



# The Resource

Vol. 3, No. 6

A Book Publishing News eZine

www.AuthorU.org

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## Decide What You Want ...

Judith Briles, Author U Founder



Last February, John and I headed out for one of our pleasures—a cruise away from the constant phone and emails. Not that we were totally out to sea for two weeks without contact—we used the Internet Café on the ship, downloaded emails, responded back, and made several very expensive phone calls to clients—as in \$500 worth as I worked with them on continued and ongoing processes of book creation. Book Shepherds don't disappear.

Water is my muse. A vast ocean was beckoning to me—the publishing and writing siren was whispering in my ear, “Come to me, come to me.” About the fourth day in, the writing-for-myself zone took me over. An idea that had been germinating for awhile decided that this was the time ... the place ... start writing.

And I flowed with it ... after all, my first line editor was with me ... I could let it spell out—copy to flash drive, let him start the slash/burn part, back to me for continued tweaking. The flash drive passed back and forth between us in our cabin—we even had room service several times. I was in the groove—words and ideas spilled out. Visuals would drop in. Fun!

By the time I came off the ship a week later, I had the entire first draft of the new book DONE!!! Now another edit pass. Time to think of layout options. I wanted something different—how about some color within the book this time—a different shape to the call-outs that I typically use? This was going to be a type of a workbook for authors—it had to be visually friendly.

Continued on page 2 ....

**Decide What You Want:** Continued from page 1 ....

Calling Nick Zelinger of NZ Graphics, I brainstormed a few ideas—he bounced back with more. We plunged in—the book was laid out. I loved it. Now another proof ... then I get another big idea ... gulp, I wanted to redesign the whole thing ... more visuals ... lots more graphics ... and gulp, “Nick ... what do you think about doing the book in landscape versus the typical portrait layout?”

Quiet was the response ... then, “I like it—much more useable for what you are doing.”

Yes! Yes! Yes! We authors love to hear “yeses” from our team members.

Then I scheduled a multi-hour meeting and brought in Shannon Parish to noodle illustrations. The good news was the content had already been written and edited. I knew it needed some more goodies—a module or two for new information that surfaced in our joint discussions. The three of us were rockin’ and rollin’ with ideas bouncing everywhere ... and when we were done—the new landscape was in place—we were creating a radically different “how-to” book that was so visual in concept and implementation. It was exciting. We were jazzed—a very good thing for an author, designer, and illustrator to be.

Would it have been easier if I had done some more noodling for the design concept I wanted in the first place? Sure, but you see, it didn’t drop into my lap until a month later when I attended a lecture and I saw something go up on the white board in the room ... and then *aha* ... I can use this ... I can do this ... it will be perfect for my readers. You see, sometimes that perfect “something” isn’t in view until later in the game. And sometimes you can incorporate it easily ... sometimes you can’t ... it goes into the next edition.

Author Ben Stein wrote, “The indispensable first step to getting the things you want out of life is this: decide what you want.” If I hadn’t started on the process or gone ahead with that first interior pass—taken that first step, I wouldn’t have “seen” the evolution that the new transition would create or both the audio and guidebook programs that will be birthed soon for *Author YOU: Creating and*

Continued on page 3 ...

## 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.

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**Continue to learn** and meet terrific people and achieve success. Author U is waiting for you.

**Success comes** from hard work, careful planning, learning your craft, and being in the right place at the right time ... Author U shows

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**NEWSLETTER:**

Linda Lane, Editor  
Shannon Parish, Layout,  
IllustratingYou.com

**Decide What You Want:** Continued from page 2 ....

*Developing the Author and Book Platforms*—plus the development of the Publishing Siren Series.

What is your first step? Are you still waiting for perfection to drop into your lap—the perfect words—the perfect idea—the perfect, perfect? Or are you going to stick your wordy neck out and start the process? Your first book ... your next book ... a new marketing strategy ... the product line ... the next, next thing?

**Get ye** to the Tattered Cover event on Monday evening, July 23<sup>rd</sup>. For only \$10, you will come away with a game plan on how to work with one of the country's premier independent book stores, how to stage a great book signing, and much more. And don't forget, Saturday, August 11, is our Annual Member and Friend BBQ—it's a freebie, but do remember to RSVP.



*Judith*



### **3<sup>rd</sup> Annual Author U Member BBQ**

**Member BBQ can only be attended by paid up members and their guests.**

Author U Members love to eat and schmooze. Come join in—the day will be a warm one ... perfect for a BBQ. We supply the BBQ and Beverage ...

**Who:** Members and Family

**When:** Saturday afternoon, August 11th

**Time:** 4 on ...

**Cost:** **FREE**

**RSVP for this one!** <http://authoru.org/third-annual-au-bbq.html>

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





# Mark Your Calendars - 2012 Save the Dates!

## JULY

July 12, 19, 26

July 17

July 23

July 31

Radio Show, 4 p.m. MDT *Your Guide to Book Publishing*

Tech Tool Box *The Wonders of WordPress*

AuthorU at the Tattered Cover - LODO

Tech Tool Box *SlideShare Mysteries Revealed*

Note: There is no Dinner and a Program in July

## AUGUST

August 2, 9, 16, 23, 30

August 11

August 18

Radio Show, 4 p.m. MDT *Your Guide to Book Publishing*

*Member's BBQ*

*Is There a Book in You? ... joint venture with University of Phoenix*

Note: There is no Dinner and a Program in August.

## DECEMBER

December 15

*Member's Holiday Dinner Party*

### Your Guide to BOOK PUBLISHING

with  
**Judith Briles**  
The Book Shepherd



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# How to Make a Persuasive Sales Presentation

By Brian Jud



Corporate buyers do not buy books to resell off the shelf. They purchase your content to help them meet a specific objective. They want to know how your material can help them make more money for their companies. And they will only know that when you tell them. The way you do that is through a persuasive, professional sales presentation. That is accomplished over the next three steps in the special-sales process.

Once you have completed your proposal (see my article “Preparing for the Sales Presentation” in an earlier issue of *The Resource*), it is time to present your recommendation to the decision makers. The first presentation (Step Six) may be an informal, one-on-one meeting with your initial contact. But rarely is a decision made immediately. Your prospects will want to perform their due diligence (Step Seven) in which they investigate your proposal’s impact on their employees, sales, brand image, competitive position, customers, salespeople, and budgets. The more of these criteria you addressed in your proposal, the shorter this process will be.

Depending on the results of your prospect’s research and the size of the order, your recommendation will be accepted, rejected, or subjected to further scrutiny. In the latter case you will return to repeat your presentation to other people in the decision process (Step Eight). This article will focus on how you can present your proposal most persuasively.

## Presentation objectives

While standing at a conference table, facing an array of corporate executives, you may find your objective to be simply surviving the ordeal. But a successful presentation should meet one or more of these objectives.

- Show that you understand your prospect’s business and that your recommendations are based on this knowledge.
- Present your proposal as the best way to get from where they are now (As Is) to where they want to be (To Be)
- Form positive, sincere relationships. People buy from people they like and trust. Your sincerity and belief in your proposal can establish those feelings.

## Provide audience-engagement

- Show that you meet their buying criteria.
- Close the sale.
- Meet your objectives. There are times when the outcome of the negotiation is not in your best interests, so know when it is time to walk away from the deal.

Continued on page 6 ...

