



The Resource

Vol. 3, No. 3

A Book Publishing News eZine

www.AuthorU.org

Contents

Extravaganza 2012	Page 3
Upcoming Tech Toolboxes	Page 6
Learn from Tim Tebow	Page 9
Save the Dates	Page 12
Why Extravaganza?	Page 13
Branding for Authors	Page 14
Opportunity ... Responsibility	Page 16
Get Testimonials	Page 18
Crack the Amazon Code	Page 21
Marty's Corner	Page 22
10 Deadly Sins	Page 23
Technology & Tips Toolbox	Page 25
Member News	Page 27
Facebook Changes Timeline	Page 28
Ignite Fan Engagement	Page 30
Press Release That Grabs	Page 33
Book Smarts	Page 34
TIPS	Page 35



Ban Book Pollution

Judith Briles, Author U Founder



Several times a month, I get calls or emails from aspiring or just-ready-to-give-birth authors. Or so they think. Maybe they are ready for the book birth—but too many times, it's a false labor, or should be. This past month, after an SOS from a book designer, I literally pulled two books out of the "line" where the authors had jumped the gun and submitted theirs too soon. They didn't see what the problem was ... until they came into my offices to look at their books one more time.

With the almost 3,000,000 books from all formats published last year, we've entered an era of book pollution. Don't add to it. There are two things authors do that consistently get them, and their books, into trouble:

1. They rush to publish.
2. They fail to support the book after it is born.

What does rushing to publish entail? Plenty. Start with content—polishing hasn't happened; editing consists of a few friends, or maybe a relative or two, reading it vs. someone who is ready and able to yield the red pen and do slashing, burning and rebuilding when necessary. The editor.

The surest way to ID a self-published/vanity book is three-fold: obvious lack of editing, a mediocre cover, sloppy layout. Why an author would think he has the talent to create the cover that beckons to a potential buyer—

I'm here, come to me ...
I have the answers ...
I can solve your problem

...

Buy me—is a wonder. And
not a good one. This is not an
area that you go to Fivrr.com



Continued on page 2

Ban Book Pollution: Continued from page 1

for—get it done *right*. Graphics, colors, fonts and layout are the icing on your cake. Interiors need to be crisp and clean and presented so that the reader falls in. Hyphen mania, paragraph perpetuity, widows, orphans, and just too, too much text without an eye break in sight is a guarantee that the book will be quickly shut and forgotten.

At Author U, several of our Associate members create book covers that are professional and reasonably priced. Several Associate members are interior designers—bringing a book to visual life. Editors are your friends, bringing another set of eyes that every author needs.

In two months, the Extravaganza occurs. This brings me to point two: failure to support the book once it's born. Over two-and-a-half days, amazing content will be provided by seasoned pros in multiple aspects of publishing. This year promises a heavy emphasis on marketing—in just about any format an author can imagine. Because of the morphing book-selling world, if the author doesn't support his new offspring, it's over. Period. If he doesn't commit to the marketing aspect of his book, the take-away is zip—nothing—it's over. An obituary will be the next step. As mega-author Stephen King wrote:

"If a book is not alive in the writer's mind, it is as dead as year-old horse shit."

Marketing will vary according to genre and format—fiction, nonfiction, eBook, aBook, pBook. It's a different game today. And for those of you who have made a commitment to support your book, you won't miss it or miss out. These gurus of publishing, along with a variety of Exhibitors, will show you that *It Takes a Village to Create and Market Your Book*. The Village is coming to Denver May 3-5.

The skies will be clear—no book pollution in sight. You, and your Book, can't afford to miss the Extravaganza.



Judith



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



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

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

Learn the ropes to become a publisher yourself.

Heading to NY? Receive strategies that will hook both publisher and agent.

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

www.AuthorU.org

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Shannon Parish, Layout,
IllustratingYou.com

It Takes a Village to Create and Market Your Book!



Author U Extravaganza!

May 3-5, 2012

Bonus session on May 3rd
with John Kremer

Over 2 ½ amazing days, you will be working with amazing book-marketing strategists, publicists, Internet gurus, mobile marketing geniuses, audio and video pioneers ... all done in an intense workshop environment. If you were to hire any of our publishing faculty for just one hour, the minimum charge would be \$500 each. You've got 11 experts for far less for a few days—their combined time value exceeds \$50,000!

Block the dates on your calendar for 2 ½ days that will turn **you** and **your book** into a Rock Star in Publishing! **Save \$50 ... Early bird registration ends March 31st.** Don't you owe it to you as the Author and to your Book to schmooze with the best, learn from the best and implement their savvy strategies?

Register NOW: <http://authoru.org/extravaganza-2012.html>

The 2012 Extravaganza Faculty includes:

Janita Cooper **It Takes a Village to Sell Your Book and Listen to It!** Creating audio and video out of your books is adding to your consumer menu. Janita Cooper has been doing it with precision for over 30 years. Learn the how-tos, techniques for selling them, the latest in book trailers ... and so much more.

John Kremer **You Are the Mayor of Your Village – Find It and Market to It!** How would you like some amazing ideas and strategies on how to skyrocket both your eBook and pBook sales? All that is here in this amazing 5-hour workshop on the late afternoon of May 3rd. Dinner included. You must sign up for this event in addition to the 2-day Extravaganza.

Marty Dickinson **Getting Brutal with Google!** What's Google+ got to do with taking your book to the stratosphere? How about your website? One word—everything. Learn from Marty the latest in what's happening to position you and your book in this morphing cyber world.

Steve Harrison **What Successful Authors Know that Unsuccessful Don't ... Publicity: Get Every Producer to Call You!** Every major (and not so major) producer in the country has heard of *RTIR* ... come learn from the man who created the *Radio and TV Interview Reports* and leads the Quantum Publicity workshops in NY each year.

Daniel Hall **Advanced Kindle Creating and Strategies** The master of all things in creating strategies that will skyrocket your Kindle positioning. For those of you who are dying to do this all yourself, you have the master of Kindles at your call.

Continued on page 4 ...

