has a Blacklist, so that they won't show up as suggestions to follow, a Friend Check, and automated welcome messages. The Keyword and Blacklist feature are excellent!

To do: Go to www.CrowdfireApp.com, and log in with Twitter or Instagram.



Bit.ly

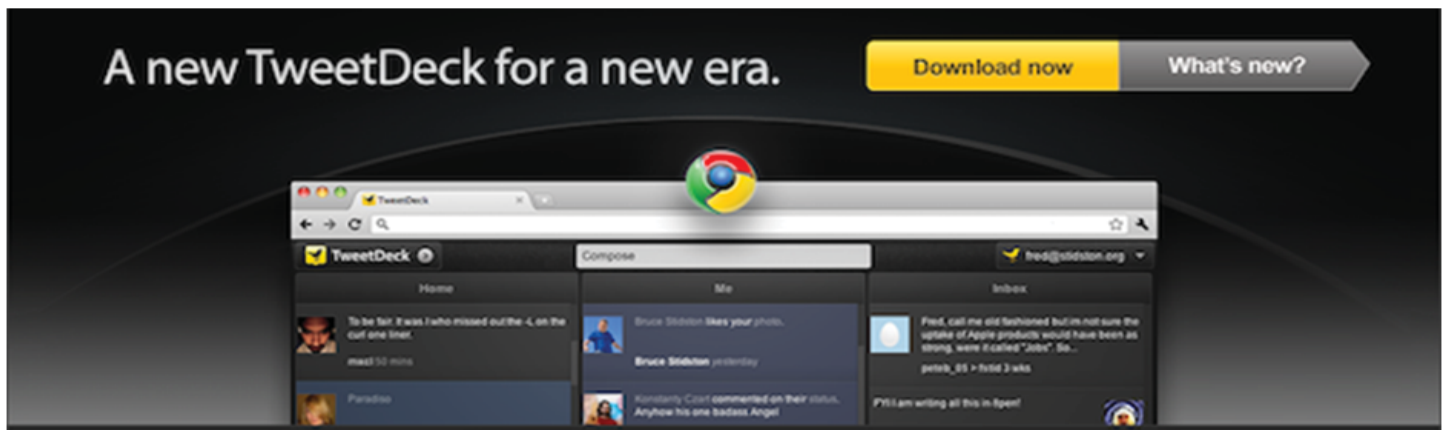
Bit.ly is just a URL shortening service right? Nope! While a free Bit.ly account will give you access to a dashboard where you can shorten and share links to multiple Twitter accounts, there is more ... You can also see the stats for any Bit.ly links you share through your dashboard and plug your Bit.ly API key into Tweetdeck, Twitterfeed, or Seesmic to get stats for links you share through those applications as well. As an added bonus, you can even create your own custom short domain to match your brand

so you can have branding similar to Mashable's on.mash.to and Amazon's amzn.to custom URLs. Customizing any link is a huge assist in your own branding.

To do: Go to Bit.ly and create a free account. Now, take your long Amazon book page feed and "customize" it. Create an announcement to all your followers to Help an Author Out ... HAO ... Include the cover of your book ... if they have my book ... I would be honored if they would post a review on Amazon ... here's the link: <http://bit.ly/TheCrowdfundingGuide>



TIPS for Authors



TweetDeck

TweetDeck boasts a ton of features for you, allowing you to post to other Social Networks, schedule Tweets, and set up search terms to monitor all things happening on Twitter. Includes columns which allow you to track any event very easily.

To do: Go to www.TweetDeck.com and create a free account.



Amazon Best Seller Campaign

Are you planning an Amazon Best Seller Campaign? Do you need help in trying to figure out what categories have “drill down” subcategories? If you are planning a best-seller campaign, being in the right campaign is critical to be in the right categories BEFORE you begin. Are you ready to start exploring the Amazon categories?

Here is the link that’s essentially the hub to all of the Amazon categories:

<http://www.amazon.com/-/b/?node=1000>.

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TIPS for Authors



HootSuite

HootSuite is a powerful Social Media dashboard (So is Buffer.com). It allows you to see comprehensive analytics around your Tweets on top of using their own Owl.y URL shortener. Being browser based, it gives you the option of accessing the same settings from any computer anywhere. There's a free and a "fee" option. For most, the free works just fine.

To do: go to www.HootSuite.com and create a free account.



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Taking Directions from the Lost

IPWatchdog

Create a Take Down Notice for Pirated Books! One of the critical notices to send to any website hosting company is the DMCA (stands for Digital Millennium Copyright Act).

Go to www.IPWatchDog.com and download the sample letter. Do a copy and paste with your information, then submit it to any hosting company that is carrying your books and shouldn't be. The clock starts to tick with a 24 hour window to remove your material. <http://IPWathdog.com>



TIPS for Authors



PiracyTrace

Protect Your Work from Book Pirates! PiracyTrace is an automated platform that searches the entire web looking for copies of your work. With an always-on scanning approach, you can rest assured if it's been copied, we'll find it. There is a

free 30 day trial... after that, to track one book, it's \$1 per month; up to 5 titles, \$4. Suggest you listen in pronto to the podcast done on AuthorU-Your Guide to Book Publishing dated February 25, 2016. Your book may be on the plank with pirates! <http://PiracyTrace.com>

Social Media

Lower Your Social Media Stress Zone! Yup, social media can be totally overwhelming. Here are 5 tips to optimize/maximize your social media presence:

1. Claim one or two platforms to do your posting and shouting out on. Yes, you can be on many, but focus on just a couple to position yourself and your book upon; to add your sage and savvy ahas and advice; and to reshare others blogs, articles, and tips.
2. Blog. No exceptions here. Your blog is your #1 to position yourself as an expert. Practice the Cs: Consistent, Content, Commitment. If you blog on Mondays—then make sure you blog every Monday (holidays included); provide meaty content; be committed to your blog and to your followers. It takes time to build, but with be consistent, content rich, and committed, they will come.
3. Use hashtags. Get over that the # bugs you in front of a word.
4. Post daily. You can answer a question; post a link to someone else's blog; reveal an aha about you or an insight that ties to your expertise.
5. Make sure that your Profiles are current—and include that you are: Expert in _____.