**How to Make Persuasive Sales:** Continued from page 5 ....

### **Making the presentation**

Prepare your proposal properly and your presentation is already written. Now you simply describe it to the decision makers. Your performance should be professional—not entertaining, but upbeat, confident and friendly. Your success depends on how you communicate your recommendation vocally and visually.

### **How to deliver your presentation**

The maxim *Tell 'em what you're going to tell 'em. Tell 'em. Then tell 'em what you told them* has been used for many years—because it works. Summarize your case, and then give the supporting information. Then summarize again before asking for the order.

There are four general ways of organizing your presentation to accomplish that. Rarely will you use one pattern exclusively. And you may use all of them at different times during one presentation.

- **Chronological.** Use this if your data is best presented sequentially.
- **Geographical.** If you propose a test market or a local introduction with a national rollout, this pattern may best suit your needs.
- **Enumerative.** When you propose a number of topics, deliver them one at a time.
- **Narrative.** Use brief stories to make your points and get audience involvement.

Regardless of the format, begin your presentation with the executive summary from your proposal. Do not read it, but use that information as the overview of what you recommend—and why.

You communicate with people in two ways during your presentation: vocally and visually. Vocal communication is conducted by the ways in which you project your words. Visual communication is enhanced by your actions, expressions, and visual aids.

### **Vocal Delivery**

Project your voice in a way that gets attention and interest quickly, confidently, and optimistically. Remember to control your VOICES:

**Volume.** Project your voice so everyone can hear you at all times. Don't let your voice trail off at the end of a sentence.

**Others' perspective.** Talk about how your proposal will meet *their* objectives—not yours.

**Inflection.** Accent important words, and do not speak in a monotone.

**Confidence.** Maintain a self-assured voice even under stressful questioning.

**Enthusiasm.** Keep passion in your voice, expressing your belief in yourself and your proposal.

**Speed.** Your initial apprehension may cause you to speak at a faster-than-normal pace. Slow down and enunciate properly.

Keep participants involved mentally. You are more likely to accomplish that by *asking* rather than *telling*. Early in your presentation, ask questions to which you already know the answer, such as, “During your last campaign (with a different publisher), there was a problem filling the pipeline with books after the initial order, right?” This question demonstrates that you have done your homework, addresses a decision criterion, and leads into a discussion of how you will avoid that situation by carrying sufficient inventory.

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**How to Make Persuasive Sales:** Continued from page 6 ....

Use succinct stories to make your points. Describe case histories and similar situations where your books succeeded in meeting objectives. Keep your stories short and simple as you make a compelling case for your solution. People remember stories better than facts, and you can keep them involved mentally with a brief narrative.

Adept use of your verbal skills builds camaraderie and a feeling of “it’s us against them (the competition).” When you sense this point arriving, get them to “discover” your solution by asking broader questions such as, “What if we...” or “If you could wave a magic wand ...” to create a mutual vision of success.

### Visual Presentation

More than half your communication is conducted visually. Use hand gestures to reinforce your points. Do not use quick, stiff, contrived gestures, but smooth ones that appear spontaneous. Combine facial gestures with hand and arm movements to enhance and support your vocal delivery. Use your fingers to tick off points or emphasize your major topics. Point your finger only to direct focal attention and never at a person.

Combine eye communication with facial and head movements. Make friendly eye contact with each person, particularly when answering one’s question. Do not lock onto anyone’s eyes too long, or it could make them uncomfortable. Your posture should be erect, yet comfortable. Move about smoothly without seeming to pace. Relax and be yourself because, in the end, that’s what people will remember about you.

Visual communication works both ways. Read the participants’ body language to find out if your concepts are accepted, if the people question something, or if they appear to object to what you are saying. Then support their acceptance, answer their questions, and allay their skepticism by offering proof.

Use visual aids

Your choice of visual aids depends upon the number of people involved. For a large group or a formal presentation, you may use Power Point or a flip chart. If so, arrive early to make sure everything is set up correctly and in working order.

Create a one-page summary that you can give each person before you begin speaking so they have something to follow as you present. Prepare a package for each participant, similar to a press kit. Include your proposal, bio, detail, spreadsheets, supporting data and a copy of your book. Hand this out after your presentation so each person has the data that backs up your recommendations.

## Beautiful on the Inside... Not So Much on the Outside.

You’ve spent months, maybe years writing your book—and it’s perfect on the inside. So why give it a drab exterior?



A dynamic cover that **explodes** with **eye appeal** will invite readers to pick it up and look inside.

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Robert Pendergrast, MD, MPH  
Author, *Breast Cancer: Reduce Your Risk with Foods You Love*

**nz graphics**  
CP

Continued on page 8 ....

**How to Make Persuasive Sales:** Continued from page 7

....

### How to end your presentation

Finish with a summary of why your recommended course of action is the best choice for this company. Get agreement that you have sufficiently addressed their criteria. Then review the page with your requested compensation and ask for the order. Do not present it as a *fait accompli*, but as your plan to make the most-likely scenario occur.

This signals the start of a Q&A session, during which decision makers may question your assumptions and recommendations. A question does not necessarily signal opposition to your position, but a need for clarification. They may simply want more information before making a decision or a chance to barter for a better deal. Now you are in the negotiation phase, which is the subject of next month's article.

**Brian Jud**, a member of the Author Y Board and the author of *How to Make Real Money Selling Books*, now offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 270-0343; [BrianJud@BookMarketing.com](mailto:BrianJud@BookMarketing.com) or [www.PremiumBookCompany.com](http://www.PremiumBookCompany.com) Follow Brian on Twitter: [@bookmarketing](https://twitter.com/bookmarketing)



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# The Hunt for the Reader

By Joel Friedlander



Publishing your own books has become an amazing option for lots of authors, both for your new books and for books you might have published in the past and for which you now own the publishing rights. But publishing your books is only half the equation to successful self-publishing.

What's the other half? Getting those books to the readers, who—whether they realize it or not—are avidly waiting to buy and read them.

Let's look at three ways you can get started learning about

- who these readers are,
- what they like,
- what they're willing to pay for your books,
- where they hang out, and
- how they like to communicate.

Wow, that was a pretty big statement. I'm not saying you can learn all that stuff at once, but I am saying that there are easy and free ways to start acquiring this information, which is what we're going to look at today.

## — 3 Ways to Get Started —

1. You're probably not going to be surprised, but the first place you should head is your nearest Google search bar.

Yep, good old Google knows more than anyone about what's going on online. It's up to us to learn how to use this incredible resource to find our readers.

Let's say you write about parenting. Use Google to search for "parenting forums" and "parenting discussion boards." If you write about football, use "football forums" and "football discussion boards."

You're going to get a lot of hits to research, and I'm betting you'll find some very active communities with engaged people talking about your specific topic. Some of these forums are quite large—and you might need to drill down a bit to find the sections that apply to your specific niche—but this will put you in immediate contact with people interested in your topic.

2. Another great way to find your readers is through blogs in your niche.

**The Hunt for the Reader:** Continued from page 9 ....

Blogs that have been online for over a year will have a readership of some size. You'll need to do a little research to find the blogs that have the most readers interested in your topic.

For instance, if you found a discussion forum in step 1, check the links that belong to frequent contributors there and start to connect to the blogs in your niche. Once there, look at the comments on popular posts and start exploring the links (usually the link is embedded in the name of the person who left the comment) for even more places readers hang out.