Extravaganza: Continued from page 3

Georgia McCabe **Social Networking Can Brand and Rock Your Book World!** What does the digital world have to do with you and your book? Everything! You will learn new techniques and strategies from the woman who convinced Time Warner that it would be a good idea to save their photos! Georgia McCabe is the author of *SocialMorphosis: Transforming Your Business through Social Media*. She will show you the “do’s” and “don’ts” of social networking sites to organically and authentically grow your book presence and sales.

Brian Jud **Book Marketing for Fiction** – You’ve heard Brian before ... he always brings fresh ideas to advance your niche-marketing strategies—this won’t be any different. Get ready to sell books ... and so much more. He’s going to create a program: *Marketing for Introverts!*

Mary Barnett **Creating a Marketing Platform with Your Phone** – Got a smart phone—do your buyers have them? The Pioneer in Mobile Marketing position, her workshop will be a hands-on ... learn point-by-point ... how to do it and how you can get your book marketing into the next, next level of “e” marketing. QR Code strategies included. You don’t want to miss this session.

Dan Pacheco **Getting published is easy. Who the heck are YOU is the question?** eBooks, eBooks, eBooks ... learn the inside secrets to why the *Huffington Post* and the local *Denver Post* are selling gazillions of books and how you can immediately implement their techniques.

Florrie Binford Kichler **What’s Indie Publishing Got to Do with It?** The president of IBPA, founder of *Patria Press* and the publisher of the award-winning *Young Patriots Series* for children is a 20-year veteran of the publishing industry. *Florrie will forecast what’s happening in the indie world, how she created her own press that has only published other authors...and so much more.*

Nick Zelinger **Creating a Book that Shakes, Rattles and Rolls** – From concept to production: producing a cover and interior design that will make you a Rock Star. *Nick will show you the latest trends in book design.*

Friday Night Dinner Surprise is included with an amazing guest.

Amazing Exhibitors Local and National ... all from the Village that creates books that the crowds will buy. Our tables are almost sold out ... a good thing! This is your time to connect with them in person.

They will be available throughout the Extravaganza for coaching and chatting. If any other group had assembled this program, your registration would be huge. Can you afford to miss out for just a few hundred dollars? Register NOW.

Your Investment ...

After March 1st:

Members:	\$317 _____	Non-Members:	\$380 _____
John Kremer Workshop	\$ 60 _____		\$ 85 _____
Friday only	\$170 _____		\$210 _____
Saturday only	\$147 _____		\$187 _____

Author U ... where authors learn how to be authors ... creating and publishing books they never regret.

Continued on page 5

Extravaganza: Continued from page 4

Register NOW: <http://authoru.org/extravaganza-2012.html>

Location: Doubletree-DTC off Orchard and I-25 in Greenwood Village, Colorado. Get the entire experience—stay at the hotel. Special rates for participants at \$85 until April 12th. Call 303-779-6161 and ask for the Author U rate.



Do you need (or want) a sharp, up-to-date head shot?

Ashography Event & Portrait Photography is offering photography packages at the Author U Extravaganza this May. If pictures are worth a thousand words, having a professional portrait for your website, bio or book cover is priceless. Photographer Ashlee Bratton will have her studio lighting setup and offer packages with professionally edited photos, including digital rights.

Private portrait sessions may be scheduled separately through www.Ashography.com.

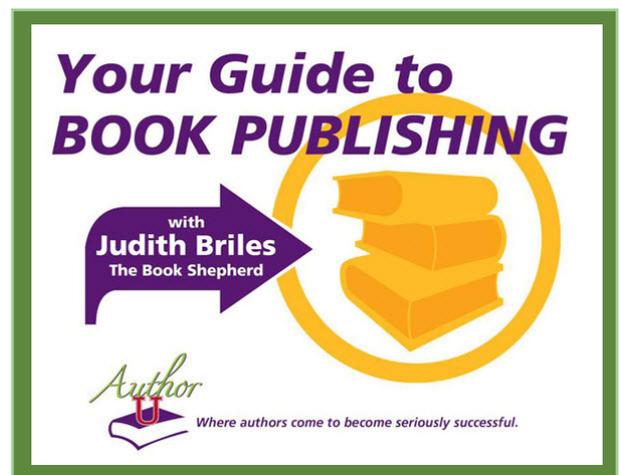
Bring your best smile and put your best self forward! Think website, one-sheets, book covers, brochures ... you name it, she can do it!



Author U Is on the Air!

Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know But Didn't Know What to Ask launched live on January 5th. Every Thursday, Judith will host 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. February's programs include the Author Platform, Creating and Marketing Fiction, Free Apps for Authors, IBPA's Perspective on Indie Publishing.

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. Go to the website and listen to our past shows.



Call in LIVE at **866-404-6519 4:00** pm MST

Listen LIVE at <http://rockstarradionetwork.com/shows/yourguidetobookpublishing>

Upcoming Tech Tool Boxes

Register online for Tech Toolbox Workshops at
<http://authoru.org/author-tech-toolbox-workshops.html>



Tech Tool Boxes are 3-hour intensives from 3 to 6 p.m. and are limited to 8 attendees. Bring your laptop. You will get direct one-on-one coaching from Kelly Johnson and Judith Briles.

March 6 **How to Save Time Online Using Hootsuite and Keywords Using Google+, Facebook and Twitter and Defining Keywords, Part I**
 with Kelly Johnson and Judith Briles

Do you feel like posting to your social media sites takes too much time? Do you have the right keywords and keyword phrases to connect? Do you know which hash tags open the door to the magic re-tweeting kingdom? Save online time by using Hootsuite! Hootsuite allows you to post to your social media sites through just one account. Enter your tweet, select which of your site(s) to send it and you're DONE! You also have the option to schedule tweets. Be prepared to post a month's blogs, tweets and Facebook in just a few hours—how cool is that?

March 20 **Shaking It Online. Make a Living with Your eBooks—the Workshop ... Keywords and eBooks, Part II** ... with Nick Taylor

Have you ever wondered how people make a living with their eBooks? That's what "Shaking It Online" is all about. You will learn some of the most powerful and effective tools online and ways to implement them with your book. Led by Nick Taylor.