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**The Summer BBQ is always fun to gather at ...
Put Saturday, August 13th on your calendar.**

Your family is welcome. This is the perfect time to bring a guest who might be interested in AuthorU. Details will be posted soon on the Events section for registration. This is an AuthorU freebie for members.



Why Join Author U?



Do you dream of getting your book published?

Are you ready to bring your book to market?

Do you have a book you would like to see find more readers and buyers?

Are you committed to being seriously successful?

It stands to reason that ...

AuthorU is the place to connect with peers and professionals who can lend guidance and support to help you navigate the forever evolving publishing landscape. Many useful benefits and discounts will be immediately accessible to you when you become a member.

Go to: <http://authoru.org/join-author-u/why-join-author-u.html> for more information.

2016



**Members
get a
discount!**

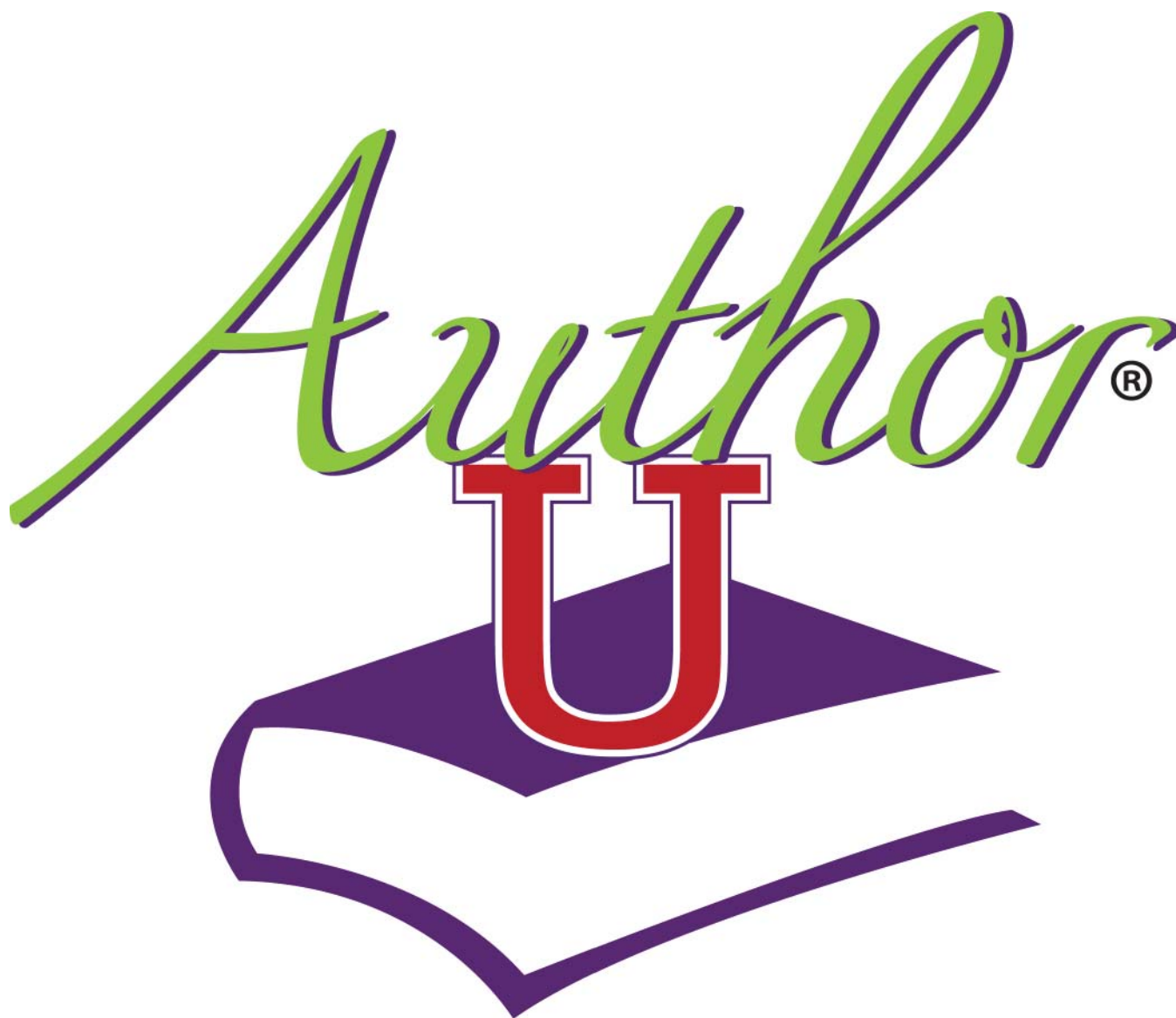
Reserve Your Spot now ... DARE GREATLY

the AuthorU Extravaganza slated for September 15-17, 2016

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

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

Register: Call the office, **(720) 558-9838.**



Everyone communicates differently.

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

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

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

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

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

If you're an Impatient person, type an e-mail message to us Office@AuthorU.org or contact us on our website at: <http://authoru.org/contact-author-u.html>