3. Finally, use the search capabilities on some of the big social networking sites.

These sites are useful not because they have hundreds of millions of users, but because they each have the ability to locate specific groups of people.

For instance, on Twitter you can use <http://search.twitter.com> to find trending topics or hashtags (words with # in front of them) related to your subject. You can search on #cycling to find thousands of people interested in bicycling and then narrow your search further from there.

You can use this same strategy on Google+ to find articles and people commenting on them with the same #cycling search.

Following the strands of the networks, you'll discover communities of readers you can start interacting with.

### — Managing Your Interactions —

How to manage that interaction to get the best results is the subject of my next email.

In the meantime, do some of this research and see what you can find. The advantage of using a network that's connected to millions of people is that almost every interest and passion is well represented online. It's up to us as authors to find those "communities of interest" first.

**Joel Friedlander**, a self-published author and book designer, blogs about book design, self-publishing, and the indie publishing life at **TheBookDesigner.com**. He's also the proprietor of Marin Bookworks, where he helps publishers and authors get to market on time and on budget with books that are both properly constructed and beautiful to read.



## Whatever it takes

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

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

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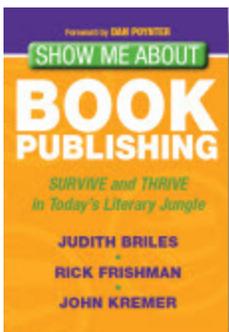


## Author U Partners with the Tattered Cover in LoDo for an evening about the Book ... Your Book.

The program will be led by Author U CEO Judith Briles; Katie Schmidt, Tattered Cover's local author liaison; and John Zeck, director of Tattered Cover Press.

You will come away with

- the latest on what's going on in publishing,
- insights on how to work with the Tattered Cover,
- how to create a great book signing event,
- how to get your book into the Tattered Cover,
- how to create great sales,
- information on Tattered Cover Press,
- the steps successful authors take that ones that limp along don't, and
- new friends in the authoring community.



Come see the Book Espresso Machine in action and learn the inside tips of working with the Tattered Cover.

**Tell all your author friends ... the more, the merrier!** Get a copy of Judith Briles book, *Show Me About Book Publishing*, while you are there and receive a special discount coupon.

Be there ... you don't want to miss this evening at the fabulous Tattered Cover in downtown Denver at the base of 16th Street ... come early and enjoy Colorado's premier book store.

**Time:** 6:30 to 8:30 pm  
**Where:** Tattered Cover, LoDo  
**When:** Monday, July 23rd  
**Cost:** \$10 (covers dessert and handouts)  
**Register:** <http://authoru.org/tattered-cover.html>



# Premier Partners



See below for a list of our current Premier Partners.

If you are interested in becoming our next Premier Partner, you can learn about our program and benefits by visiting <http://authoru.org/our-premier-partners.html>



The Book Shepherd  
 Brian Jud's Premium Book Company, LLC  
 Color House Graphics, Inc.  
 Cornerstone Virtual Assistance  
 Editing By John  
 Four Colour Print Group  
 HereNextYear, Inc. Web Services  
 IllustratingYou – Creative Services  
 Melody Jones / Social Media Management Services  
 Midpoint Trade Publisher Services

New Media Fluent  
 NZ Graphics  
 Pen & Sword Writing Coaches  
 Replin, Rhoades & Roper, LLC  
 Sheridan Books  
 Thomson-Shore  
 Total Printing Systems  
 Tu-Vets Corporation  
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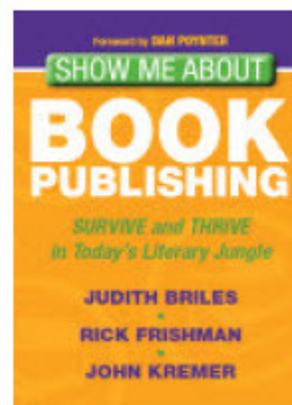
*Amazon Best Seller!*

**Publishing is morphing on a daily basis ...**

If you are a new author, you've got publishing questions. Plenty of them. If you are an already published author, you should have publishing questions. Plenty of them. *Show Me About Book Publishing* has the answers.

Learn how to Author Smart ... Learn how to Publish Smart ...  
 Judith Briles, John Kremer and Rick Frishman are your guides.  
 Get your copy now! Available in pBook and eBook formats:

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# List Your Books for Free in Family Friendly Book Directory

By Joan Stewart, the Publicity Hound



If you've written a book that's family-friendly, don't pass up this opportunity.

John Riddle, founder of "*I Love To Write Day*," (<http://www.ilovetowriteday.org/>) has a huge following, and he wants to list your book for free in his "**Family Friendly Book Directory**."

Riddle, the author of 34 books—including a dozen children's titles, knows how challenging it can be to promote books and find your audience.

"As the Founder of I Love To Write Day, a grassroots campaign I launched in 2002 to have people of all ages practice writing every Nov. 15, I am always looking for ways to let our supporters (over 4.2 million of them!) know about new books that are family friendly," he says.

In honor of the 10th Anniversary of I Love To Write Day, Riddle will publish the "Family Friendly Book Directory" and **sending it to the 28,000 schools all across the U.S.** that celebrate ILTWD every Nov. 15.

"I will ask the school librarian to share the directory with the students, teachers, administrators, and parents," he said. "I will also send the directory to our ILTWD e-newsletter subscribers, and it will be posted on the *ILovetoWriteDay* website.

A free listing includes the name of the book, author, price, and a website URL.

For an additional fee, you can also post your book cover graphic and include up to five lines of copy.

Save 50 percent on paid listings until July 15. E-mail <mailto:JohnRiddle@SprintMail.com> for more information.



(Children with Book Photo by Bigstock.com.)

**Joan Stewart** is the Publicity Hound. Subscribe to her Blog at [www.PublicityHound.com](http://www.PublicityHound.com) and follow her on Twitter @PublicityHound. Joan will be a featured speaker at the Author U Extravaganza next May 3-5, 2013.



**REMEMBER:** Visit [www.AuthorU.org](http://www.AuthorU.org) often and check out the Members Area - Benefits, Special Events and Information are updated often!



## *Exclusive For Author U Members ....*

Would you like to know the inside secrets of how Jack Canfield created 47 NY Times bestsellers and made mega-millions of dollars with his book sales? I would ... and so should you ... if you want to be seriously successful.

### **Does this sound like you ....?**

- You want to write a great book and see it really pay off?
- You already are a published author who wants to sell more books?

Either way, there's no one better qualified to teach you how to be a successful author than Jack Canfield. I've known Jack for over 30 years and was honored when he offered to endorse one of my best-sellers, *The Confidence Factor*. That book sold over 250,000 copies.

You may know Jack as the co-creator of the *Chicken Soup for the Soul* series and other books, with 47 New York Times bestsellers and over 500 million copies in print.

Jack recently teamed up with Steve Harrison, who has helped over 12,000 authors promote their books, to share his secrets and create a unique training program to help you write a great book and sell lots of copies.

They're now accepting enrollment in their "Bestseller Blueprint" training program here:

<https://m164.infusionsoft.com/go/BBEnroll/judithbriles/>

Go there right now because they're offering some great extra bonuses for the first **100 people** to enroll.

No matter your goals as an author and regardless of what type of book you want to write or market, this program will give you a proven, step-by-step blueprint for success.

Enroll here now and get started on the road to being a (more) successful author:

<https://m164.infusionsoft.com/go/BBEnroll/judithbriles/>

I don't recommend a lot of programs ... the ones that I do are solid-gold in content. This is an investment that is worth your authoring journey. Get it.