You will learn how

- to make online retailers market for you,
- to use Goodreads and other social media platforms,
- to find out if "free" might work for you,
- to talk about your backlist and how to use it,
- to connect with bloggers.



Register Online
<http://bit.ly/xqHBa8>

You will also learn which free online tools you can use to create stunning splash pages and HTML emails.

April 4 **The Wonders of WordPress** with Kelly Johnson

This is the perfect hands-on, detailed follow-up to the Monday Evening Salon held on January 23rd. 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!

April 11 **SlideShare Basics and Strategies** with Kelly Johnson

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.

Why Come to the May Extravaganza? ... How about learning about video?



It Takes a Village to SELL Your Book and LOTS of VIDEO PROMOTION

Janita Cooper, CEO of Master Video Disc and Design and 30-plus years of experience in working with authors and speakers in creating products that sell will reveal

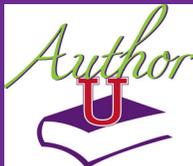


Register now
<http://bit.ly/xz7m8s>

- Social Media Book Promos made easy
- QR Codes for Quick Response Book Sales
- 5 Simple , Non-Techie ways to get Books sold on line
- How to fill the Room at Book Signing events
- Effective Exhibit Techniques Designed to Sell Your Book
- Best Selling Authors Actual Book Trailers that are already Selling Books 24/7

Be there ... You and your Book can't afford not to.

Premier Partners



See below for a list of our current Premier Partners. Each company name is clickable to an information page.

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
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 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
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 Sheridan Books
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 Total Printing Systems
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by Shannon Parish

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* Author U Members receive discounts!

What Self-publishers Can Learn from Tim Tebow ... and Other Important Resolutions

By Patti Thorn, BlueInk Review Managing Partner



Anyone who has tried self-publishing knows it's a contact sport. Countless mental blows pummeling the writer must be absorbed.

First, you face a tough lineup of naysayers who try to talk you out the endeavor. Then you have to tackle your own critical inner voice that's telling you you're wasting your time. After that, it's an endless gauntlet of perfecting your material, finding the right printers, designers, distributors, and other service providers. Once that's all done, you're back in the end zone with 100 yards to go when it comes to marketing the finished product.

As a self, or independent publisher, you need the fortitude of a Tim Tebow to keep your energy up for the entire game. If you relax and let your standards slip at any one of these steps, you might as well consider yourself benched.

As co-founder of *BlueInk Review*—a fee-based service that reviews self-published books—and former book review editor of the *Rocky Mountain News*, I have seen hundreds of self-published books and talked to countless authors. While some self-publishers find huge success, many wind up on the sidelines, wondering how others managed to hit it big.

As we continue into the new year, it seems the perfect time to review the common mistakes self-publishers make as they build their own game plan. Based on the books we've reviewed at BlueInk, I have put together a list of resolutions for self publishers. Readers (not to mention our reviewers!) will consider the year a success if more authors vow to follow these rules.

So here goes, self publishers. Repeat after me: From now on, I resolve to...

1. ...Hire a kopee editer to currect my spilling, gremmer and punctchatiaon.

Have some trouble reading that? Let me recap in better English: Hire a copy editor to correct my spelling, grammar, and punctuation.

You might laugh, but this is the kind of spelling we come across far too often in books that come to BlueInk. If you ignore all the other resolutions, we beg you: *don't overlook this one*. Bad mechanics immediately mark you as an amateur. This doesn't mean that you can skate through by asking your friend who majored in English check over your manuscript. Hire a professional copy editor. Professionals know how to make the writing mechanics consistent, which is subliminally critical to readers; your English major friend does not. Pay up. Your readers will thank you. Not to mention our reviewers, who will kiss you.

2. ...Hire a content editor before publishing my book.

You may think your book makes perfect sense. But you would—you wrote it. Get a professional opinion before paying thousands of dollars to print your book. We can't count the number of reviewers who tell us a book could have been awesome...if only the author had hired an editor to give them better direction. A content editor will give you feedback beyond writing mechanics that will help you bring the best out of your story.

Continued on page 10

Learn from Tim Tebow: Continued from page 9

3. ...Find a title that matches the content of my book.

You'd be amazed at how many times we open a book expecting a high-tech thriller, for example, only to find a memoir about the author's "life" growing up in New Jersey. For those who love high-tech thrillers, this is akin to opening a birthday present, expecting fine jewelry, and getting a whoopee cushion. Titles create expectations. Be sure your readers won't be disappointed or jolted when they start reading your book.

4. ...Make sure my cover design doesn't obscure the type on the front and back of my book.

It always stuns me when authors use design elements that make it impossible to read the text on their book covers. It's all well and good to have an interesting cover design, but if it obscures the print that's critical to enticing readers, you might as well design a garage that can hold all 2,000 copies of your novel. And don't forget to design a dust rag while you're at it.

5. ...Write a snappy description of my book and put it at the TOP of the back cover.

Readers shopping for books follow an age-old browsing routine. They check out the title, then flip the book over and look at the top of the back cover for a description of what's inside. Self-publishers seem bent on frustrating these potential buyers. They often leave this description off the book altogether, write it in convoluted prose, or bury it at the bottom of the jacket. Give readers a break. Follow this simple convention: write a crisp, enticing summary of your book, and don't make readers break a sweat hunting for it.

6. ...NEVER trust my family and friends to give me accurate feedback about my book.

We've rarely met a self-publishing author who didn't tell us how much their family and friends enjoyed their book—especially after the book received an abysmal review. The moral of this story is simple: family and friends don't want to hurt your feelings; readers and reviewers generally aren't as kind.

7. ...Ask myself: who will read this memoir?

Sure, you can write the story of your life. But don't print too many copies if that life will only interest your family and friends. Memoirs attract readers when the author is able to write artfully and poignantly about an exceptional life—either exceptionally troubled or exceptionally successful. The vast majority of us live lives in between. Those lives, alas, don't often attract widespread readership.

Continued on page 11

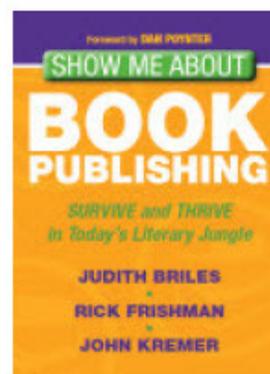
Amazon Best Seller!

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:

<http://amzn.to/jS3jAy>



Learn from Tim Tebow: Continued from page 10

8. ...Study the market before finishing my book.

Heart surgeons follow certain procedures that differ from liver specialists. Writers must learn their specialties, as well. Readers expect certain conventions when it comes to suspense, romance, mysteries, and so on. Study the type of book you are writing. What do the covers generally look like? What expertise do the authors generally have? What sort of story does the audience expect? If you ignore this resolution, you risk confusing readers and your book's chances for survival diminish considerably.

9. ...Never blame the messenger when getting criticism about my book.

One author wrote us that the reviewer didn't seem to understand a key point, just like all the others who read her book. Take a hint. If everyone is having the same problem, it's not because they are all incapable of "getting" what you've written; it's because you haven't written it well. Professional writers know that it is their *job* to make sure their writing clearly conveys what they mean, not the reader's responsibility to read their minds.

10. ... Keep my eye on the ball.

It's easy to get discouraged and distracted and to just want to get the darn thing done. In 2012, resolve to stay focused, keep your eye on the ball, and get out there and do it right.

Oh yeah, and it doesn't hurt to say a little prayer.

Hey, it seems to work for Tebow.

Patti Thorn is co-founder of BlueInk Review, a fee-based service offering serious, unbiased reviews of self-published books. She served for 12 years as book review editor of the Rocky Mountain News, which closed in 2009. Visit <http://www.blueinkreview.com/> to learn more.



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Don't be left out! Make sure you follow Author U on Facebook, Twitter, and our Blog. Encourage others who are interested in writing, authoring and publishing to do the same.



Twitter: @AuthorU



Blog: www.authoru.org/feed



Facebook: www.Facebook.com/AuthorU





Mark Your Calendars - 2012 Save the Dates!

March 8, 15, 22, 29	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
March 6	Tech Tool Box - Kelly Johnson and Judith Briles <i>Keywords and eBooks, Part I</i>
March 20	Tech Tool Box - Nick Taylor <i>Shaking and Marketing Your eBooks Online</i>
March 22	Dinner and a Program with Brent Sampson 6-9 pm <i>How to Crack the Amazon Code and What's New in POD</i>
March 26	Monday Evening Salon <i>Apps Galore ... Exploring Widgets, Gadgets and Doodads for Authors</i>
April 4	Tech Tool Box / Kelly Johnson and Judith Briles <i>The Wonders of WordPress</i>
April 5, 12, 19, 26	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
April 11	Tech Tool Box - Kelly Johnson <i>SlideShare</i>
April 19	Dinner and a Program TBA
May 3	Workshop and Dinner with John Kremer - Extravaganza Bonus
May 3, 10, 17, 24, 31	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
May 4 – 5	Author U Extravaganza! All day plus Friday evening <i>It Takes a Village to Create, Market and Sell Your Book</i>
June 7, 14, 21, 28	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
June 21	Dinner and a Program TBA
December 15	<i>Holiday Dinner Party</i>

Follow Us!

Don't be left out! Make sure you follow Author U on Facebook, Twitter, and our Blog. Encourage others who are interested in writing, authoring and publishing to do the same.



Twitter: @AuthorU



Blog: www.authoru.org/feed



Facebook: www.Facebook.com/AuthorU



Why Come to the May Extravaganza? ... How about learning about book covers?

Creating a Book that Shakes, Rattles and Rolls: from Concept to Production ... producing a cover and interior design that will make you a Rock Star

Nick Zelinger of NZ Graphics will present a step-by-step, meat-and-potatoes session that will cover the do's and don'ts of creating a **cover design** and **interior layout** that meets and exceeds industry standards.

1. **COVERS THAT ROCK:** The most important elements of a successful cover.
2. Avoid the **HEARTBREAK HOTEL** of incurring unwanted costs and delayed deadlines: Knowing how and when to deliver your manuscript for final layout.
3. **A DAY IN THE LIFE...**of your book. Walking through the steps it takes to produce a hit:
 - a. Establishing goals / setting deadlines
 - b. Initial consultation through cover layouts
 - c. Handing off your **EDITED/FINAL/APPROVED** manuscript to your designer for layout
 - d. The elements of good interior design; following established standards
 - e. What you should expect from your designer at this stage
 - f. Getting those important "bits & pieces" put in place: ISBNs, bar codes, LCCNs and more
 - g. Lining up your printer: knowing the specifications needed to hand off the correct set of files for your printed cover and book
4. **GET IN TUNE:** Every instrument needs tuning; maybe your cover/book is a bit flat and needs tweaking. Find out how to make it sing.
5. **MUSICIAN'S CHOICE: Analog vs. Digital** - Your printed book is analog; your eBook is digital.

A brief overview of eBooks: converting print book to eBook; the technical challenges of converting files and adapting book cover to eCover.

6. **ONE MORE SONG!** Tips and tools to help your designer know what you want - even if you don't know.

Be there ... You and your Book can't afford not to.



Register now
<http://bit.ly/xz7m8s>



Have You Met Author U's Associates?

Have you checked out Author U's Associate Services page on the website? We have recommended providers from shipping to printing and everything in between. <http://authoru.org/associate-service-providers.html>

Branding for Authors

by Stephanie Barko, Literary Publicist



How does a new author align his name and reputation with quality?

How does a published author elevate his reputation and stature to the level of better selling authors?

Is there a way for lesser known authors to market themselves and their titles so that their professional image and body of work appear closer in reputation to the recognized writers they emulate and admire?

For the answer to these questions, I asked the Managing Partner of Millennial Branding, Dan Schawbel, recognized as a “personal branding guru” by *The New York Times*. Dan is the author of *Me 2.0*, founder of the *Personal Branding Blog*,

and publisher of *Personal Branding Magazine*. He has worked with companies such as Time Warner, Symantec, IBM, EMC, and CitiGroup.