*Judith*

# Social Media Versus Traditional Book Marketing

By Dan Smith



Social media, it seems, is everywhere and part of everything. You can't get away from it even if you try. It's no different when it comes to book marketing; social media is all the buzz in the publicity trade. Experts will tell authors they *must* engage in a robust social media program to promote a book, and others will say that social media is the *only* way to promote a book effectively.

But let's slow down and take a brief look at the reality of book publicity and social media.

Social networking is a terrific way to spark grassroots buzz about a book and to establish an online presence that builds a fan base. A coordinated, planned cultivation of your presence on Facebook, Twitter, YouTube, and special interest social media platforms can spread the word and spark book sales. As we've all heard, authors can even "go viral" and reach that magical tipping point at which it seems everyone knows about their book.

So does this mean "old school," traditional book marketing is a dying art?

To begin the answer to this question, I'll tell you that you can't Tweet credibility, and 5,000 friends on Facebook might actually be worth nothing when it comes to your book. Like life, it depends on who these friends are and how much they really care about you.

Anyone can build a Facebook page and develop a presence on any social media site. There are no gatekeepers. It's the Wild West where anything goes.

Traditional book publicity via media outreach, on the other hand, is very different. Publicity is all about getting others (media) to think enough of you and/or your book to write about it or put you on the air for an interview. When this happens, an author acquires credibility – the single most important element book promotion. Social media is about making as many people as possible aware of your book. Publicity, on the other hand, is about getting people of influence—editors and producers—to take interest in you and your book.

Facebook "friends" are often superficial. We want to show that many people actually like us and care about what we do, sometimes to the point of reporting the most mundane of activities. Social networking, ultimately, is a supremely narcissistic endeavor (not that there's anything wrong with that). Publicity is about getting the right people to take a true interest in you and your book, and then, from their position of influence, telling others about it.

As you can see, there's quite a difference between the two.

But don't think for a second that I believe social media isn't a great tool as it relates to book marketing. It is. It can be powerful. It can be very, very effective.

Most importantly, in my view, social networking is the perfect compliment to a promotional campaign. I recommend every author establish a social media platform. Traditional publicity and social media can work amazingly well together. Publicity can get you credibility and provide you with the perfect material to populate your social media sites.

Continued on page 16 ...

**Social Media vs Traditional:** Continued from page 11 ....

I personally don't care to read that someone just saw a good movie or to see mind-numbing motivational phrases posted on FaceBook. I do, however, love to see a link to a TV interview or newspaper article about a person/author in a Tweet or on FaceBook. It makes that person interesting. It makes me possibly want to buy their book.

Social media is certainly here to stay, and traditional book publicity isn't going anywhere—it will always be effective.

Instead of choosing one over the other, bring social media and traditional book publicity together, and you have a perfect promotional marriage.

Now I need to go and post a link to this article on Facebook and send a Tweet out about it ...

***Dan Smith** is the CEO and Founder of Smith Publicity, Inc., a leading book publicity and book marketing firm which has promoted over 1300 authors and books. [www.smithpublicity.com](http://www.smithpublicity.com), <mailto:info@smithpublicity.com>.*

## Tweets are faster than a speeding bird ...



"A Tweet is worth a thousand ideas!"

Don't miss out on Thursday's at Author U. Included will be a new blog post to keep you in the loop of the top ten Tweets sent out the previous week.

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# The Technology and Tips Toolbox

By Kelly Johnson



## 3 Tips on Facebook Pages and the New Timeline Format

Since Facebook implemented all pages changing to the new timeline format at the end of March, I know page owners have been continuously working on updating their pages to fit the new format. It can cause some confusion, knowing where and how to make some updates on your page since the changes took place, so here are 3 tips I wanted to share to help make your page "shine"!

### Tip #1: Sizes for the cover image, thumbnails on app bar and profile picture



Profile picture: 180px x 180px is the minimum upload size

Cover photo: 850px x 315px  
(this is the background image with my logo, tagline and blue/green abstract)

Apps: 111px wide x 74px high  
(thumbnail images for your "nav" bar – Photos, Likes, Join, etc.)

#### ITEMS TO NOTE:

1. Remember: when uploading your Cover photo, make sure you take into account that your Profile picture will be covering part of the lower left corner of the image. Therefore, when you create your Cover photo, do not put any image or text in the lower left corner.
2. For the Apps or nav bar, you are allowed 12 apps maximum; 4 apps will be displayed under the Cover photo. In the example above, the 4 apps showing are Photos, YouTube Videos, Join, and

Continued on page 18 ....

**Technology Tips:** Continued from page 17 ....

Likes. To see additional apps, click the arrow button next to Likes. You can change the 4 apps that display under the Cover photo. Photos will always display first; that cannot be changed.

### **Tip #2: Update your About section to include a URL**

In the About section, which displays under your Profile picture, I recommend you update this section to state something about you / your business and include a URL to either your website or blog. Facebook automatically makes the URL a hyperlink so site visitors may click it and be directed to that site you listed.

To update the About section:

1. Click "About" under your Profile picture



2. Hover mouse over upper right corner of About box and click "Edit."



## The Annual Author U BBQ



The Annual Author U BBQ for Members and Family is slated for August 11<sup>th</sup> from 5 pm to ??? Catch up with the Author U community, eat great food, and enjoy the garden. It's a freebie ... just bring a dish to share. Author U supplies the main food and drink.

**Technology Tips:** Continued from page 19 ....

3. Add a brief statement about you/your business, and include a URL to either your website or blog. Click "Save Changes" at the bottom of the screen.

**Kelly Johnson, Virtual Biz Builders** View Page

Category: Brands & Products Product/Service [?]

Official Page: Pick a topic [?]

Username: Create a username for this page? Learn more.

Name: Kelly Johnson, Virtual Biz Builders

Start Date: + Add year

Start Type: Select Start Type

Release Date:

About: Kelly Johnson, Online Business Manager | Manages technical & creative projects for

Company Overview:

**Add brief statement about you/your business and include URL**

### Tip #3: Secure a username for your page

When you first set up your page, Facebook creates a default URL for your page, which is long, includes numbers, and is not easy to remember. You can secure a username for your page so that the URL will be [www.facebook.com/theusernameyouselect](http://www.facebook.com/theusernameyouselect).

To secure a username:

1. Once you are on your page, click "Admin Panel" in the upper right of your screen.



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 Twitter: @AuthorU

 Facebook: Facebook.com/AuthorU

 Blog: <http://authoru.org/feed>

Technology Tips: Continued from page xx ....

- 2. Then go to Manage – Edit Page
- 3. Go to Basic Information in the nav bar on the left side of the page
- 4. You should see Username listed toward the top of the page. Click the link to secure a username and follow the steps.

ITEMS TO NOTE:

- \* Once you claim a username by clicking the confirm button, it is not possible to transfer it to a different page.
- \* Only admins can secure a username for a page.
- \* Only one username is allowed per page.
- \* It's only possible to change the name of a Page with fewer than 200 likes. To change the name of a Page with 200 or more likes, you'll need to delete your Page and recreate it. The Facebook team isn't able to change Page names for you.

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 <mailto:kjohnson@cornerstoneva.com>. Her website is [www.cornerstoneva.com](http://www.cornerstoneva.com).