Dan maintains that branding by association is the single most powerful idea in personal branding. He defines “branding by association” as creating a linkage between two brands of unequal brand equity to build upon the brand of lesser equity through association.

Here is Dan’s branding advice for authors:

1. **Connect with successful authors.** If you’re an author and people have never heard of you, build credibility by associating your name with an author that’s more well-known. The best way to go about doing this is to conduct a search on Amazon.com for authors in your niche and then rank them by popularity. Reach out to each author from the top down until you get a response. Try to promote their book through your social networks and your blog, and they will be more inclined to endorse your book and to promote it to their audience when your book comes out.
2. **Build rapport with the media early.** The best way to get press during your book launch is to get the media to review your book months in advance so it is already perceived as successful and worthy of more attention. Talk to bloggers, journalists, and producers in your market as early as possible, and send them a galley so they feel special. When your book comes out, use the pre-pub endorsements in your email pitches to up your likelihood of response.
3. **Develop your speaking platform.** If you want to sell books and gain credibility, it helps to become a good speaker. If you’re first starting out, you will have to give some free speeches in order to gather testimonials and video footage that will later help you make money from being an author and speaker.

Good luck with your branding efforts, and remember that who you surround yourself with has the potential to make or break your career as an author.

Stephanie Barko, Literary Publicist was voted Best Book Promotion Service by Preditors & Editors’ Readers Poll in 2011. Her award winning clients include nonfiction and historical fiction publishers and authors. Read what clients are saying about her on LinkedIn (<http://www.linkedin.com/in/stephaniebarko>), and follow her book marketing tips on Twitter (@steffercat) and Facebook (<https://www.facebook.com/stephaniebarko>). Her website is <http://stephaniebarko.com/>



Why Come to the May Extravaganza? ... How about learning about book publicity and how to pitch to producers?

What Do Successful Authors Do that Authors Who Sink Don't?



Steve Harrison will reveal all the secrets that he has learned as the publisher of one of the most successful magazines that every major publisher and publicist uses and advertises in on a regular basis. He knows how to connect authors with producers—producers that feature them as guests on national, regional and local TV and radio shows.

He is co-owner of Bradley Communications Corp., a company dedicated to helping authors and experts gain publicity. He has helped thousands of small business owners, entrepreneurs, authors and experts receive free publicity as a direct result of his marketing expertise and his company's efforts include a multitude of products and services.

Steve's company has helped launch many best-selling books including *Chicken Soup for the Soul* and *Rich Dad Poor Dad*. Since 1986, it has been responsible for booking over 10,000 authors and spokespeople on radio and TV talk shows. His clients have been on *Oprah*, *Today*, *Good Morning America*, *Fox News*, *CNN*, *Larry King* and many other top national TV and radio programs. One of his cornerstone publications is *Radio-TV Interview Report*, the magazine producers read to find guests.

He also presents the National Publicity Summit every year in New York City, a unique conference that lets authors and experts meet face to face, one on one with producers and journalists from America's most influential national TV, radio and magazines.

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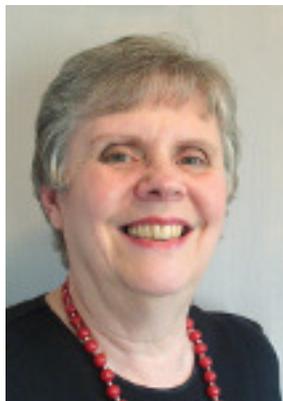
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Mentoring Authors Who Care about Excellence

And with Opportunity Comes ... *Responsibility*

By Linda Lane, Writing Mentor



Wait a minute. “Opportunity” comes calling of its own accord. All you have to do is open the door and let it in, right? Not exactly. A few details have been omitted from that “opportunity knocks” scenario, perhaps for the sake of memorability or brevity...or avoidance. Avoidance of *what*?

With rare exceptions, Opportunity steps through the door with an armful of baggage. After you lead it to your best guest room, you may want to help it unpack so you will be prepared for your role in accepting *your* responsibilities in the “opportunity” that has just walked into your life. What are those responsibilities?

Let’s begin with Judith’s must-read article on book pollution, which begins on the front page and cites three areas that separate a professionally produced book from an amateur one: *cover*, *layout*, and *editing*. These same elements come tucked into Opportunity’s luggage, at least for writers.

Cover: It’s a well-known fact that we never get a second chance to make a first impression. What will most likely be the first impression that any reader gets of your book? You’ve got it—the cover. If the wrapping of the package you’re marketing—aka, your book cover—doesn’t grab the reader, you’ve lost a sale.

Layout: Have you ever stood in a bookstore and thumbed through a book that you were thinking of buying? As you flipped the pages, did they invite you in or hurry you on? Did you stop at any given page, perhaps the first one of a new chapter? If so, why? Were you drawn to it? Did your gaze glide across the lines of text? Was the font easy to read? Did the header and/or footer complement the body text or compete with it for attention? Was the paragraphing appropriate for the genre or did it put you off? The right layout often makes or breaks a sale.

Editing: Yes, I know you’re tired of hearing that you must hire a competent editor to catapult your book from the abode of amateurs into the palace of pros. Candice Olson of HGTV’s *Divine Design* has stated that one of the secrets of great design is knowing the rules and knowing when to break them. The same applies to great writing. It doesn’t happen by accident, but is crafted by careful design.

For example, grammar and punctuation rules seem to be all over the place right now. The result can be a confusing hodgepodge of words (and commas, ellipses, colons, semicolons, em dashes, en dashes, hyphens—you get the picture) that must be sorted out to be understood. This doesn’t work well for many readers, some of whom may walk away in lieu of hiring a translator.

So what’s the problem? We have *The Chicago Manual of Style*, long revered by the publishing industry as the writer’s bible. Then we have other style manuals that conflict at times with CMS, and we have various publishers who choose to create their own styles.