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# Work-for-Hire Is *Not* What You Think

By Shannon Parish



Recently a man came up to me and said that not only was he instructed by someone “in-the-know” that he should insist on having a work-for-hire contract, but that he should make sure that he also owned the *style*. Needless to say, owning the style of an artist is like my owning someone else’s handwriting. It’s impossible, as well as absurd, to think that anyone can own another person’s style. Work-for-hire is another matter

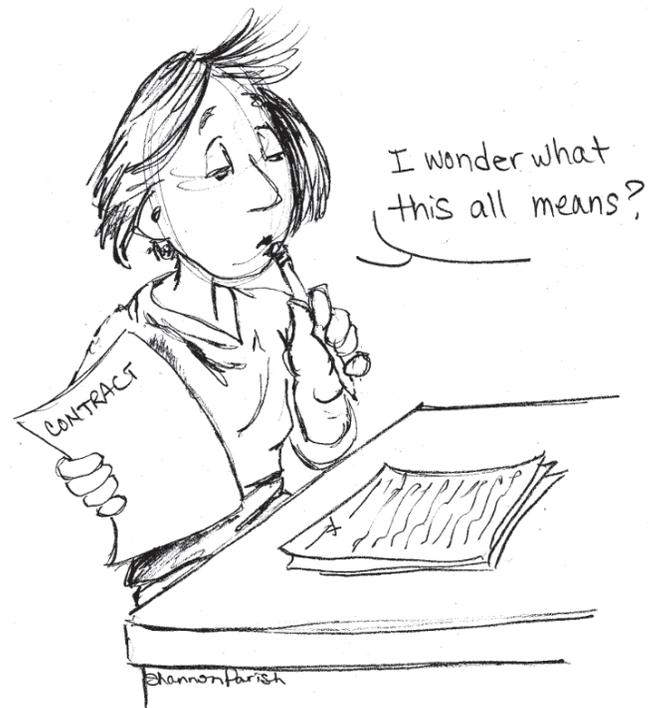
Periodically, I am asked to provide my artistic services on a work-for-hire basis. Most often, the person asking does not understand this term fully, nor has an inkling why they ‘need it.’ They only know that someone told them to make sure they had this when they worked with an illustrator.

The concern (or fear in some cases) is that if they don’t have a “work-for-hire” contract and *own* the artwork used in their publication that somehow they will have their intellectual property that is tied to that work stolen or misused by someone else. In some cases, it’s true that artwork can be resold—but understand that artwork that is resold is never branded or trademarked work. It’s generic work that would apply to a number of people and not specific characters. In this case, artwork that is resold was only on a limited license, and the artist is recovering cost after accepting a very low price for the creation of the work.

Naturally, if an author has written a book with a special character, he would want that character to be exclusively his. To ensure this is the case, an exclusive licensing agreement is what’s required. Such licensing gives all rights of *use* to the customer who paid for it. The artist cannot resell the work, but still retains ownership of his/her own creation. The client has exclusive rights to use it.

However, the more ‘rights’ you want, the more this will cost you. For instance, when you contract with your illustrator to create interior illustrations for your book, then that is all you may use them for. Signs, marketing materials, toys, additional books, and merchandise are NOT a part of the agreement and could land you in court if you were to go that route. If you think you will want additional usage rights, discuss this up front with your illustrator, or renegotiate when the need arises.

So that you can understand this more fully, I’ve pulled together some information and resources, as well as a very insightful opinion from a talented and successful book illustrator.



*“Work-for-hire as defined by the U.S. Copyright Act, Section 101, page 7 - According to the U.S. Copyright Act, work-for-hire is a provision that allows a very narrow exception to the basic rule that the contractor who creates the work inherently owns the copyright to the work created. Work-for-hire grants authorship and ownership of the work produced to the individual or company (hiring*

Continue on page 22...

**Work for Hire:** Continued from page 21 ....

*party) who commissioned the work. You may have guessed that this nasty provision leaves the contractor with zero rights of any kind.” –<http://www.StopWorkforHire.com>*

*Wikipedia states, “A work made for hire (sometimes abbreviated as work for hire or WFH) is a work created by an employee as part of his or her job, or a work created on behalf of a client where all parties agree in writing to the WFH designation. It is an exception to the general rule that the person who actually creates a work is the legally recognized author of that work. According to copyright law in the United States and certain other copyright jurisdictions, if a work is “made for hire”, the employer—not the employee—is considered the legal author. In some countries, this is known as corporate authorship. The incorporated entity serving as an employer may be a corporation or other legal entity, an organization, or an individual.”-*

[http://en.wikipedia.org/wiki/Work\\_for\\_hire](http://en.wikipedia.org/wiki/Work_for_hire)

Illustrator Duncan Long, (<http://duncanlong.com/>) states, “Many may not be aware of the legal ramifications of work for hire (I wasn’t until I did a little digging on the web). Under such a contract not just the final piece of artwork totally belongs to the client, but also any and all sketches, concept artwork, etc., becomes the property of the buyer—not just the work itself. That gives a client a way to get a lot for nothing by demanding more sketches, changes, etc., than are needed. An artist might easily lose the right not only to use the final picture, but others as well.

*Additionally, my work is digital as is the case with more and more artists these days. That would give the client the right to whatever is generated on my hard drive during my work as well as sketch pads and other materials.*

*Here’s a great summation of the pitfalls of work for hire: <http://www.illustrationmundo.com/wp/1720>*

What about the flip side? Let’s say you are a successful author and speaker. I hire you to speak to my group and insist that it is work-for-hire. You agree. After speaking, you would then turn over your manuscripts and every note that you made that led to your presentation. I would own all your work and would be able to resell it as I desired AND put my own name on it. Ouch!

Those who do provide work for hire will charge 3-10 times as much for the work to cover their future expenses and loss of creative material. If you have no problem paying top dollar for this type of service, I’m sure you’ll find an artist who will agree to your terms.

For me, however, and almost illustrators and artists I speak to, this will not be the case. We all make a concerted effort to provide quality work at a reasonable price, which will create a win/win situation for all concerned. The customer receives the illustrations for the purposes they have contracted for, and I can show this work in my portfolio to get additional work and to refer to later for creative inspiration.

If you insist on work-for-hire, then be prepared to pay a very high price for the work. Expecting to own everything for a very small price is both unfair and unrealistic because the artist has taken a lifetime to learn how to create those illustrations that you will soon profit from.

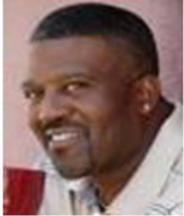


**Shannon Parish** has more than 30 years’ experience working with speakers, authors, small business and other professionals. She understands the importance of providing a variety of services to these entrepreneurs. To view additional samples of graphic recordings along with her cartoons and illustrations, go to [www.IllustratingYou.com](http://www.IllustratingYou.com), [www.ShannonParish.com](http://www.ShannonParish.com), or [www.BookSites.us](http://www.BookSites.us)





## New Members



**Tony Gaines** wrote his first short story in the second grade after the teacher assigned the class to read *The Tale of Peter Rabbit*. By the age of twelve, he was firmly hooked on writing in a diary regularly. He's lived all over the world, including three continents, and now resides in Colorado.

Having held jobs as a produce manager, a postal carrier, and a nuclear weapons specialist on foreign soil, Tony uses these experiences, as well as his natural ability for creativity with pen and ink, to share stories about the human condition in his debut novel. "After all," he says, "we're only human beings on a spiritual journey, searching for things the eyes have not yet seen." Tony's book, *The Diary of the Last Teen Ager* is in editing.