How can grammatical confusion be avoided when a writer opts for a style other than *Chicago*? The same principle Candice stated applies: Know the rules...and know when to break them. The degree to which those rules can be broken depends primarily on the degree to which the writer has displayed knowledge

Continued on page 17 ...

Responsibility: Continued from page 16

of them—and secondarily on the intended audience. For instance, an article written for a scholarly journal would be far more formal and “law-abiding” than one written, say, for this e-zine.

These comments are not intended to infringe on personal style, but rather to serve as a reminder of the importance to hone your craft. Again, displayed knowledge grants considerable latitude to the creative writer whose unique style sets him/her apart from the crowd. Just as accomplished musicians “play with” the melody and arrangement of a song—often with stunning results—skillful writers skirt the rules on occasion to create an innovative and powerful masterpiece of words. How?

Learn those rules. Acquire the skills. Demonstrate that you *know* how to do it right. Then, as Judith said, *ban book pollution*. Writing is a dignified and honorable profession. We all carry the responsibility to keep it that way.

Linda Lane and her team at www.denvereditor.com are dedicated to teaching writers to write well. Beginning in January 2012, they are offering one-on-one coaching classes to authors who care about excellence and who want to know the rules so they know when to break them.



Why Come to the May Extravaganza? ... How about getting the inside track on social media?

Tap dance around all things Facebook ... see amazing moves within Google+

Georgia McCabe can do all that and much more. You have to be there; experience her moxie and you will discover why one of the leading companies in Japan bought her company for millions. She's bringing her wisdom and vision to Colorado and the Extravaganza.

Be there ... You and your Book can't afford not to.



Register now
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How to Get Testimonials for Your Book

By Joel Friedlander



One way enterprising authors can level the playing field for their book marketing is to enlist the help of better-known, more-established figures in their field.

How do you do that? By getting people to read (or scan) your book and supply a positive comment you can use in your book promotion. These promotional quotes have many uses, whether you call them testimonials, blurbs, or something else.

Before we go into how to get these testimonials, let's take a look at why they work.

How Testimonials Help Sell Books

The power of testimonials varies depending on

1. the kind of book you are publishing,
2. the specific niche into which you hope to sell it, and
3. the influence of the people who are giving the testimonials.

Two important elements that affect the effectiveness of your testimonials are social proof and congruence.

Let's look at each one.

Social Proof

A lot of the influence of testimonials comes through the persuasive effect of what's called "social proof." In an ambiguous situation, the influence of what other people are doing can determine how we react.

For instance, in considering a book in which you might be interested, if you notice that every authority in the field has recommended the book, that's a powerful form of social proof in determining your decision on whether or not to buy the book.

The Congruence Test

Testimonials also exercise another persuasive effect through the perceived authority of the person giving the quote. If you have a book on how to throw the perfect pass in football, a testimonial from Aaron Rogers—the quarterback of the Green Bay Packers, last year's championship team—will carry a lot of weight.

But a mistake authors often make, in my experience, is assuming that authority in one field will carry over to other fields. If Aaron Rogers gives me a testimonial for a book on getting rid of garden pests, who cares? Rogers has no authority in the field of pest control (that I know of), so this testimonial would fail the test of congruence—there's no connection between his field of authority and the subject of the book. Authors fall into this trap in different ways, but the most common one I hear goes something like this: "Well, Aaron used to babysit for my sister and said he'd be happy to help out any way he could, so I thought it would be great if someone as famous as him says good things about my garden pest book. I mean, millions of people love the guy, so how could it hurt?"

My advice would be to resist this temptation and wait for your football book to be ready before you appeal to Aaron Rogers for a blurb. It's important to realize the difference between the kind of celebrity testimonials you

. . . Continued on page 19

Testimonials: Continued from page 18

see on TV and targeted book promotion¹. Aaron might be able to sell Cadillacs for the local dealer. After all, Cadillacs are the same no matter which dealer you buy them from, so Aaron's testimony that "Charlie's Caddys is the best place to shop!" could carry some weight.

But if your book presents you as an expert in the field, you are selling something quite different and unique. Here, people really care about whether you know your stuff, and no amount of testimony from an unrelated, non-expert, non-authoritative source is going to help.

Okay, now we're ready to look at how to get this done for your book.

Getting Testimonials: A 3-Step Process

In order to streamline your efforts at getting blurbs for your book, I've condensed this process into three simple steps.

1. Identify Your Targets

This is a very important part of the process, and here's where you have to really stretch yourself the most. What I mean is that you are going to want to "shoot for the stars" and try to get the very best quotes you can from the people who are at the top of the mountain in terms of notoriety and influence over the people you've identified as potential buyers of your book.

It's super important here to rigorously apply the law of congruence we talked about before. You have to know who your readers are and who influences them. That's much more important than whether they are "famous" or on TV or a friend of the family.

But don't hold back. Spend a few minutes fantasizing about the "perfect" blurb, the one that might really change the sales of your book and what it would look like on the cover of your book or in the first paragraph of your press release. Then go for it, and include those people in your campaign.

In this step, you'll also need to get the email or regular mail addresses for the people on your list. And don't limit the number of people you ask. Get your list together and plan on approaching every one of them.

2. Send a Well-Crafted Query

Your query letter will make or break your testimonial campaign, so it's important to spend time on it. Here are some tips to remember as you draft and review it.

Keep it short. It's likely that the people you are querying are pretty busy. If you send a four-page letter explaining your book and marketing in detail, many people won't even have time to read it. So how short should it be? As short as possible to still get the job done, but in no case should you go more than one page.



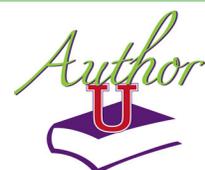
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Continued on page 20

Why Does It Take So Long: Continued from page 19

Introduce yourself. If the people you are writing to don't know you, you'll need to include some information on who you are and why you're qualified to write your book. However, no one wants to read a résumé or long list of accomplishments; that's boring and will put people off if you include it at the beginning of your query.

Why is it important? Tell in a sentence or two what you hope to accomplish with your book and why other people should care.

Connect to a common cause. This is crucial. Try to establish a commonality between yourself and the person you are querying. For instance, if their last book is on a similar subject, point out that you are both trying to educate people on these issues. It's also important here to mention whether the person's work is noted in your book or if they or their works are quoted and where.

Be specific about what you want. You need to include in your query exactly what you're looking for and what you intend to do with it. For instance, you might say "If you enjoy the book, would you give me a quote I can use in my book promotion?" Don't forget to mention that you may edit the responses for length because some authors will send you much more material than you can reasonably use.

Set a deadline. You will get far more responses if you set a deadline, and this is quite common in publishing where we're trying to meet publication day deadlines. You can say something like this: "It would help tremendously to have your response by February 1, but of course I would be grateful for any responses that come in after that if your schedule doesn't allow you to meet that date."

Make it easy. Don't send your book with the query letter, but do offer it in whichever formats you have available. If you are doing a print or print-on-demand book, offer the printed copy as well as a PDF. If you have an eBook version, offer that as well. I particularly like PDFs and use them extensively because they look just like the printed book but can be delivered instantly.

Leave options open. Be aware that there may be reasons a particular person won't blurb your book, and that's just the way it is. Don't take it personally because the person may just be very busy, on a deadline of their own, traveling, or the brother-in-law of your biggest competitor. You never know, but the idea is to invite enough people that you'll end up with some really great testimonials even if a number of people don't respond.

3. Follow Up

About a week before your deadline, send a very gentle reminder to people who have agreed to review the book but who haven't yet responded.

Even more important, when someone sends you a blurb you can use, make sure to thank them. This simple step, often overlooked, can help ease your way when you want to do more promotion or you're ready to promote your next book.

Another way to show the people who blurbbed you that you really appreciate their help is to send them a copy of the finished book with another thank you note.

Being able to issue your book with the strong recommendation of a host of experts and authority figures in your field will give your book a boost in many ways. So shoot for the stars, and give your book the help it deserves by getting the best testimonials you can.

Footnote:

1) Basics of Book Marketing for the Beginner Part 1 (<http://bit.ly/zKeB0j>)

Joel Friedlander, a self-published author and book designer, blogs about book design, self-publishing, and the indie publishing life at www.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.



Dinner and a Program – March 22nd, 6 – 9 p.m.

How to Crack the Amazon Code and What's New in POD



How do you get Amazon to send one of those “Buy this book on Amazon” emails about YOUR book to all your friends? Do you have an Amazon Connect account and are you using all its free features? Is there a right time and wrong time to use POD (print-on-demand)? What are the advantages, disadvantages, and differences between self-publishing with a full-service POD provider and self-publishing independently?

If you know the answers to all these questions, then you can skip this jam-packed session that unravels the mysteries of Amazon and print-on-demand self-publishing. For the rest of you, Brent Sampson—author of Amazon bestseller *Sell Your Book on Amazon* and the President/CEO of Inc. 5000 self-publishing firm Outskirts Press—has a lot of information (and some treats) in store for you.

- Learn how to automatically connect your author blog to your Amazon Author profile.
- Learn how the Amazon Sales Rank is calculated.
- Learn how to publish on the Amazon Kindle the easy way and the easier way.
- Learn how leveraging volume can make publishing a “POD edition” a cost-effective method of book production
- See physical examples of black/white and full-color POD books in paperback and hardback



By the end of this session, if you already have a book on Amazon, you'll be prepared to take advantage of all the author-building tools Amazon offers. And if you don't yet have a book on Amazon, you'll be better equipped to make the best decision on how to get there.



Brent Sampson is the president and CEO of Outskirts Press, Inc., located in Parker, Colorado, and online at www.OutskirtsPress.com. Featuring advanced on-demand technology and unprecedented flexibility, Outskirts Press simplifies the self-publishing process by offering turn key publishing packages that combine the best aspects of traditional and independent publishing. He's the author of several books, including *Sell Your Book on Amazon*.



Marty's Corner

Now is a Great Time to Sell More Books

By Marty Dickinson



Note: Marty's workshop, *Getting Brutal with Google*, is not to be missed at the Author U Extravaganza.

Gas prices are over \$6 a gallon in some places. Peoples' credit cards are maxed out. Experts are predicting another real estate collapse. What happens next? People stop buying luxury items. Vacations are put on hold. Layoffs resume while people with money stuff the cash in their mattresses. Yep, we've seen that movie before.

Unsuccessful authors fall prey to a turbulent economy by thinking no one is buying their books because no one has money to buy books. Successful authors embrace a bad economy as the BEST time to sell more books. In this month's edition of Marty's Corner, I'd like to offer 3 steps you can take right now to sell more books no matter how bad the economy gets.

- 1. Relate your topic to surviving the economy** - How does your book help someone make their house payment next month or have more money left over to buy groceries next week? You simply must answer this question and embrace the concept wholeheartedly, no matter what your book topic might be. Even a fiction romance novel can help someone escape their money woes for a while.
- 2. Promote the extreme value of your product** - When I speak at the upcoming Author U May Extravaganza, I'm going to give you an SEO strategy for your website in the first 10 minutes that will be worth twice the price you pay to attend the whole conference. That's over \$500 in value! I say that not to showboat myself (well, maybe a little), but to illustrate how to showcase extreme value. People want extreme value before they buy. Write your book so that it really is worth 20 times what you're charging, and then prove that it is worth that much even though you're charging less.
- 3. Create urgency and stick to it** - Letting your book sit on your website for sale with a mere title, description, and a Buy Now button is a slow ride to riches. Experiment with giving special offers that have time restrictions. I've removed all my books, ebooks and products for sale from my websites and only make them available in 3-5 day increments, for example. Try making bonus documents, audio files, or videos to supplement your offer.

Be confident that there is no better time to sell books than during a horrible economy. Readers are looking for hope or escape. Simply present how your book helps with those two issues with extreme value, and create urgency to get the sale. Now, go get your message to the world!