**Barbara Goldberg:** After raising four children in a blended family, Barb got tired of constantly being asked: How did you do it? Why are those kids constantly laughing? As a result, *The Evil Stepmother Speaks* was born. Barb's frank style will keep you laughing as she "tells it like it is," whether as an author, blogger, or speaker. You always leave with a practical idea that you can implement right away.

Barbara has a Bachelor's degree in Special Education, an MBA, and is a certified Martha Beck life coach. She has been an expert guest on *CBS Talk Radio*, *Martha Stewart Living Radio*, *the Dr. Beth Erickson Show*, *The Pat McMahon Show*, and other media outlets. She has also been an audience expert on *The Oprah Winfrey Show*. You can read Barb's articles in *The Huffington Post*, and she was selected as a syndicated blogger for BlogHer. Her website is [www.TheEvilStepmotherSpeaks.com](http://www.TheEvilStepmotherSpeaks.com).



**Dana Story:** As an entrepreneur, Dana created multiple brands within the beauty industry, including the Sultra corporation, Sir & Her Salons, Redken, Graham Webb International Academy of Hair, as well as growing key brands for Cutco Industries Inc., CEO and President of Sultra Corp., President of L'anza International, Inc.; and he recently launched the brand ghd Professional and made Sultra the number one hair styling brand in the world.

Dana has a strong reputation with both retailers and influentials in the beauty industry as an industry leader, a problem solver, and a visionary on the forefront of cutting edge innovation. His story and leadership will be part of his first book.



**For more information contact Brian Jud**

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## New Members



**Amber Ludwig** is an online platform development expert who supports authors, speakers, and entrepreneurs to establish a powerful, integrated online presence that gets results and empowers them to make a difference in their industry. She has worked with more than 400 authors on six continents, including bestselling authors Mark Victor Hansen, Lisa Nichols, Les Brown, and Brendon Burchard. Amber is part of the team behind several bestselling multi-author books and coaches clients on developing products in support of Amazon Bestseller campaigns. She is one of Author U's newest Associate Partners.

Working one-on-one with each client, Amber and her teams have created more than 150 websites. She knows how a website needs to function in order to generate sales, build a fan base and attract long-term clientele. Amber works with clients to build a strong, branded social media presence, coaches each client on which manageable actions will help them achieve their online goals, and then walks them through exactly how to do it. Visit her website at [www.InsightfulDevelopment.com](http://www.InsightfulDevelopment.com).



**Stephanie Barko** is a Literary Publicist who resides in Austin, TX and is one of Author U's newest Associate Partners. Her award-winning clients include traditional publishers and their authors, small presses, and independently published writers. She promotes adult nonfiction & historical fiction. Ms. Barko was invited into the publishing industry after many years in high-tech marketing. She has presented at numerous agents & editors conferences, and her articles and book reviews are widely published.

Stephanie was a National Finalist in *More Magazine's* 2010 Reinvention Story Competition, nominated by her peers as 2010 Book Publicist of the Year, and voted Preditors & Editors Best Book Promotion Service in 2011. Since 2005, she has moderated a nonfiction book group that has hosted such nationally known authors as Paul Woodruff, a TV guest of Bill Moyers. Visit with Stephanie at [www.StephanieBarko.com](http://www.StephanieBarko.com).



**Jane Withers** is the founder and owner of Hub Cap Annie, has been featured on *CNN*, *BBC*, *CBS*, *60 minutes*, and has been interviewed by *NPR* and other radio stations. Jane and her store have been featured in more than 30 regional and national articles, including the *New York Times* and *Car and Driver*. She is the founding president of the Colorado Women's Chamber of Commerce and enjoys membership in the International Women's Forum and the Downtown Denver Rotary Club. Jane was formerly active in the Denver Chamber of Commerce's Leadership Roundtable and was one of the finalists for "Entrepreneur of the Year" in the mid 1990's.

The wheel-cover tycoon was awarded a formal degree in Psychology and a B.S in Nursing from the University of Florida, Gainesville, Florida. She also lived in The Netherlands for several years with her Dutch husband. Jane is presently at work on her autobiography. Her readers extend nationwide and beyond.

## Be a Friend, Invite a Friend!

**Book Promo Power**

# What Is A Book Publicist?

By Stephanie Barko, Literary Publicist



The Internet and the democratization of the publishing industry have made it easier than ever today to publish a book. With so many people publishing material in so many different formats, the competition to sell one's writing has never been keener. As a result, the wisest and most savvy authors and indie publishers are investigating what a book publicist can do for them.

The book publicist sits at the back end of the publishing chain and is the team member who pushes the finished book into the marketplace. Book publicity begins six to 12 months prior to release date, when the marketing plan and book platform are written, and typically ends about four months after launch.

Book publicists specialize in specific genres just like literary agents do. These specialties are nonfiction & fiction subgenres like how-to, history, career, business, biography, autobiography, self-help, and historical fiction. Some book publicists are employed directly by publishing houses, and some freelance for publishers and authors.

A critical function of the book publicist is to submit galleys and finished books for book reviews. The publicist may also attempt to get the title on a prominent books list or nominate it for a book award. Also within the publicist's purview is the pitching of features to journalists either written by, about, or mentioning the author.

Publicists can both directly and indirectly effect book sales through their book marketing efforts, including promoting a virtual tour, securing author interviews, leveraging the author's book blog and social networking profiles, and utilizing the author's media kit. If funds are available, publicists will also schedule an author's book talk or ground tour. Publicists will sometimes promote free books and conduct book giveaways to generate interest for a title.

Here is a list of services that some publicists offer.

- Devise and execute the book platform
- Acquire endorsements
- Oversee editing of the book's back cover text
- Edit the author's biography and the book's synopsis
- Create a strategy for the author's book blog
- Initialize the author's social networking profiles
- Request book reviews
- Assemble a media kit and disseminate its elements

Continued on page 26 ....

**Book Publicist:** Continued from page 28 ...

- Pitch interviews and features
- Plan the book's launch event and book talk
- Schedule, host, and promote the book's virtual tour
- Encourage nomination of the title for book awards
- Position the title for addition to a books list
- Formulate the author's talking points
- Syndicate the author's articles
- Recommend venues with high-traffic author events
- Leverage the interest of special audiences & book groups

Publicists joke among themselves that no two of them are alike, and in many respects this is true. Each specializes in a particular type of client or book, and each has a track record that illustrates a unique variety of experience. However, one thing is certain—the book with the extra marketing push will always do better, even if a similar title is as good.

**Stephanie Barko, Literary Publicist** was voted *Best Book Promotion Service* by *Preditors & Editors' Readers Poll* in 2011. Her most recent award-winning clients include an *IndieReader Best Book of 2011*, a *2011 IPPY*, and a *2011 Sarton Memoir Award Winner*. Visit her website at: <http://www.stephaniebarko.com/>. Connect with Stephanie on LinkedIn, and follow her on Facebook and Twitter by clicking on her media links when you visit her site..

The logo for Color House Graphics features the company name in a black, cursive script. To the right of the text is a stylized icon of a house with a multi-colored roof (red, yellow, blue, green) and a white chimney.

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Continued on page 24...

Hello Author U Members/IBPA Affiliates,

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Thank you to all and have a prosperous summer.

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# Craft an Exceptional Elevator Pitch

By Penny Sansevieri



What is an elevator pitch and why do you need one? An elevator pitch is a short one- to two-sentence description about the book. It's the briefest of the briefest descriptions you can develop. Elevator pitches are important because we have an ever-shrinking attention span, so you need to capture someone's attention in a very short, succinct pitch.

How do you begin crafting an elevator pitch? The first step is to look at the core of your book. What is your book about, really? Looking at the core will help you determine the primary message. The next step is to look at the real benefits to the reader. Not what you *think* the reader wants to know, but what they actually *need*: What's in it for the reader?

When I worked with people on elevator pitches, I found that they often kept the best sentence for last. This comes from being an author and saving the crescendo of the story until the final chapter. You don't want to do that in an elevator pitch. You want to lead with the tease that will pull the reader in.

When would you use an elevator pitch? You might use it to promote yourself to the media, to book a speaking event, or to pitch a blogger. Elevator pitches can be used for a number of reasons and in a variety of ways. Once you create a great elevator pitch, you may find yourself using it over and over again. That's a good thing.

## Components of a great elevator pitch

All elevator pitches have particular relevance to them, but for the most part, every elevator pitch must

- have emotional appeal,
- be helpful,
- be insightful,
- be timely, and
- matter to your reader.

## Essential Elements of a Powerful Elevator Pitch

**1. Concise:** Your pitch needs to be short, sweet, and to the point.

**2. Clear:** Save your five-dollar words for another time. For your elevator pitch to be effective, you must use simple language any layperson can understand. If you make someone think about a word, you'll lose them. The effectiveness of your pitch will go right out the window, as well.

**3. Passion:** If you're not passionate about your topic, how can you expect anyone else to be?

**Exceptional Elevator Speech:** Continued from page 29

**4. Visual:** Use words that bring visual elements to your reader's mind. It helps to make your message more memorable and brings the reader into your story.

**5. Stories:** People love stories. It's the biggest element of the elevator pitch, so tell the story. I also find that when the pitch is woven into the story, it often helps to create a smoother presentation.

### How to Craft Your Killer Elevator Pitch

**Write it down:** Start by writing a very short story so you can tell the story of your book in two paragraphs. This will get the juices flowing. As you start to edit your story down from 200,000 words to two paragraphs, you'll start to see why it's important to pull only the most essential elements from your story to craft your elevator pitch.

**Make a list:** Write down 10 to 20 things your book does for the reader. These can be action statements, benefits, or book objectives.

**Record yourself:** Next, record yourself and see how you sound. I can almost guarantee you will not like the first few drafts you try. That actually is a good thing. If you like the first thing you write, it probably won't be that effective. Recording yourself will help you listen to what you're saying and figure out how to fine-tune it.

**Rest:** I highly recommend that you give yourself enough time to do your elevator pitch. Ideally, you want to let it rest overnight, if not longer. Remember the elevator pitch is perhaps the most important thing you've created in your marketing package. You want to make sure it's right.

Having a prepared "pitch" for your book will help you enormously, whether you are pitching the media, an agent, a publisher, or even a bookstore. Having a short, concise pitch will get and keep someone's attention much faster and also increase your chances for a positive outcome. Keep in mind that, if your elevator pitch is tied to current events, it might change as events change. A good elevator pitch can be fluid, but it should always be an attention-grabber. In a world cluttered with information and filled with noise, the shorter and more focused you can be, the more exposure you will get for your message.

**Penny C. Sansevieri**, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert and an Adjunct Instructor with NYU. She is a member of Author U's Advisory Board. To learn more about Penny's books or her promotional services, you can visit her web site at [www.emarketingexpert.com](http://www.emarketingexpert.com). To subscribe to her free e-zine, send a blank <mailto:subscribe@emarketingexpert.com>



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## July Tech Tool Boxes ...

*Tech Tool Boxes are 3-hour intensives from 3 to 6 p.m. and are limited to 10 attendees. Bring your laptop. You will get direct one-on-one coaching from Kelly Johnson and Judith Briles.*

**July** *It's summertime and the learning is easy ... get up-to-date info on all things WordPress and Slideshare during the lazy days of summer.*

Word Press is a key platform for websites and blogs. July will focus on all the ins and outs, apps to use, and insider tricks to make yours soar. Slideshare is a terrific way to get your words and visuals out. You'll learn the how-tos and launch your channel. Your laptop is a must-have, plus make sure you have plenty of graphics/photos in your Picture file to pull from to enhance your work.

### **July 17<sup>th</sup>**    **The Wonders of WordPress**

Both the basics and in-depth options will be covered in a one-on-one formatting that becomes the perfect hands-on detail. Want to learn how to add a post or page to your WordPress site? Images and Links? Change the look? Want your Blog synched and running smoothly? Interested in discovering which widgets and plug-ins are for you and what they can do?

Come join us to learn how you can manage and update your own WordPress site!

### **July 31<sup>st</sup>**    **SlideShare Basics and Strategies**

SlideShare has 60 million monthly visitors, 130 million page views, and was recently voted among the World's Top 10 tools for Education and eLearning. In addition to presentations, SlideShare supports documents, PDFs, videos, and webinars. Embed your uploads to blogs and websites, install the SlideShare application on your LinkedIn and Facebook accounts, upload presentations publicly or privately, and discover their free, 1-click web meetings using Zipcast.

**One session only:** \$75; both WordPress and Slideshare for \$125

**Location:** Judith's offices in Aurora

**Register:** <http://authoru.org/author-tech-toolbox-workshops.html>



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## Member News

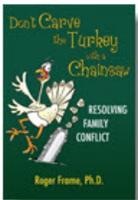
### And the award goes to ...



**Huge Wahoo to Suzie Shride**, author of *Lucy Dakota: Adventures of a Modern Explorer Book 1-Rocky Mountain Beginnings*. *Lucy Dakota* won the 21st Annual 2011 Colorado Book Awards in the Young Adult Fiction category! This is quite a feather in Suzie and *Lucy Dakota's* cap—competition was from the big boys—Random House.

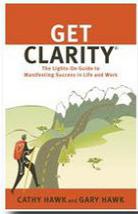
If you're in Denver, come to the Colorado Book Awards winners reading at the LoDo Tattered Cover August 21, 2012 at 7:30 pm!

### Wahoo! Author U members get 2012 Sixth Annual National Indie Excellence Awards!

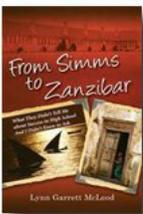


**Roger Frame** Bravo! Roger took first place in the Relationship category with the National Indie Excellence Awards for *Don't Carve the Turkey with a Chainsaw*. Cover design by Nick Zelinger of NZGraphics, interior layout by Ronnie Moore of WESType Publishing, editing by John Maling, Editing By John and Barbara Egar, Book Shepherding by Judith Briles, and printing by Color House Graphics and Phil Knight. A true Author U team effort! Get Roger's book on Amazon:

<http://ow.ly/boJ6C>



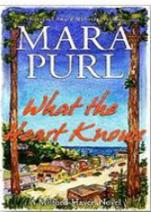
**Cathy and Gary Hawk's** book, *Get Clarity, The Lights-On Guide to Manifesting Success in Life and Work* received a double wine ...they won the Finalist Award for Self Help at the 2012 Sixth Annual National Indie Excellence Awards and the Finalist award in Self Help at the Next Generation Indie Book Awards! Book Shepherding by Judith Briles with interior layout by Ronnie Moore of WESType Publishing, editing by Editing By John, and printing by Thomson-Shore.



**Lynn McLeod** keeps racking up awards for *From Simms to Zanzibar*—this time as a Finalist in the Motivational category. Book Shepherding by Judith Briles with interior layout and cover by Nick Zelinger of NZGraphics and editing by Editing by John.



**John Maling** was honored with Coffee Table Books kudos for *Have You Ever Held a Mountain?* Book Shepherding and editing by Judith Briles with interior layout by Ronnie Moore of WESType Publishing and printing by Four Colour Print Group.



**Mara Purl** took first place honors in the Romance division for *What the Heart Knows* and is a Finalist for Foreword's Book of the Year. She recently returned from Book Expo in New York, where lines formed for her book signing. Distributed by Midpoint Trade and published by Bellekeep Books.

**Note to all the winners:** *Make sure you read the recent Blog on Author U ... Are You A Quacker?... starting quacking!*

# TIPS



**Get your book in magazines:** Want to know how to connect with key people in the magazine world? AU Advisory Board member John Kremer has a list: <http://magagenie.com/readers-digest/>



**Two Big Facebook Changes** Publicity Hound Joan Stewart alerts AU members to key changes in Facebook:

Facebook now gives users the option of having five different roles assigned to page administrators: Manager, Content Creator, Moderator, Advertiser, or Insights Analyst. This is a great change for companies that have several people working on the same page. To assign roles, go to your Admin Panel > Edit page > Admin Roles > Assign roles.

**\*\*\* Note ...** Joan Stewart will be one of the star presenters at the 2013 Author U Extravaganza—put the dates on your calendar, May 3-5, 2013



**Premium Web Cart**

**Many of the Author U members have asked which shopping cart we use—It's Premium Web Cart.** AU abandoned 1ShoppingCart almost two years ago. Why? It's become so-so. What we like about PWC is that

it's SIMPLE, UNCOMPLICATED, INTUITIVE ... and it WORKS. If you need a shopping cart—one that doesn't get compromised, one that has excellent tutorials plus easy to access LIVE people to talk to for help—this is the one that Author U recommends. Your link to it: <http://ow.ly/bmefN>



**Have you found TED?** If you haven't discovered TED, do yourself a favor and tune in. It's a freebie found at [www.TED.com](http://www.TED.com). You will find free videos on technology, design, business, and global issues. Amazing discussions and presentations—all in 15 minutes. Subscribe and fuel your mind.



**Looking to learn as you snooze?** Studies show that you are quite creative when you are dreaming. Listening to info as you drift into la-la land can be done with the new SoftSpeaker Pillow from NPR's online store. It's padded in soft foam—just a thought. Goes for \$19.95

<http://bit.ly/MPoUOG>



**Looking for Mind-Mapping software?** There's a good, free version at XMind that is intuitive, user friendly, easy to share with others, and has task management features. You can upgrade to their pro version for \$49 a year ... but start with free to do a test drive. [www.XMind.net](http://www.XMind.net)

Tattered Cover  
Book Store



[www.tatteredcover.com](http://www.tatteredcover.com)

**If YOU want your BOOK in the Tattered Cover Book Store ...** make sure you attend the special Author U event on Monday, July 23<sup>rd</sup>, from 6:30 to 8:30 p.m. Cost is only \$10—Register here: <http://authoru.org/tattered-cover.html>

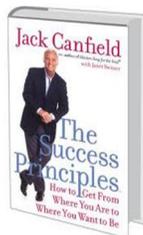
# TIPS



## Sell Your Books in Colorado Opportunity ... From Rick Williams ([williar6@bellsouth.net](mailto:williar6@bellsouth.net)):

My family is starting up a bakery/cafe/design studio/ bike repair/general merchandise business in Morrison, Colorado. The Clubhaus will sell sandwiches, sweets, beer, wine, and New Orleans-style drinks, as well as several different types of general merchandise. We will cater to all types of customers—local townsfolk, day visitors, bicyclists, and hikers—emphasizing Colorado and New Orleans lore and products.

We would like to showcase Colorado authors in one of our merchandise areas. We would like to know how to acquire authors' books for display and sale. Any Colorado author is certainly welcome to have a personal display and sale of their books on site at any time.



**JACK HAS SOLD 500 MILLION BOOKS. What's his advice to YOU?** No matter your goals, nobody's more qualified to show you how to become a successful author than Jack Canfield. Co-creator of the *Chicken Soup for the Soul* series and other books, Jack has launched 47 *New York Times* bestsellers with more than 500 million+ copies in print worldwide. He recently teamed up with Steve Harrison—one of the top-rated speakers at the Author U Extravaganza who has helped more than 12,000 authors promote their books—to create several free training videos for authors and authors-to-be. **More info here:** <http://www.bestsellerblueprint.com/enroll/>



## Book Smarts

Usually Author U recommends a book that will enhance your writing or publishing skills. During the summer, we suggest you take a mini vacation and read something that is totally not connected with your authoring and publishing hat.

Open a book—your favorite author or genre—and fall in ... it's a joy ... a pleasure.

And you might just be surprised ... when you take a vacation and let your mind wander a bit, amazing things pop in ... things that just might be the missing piece you were looking for all along.

Enjoy your summer reading!





# Author U is Us ...

Have you explored [www.AuthorU.org](http://www.AuthorU.org)? Author U is for the serious author and independent publisher. Its programs and BootCamps are all designed to create, promote, and turn you and your book(s) into the success you want.

## For only \$89 ... here's why you should be a member:

- *The Resource* Newsletter, published online 9 times a year
- All programs designed for the committed and serious author
- Reduced attendance costs for monthly programs, BookCamps and Extravaganza in May
- Attendance at Member-only events: Holiday and Annual BBQ
- Book Printing discounts and perks: Sheridan Books, Four Colour Print Group, Thomson-Shore, Color House Graphics, King Printing, Total Systems Printing
- Legal assistance for authors and publishers: Replin; Rhodes, LLC
- Printing of flyers, business cards, postcards: Tu-Vets Printing
- Interior Designs for books discounts: WESType Publishing, NZ Graphics
- eBooks, Audio book discounts: DarkFire Productions, Greystroke Creative
- National Book Distribution discounts: Book Masters, Midpoint Trade (Save \$500!)
- Graphics and Book Cover design discounts: NZ Graphics
- Editing services discounts: Editing by John Maling, Patti Thorn, and Linda Lane
- Webinar design and implementation discounts: The Webinar Mentor, IllustratingYou
- Virtual office assistance discounts: Cornerstone Virtual Assistant
- Book and Publishing coaching discounts: The Book Shepherd
- Discounts for professional book reviews: BlueInk Reviews
- The list continues to grow!

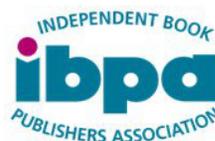
Plus, at renewal, you will receive a Bonus via a PDF of Judith's entire Resource section (37 pages of contacts, websites, and detailed book and publishing info) from her newest book, co-written with John Kremer and Rick Frishman, *Show Me About Book Publishing*.

All of us at Author U look forward to the expansion of our community. Tell your friends ... \$89 is a very small amount to invest for your success.

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Direct Payment Link: <http://tinyurl.com/4cw4w7d>

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