Marty Dickinson is co-author of **Web Marketing All-in-One for Dummies** (Wiley) and manages more than 100 of his own websites to sell various products, books, and services. His company at www.HereNextYear.com/ staffs 11 people to help authors and speakers around the world sell more books by producing WordPress websites and managing traffic building campaigns.



The 10 Deadly Sins of Website Design: A Checklist to Help You Avoid Them

By Penny C. Sansevieri



You're ready to create your author site, or maybe you're updating your old one. We all know a lot that can go wrong with a website (server gone down?), but you can do a lot in the early stages to avoid some mishaps down the road. Here's a checklist to take with you as you work through the design elements of your website.

1. Cluttered: Let's start there. A cluttered site is the kiss of death to conversion. Make sure the site you choose is clean, uncluttered, and easy to navigate. If you can't figure it out, I guarantee that your visitor won't, either.

2. Confusing: Tell them what you want them to do. *Several times.* In order to make a sale, you have to tell your visitors what you want them to do - over and over and over. When we were redesigning our website, I kept hearing this from my web designer: let's tell them again and again what we want them to do. I responded to her, "But my visitors aren't stupid; they'll know what to do!" The

problem is most surfers *don't*. We're busy, we're distracted, we want information and we want it now; also, we want to know right away if we've landed on a site that can help us. If you repeat your primary message, they won't be able to miss it, and if the site is what they're looking for, they will stay. Which takes me to...

3. Too Many Messages: You must have one primary message and objective for your website. Yes, I know you want to do so much with it. You want to sell books and get speaking engagements and maybe even some consulting gigs. But all this starts with one clear objective. Take my site, for example. I have books, I am a speaker, I also sell marketing services, and we are a full-service marketing and publicity firm. Wow, that's a lot, right? Yes, it is. But if you look at our homepage, you don't see my books or my speaking. Why? As much as I'd love to sell my books by the truckload—and speaking gigs are always fun to do—they don't keep the business going the way new business does. *That's* my primary objective.

4. Not knowing what your consumer wants: Once you figure out what you are selling, you have to package it in a way that will entice your buyer. Knowing what they want and how they want it is key. Let's say you've written a cookbook for a busy parent. And let's say your only objective is to sell books. That's a great goal! Now, your site needs to be designed around that goal, which means the book is front and center on the homepage. Because your user is probably busier than most, there's a big 'buy now' button just under the book that takes them to a page where they can purchase and download an eBook or order a print copy. Easy! You may also want to add a sign-up on the homepage so your reader can get cooking ideas, recipes, and tips in their inbox a couple of times a month!

5. Cropsharing: This is what I call those folks who use other people's website domains. I seem to recall that, years ago, there was something called Angelfire. Anyone could get a free site there. You could never own it or upgrade because it was on their server and that was that. The problem with this scenario is when their site goes away, so does yours. There are a lot of freebie websites out there, and there's nothing wrong

Continued on page 24

10 Deadly Sins: continued from page 23 ...

with this per se (other than I don't think we should design our own sites). If you're strapped for cash, this is a great way to get started. But be sure that you can own the site at some point. Often free sites have an upgrade option—look into it before you build your website.

6. Copying your competition: It's great to love what your competition is doing, but don't copy them pixel for pixel. Not only is it not a nice thing to do, but consumers landing on both sites may not be able to tell the difference. Additionally, if Google spots this type of duplication, you could get your site pulled down.

7. Uh-oh, typo: Please spell-check your website. I don't understand why anyone would launch a site that wasn't spellchecked.

8. Staying Static: No one likes a site that never changes, and a quick and easy way to make sure you don't have a static site is to add a blog to it. A blog is a fantastic way to keep your site looking fresh, and it's great for SEO, too.

9. Not understanding your traffic: Okay, I admit this has less to do with website design, but it all flows into the same pot. Get to know your stats, and if you aren't sure how to read your site analytics, get someone to help you. Many authors I speak to don't even know if they have traffic reports. To me, that's similar to having access to a bank account you never check.

10. Nowhere to go: Regardless of how you will sell your book, you want to be sure that the sales process is super clear on the site. Additionally, you don't want your consumer to go through a lot of steps to buy your book; with each step, you lose a sale—keep that in mind. Ideally, no more than three steps to a buy!

When you're going through your website—building one, redoing one, or making sure yours is in check—take note of the points I've shared here. It's hard enough getting people to come to your site; when they get there, don't send them into "surf shock" and miss a potential sale.

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. Visit her web site at www.amarketingexpert.com. To subscribe to her free ezine, send a blank email to: <mailto:subscribe@amarketingexpert.com>.



Why Come to the May Extravaganza? ... How about meeting the Village People who can create and market your book?

Face-to-Face ... there's nothing like connecting

Exhibitors ... national publishing professors are coming in to meet you and talk to you about your book. Printers. Website developers. Social media experts. Cover designers. Interior designers. Writing coaches. Marketing consultants. Publicists. eBook developers. Etc., Etc., Etc.

The Technology and Tips Toolbox

Pinterest ... What's with the Interest?

By Kelly Johnson



Just when we think we may have heard about all the social media platforms available, another one explodes on the scene and catches on like wildfire. Any guesses as to the latest social networking site to check out?

It is...**Pinterest**.

I wanted to not only provide some of the basic information about Pinterest, I also wanted to share 5 marketing ideas of how to use Pinterest.

In January 2012, a report from comScore (an Internet marketing research company) stated that Pinterest is the fastest site in history to break through the 10 million unique visitor mark.

Pinterest is a relatively new social networking site that is about creating and sharing collections of images that you find on the web or create yourself. It is a Virtual Pinboard, and members of Pinterest use it to share favorite books, plan projects, collaborate, and more.

There are two main ways to get started on Pinterest:

1. Go to Pinterest.com and click the Request to Invite button.
2. Contact a Pinterest member directly to request an invite.

In order to use Pinterest, you must register with either a Facebook or Twitter account. Why? Pinterest believes this makes it easier for people to find you, reduces spam, and allows you to easily share your updates with those sites. It doesn't matter whether you start by registering with Facebook or Twitter; you can link both accounts at a later date.

During the process of creating your account, you will be presented with categories that you can choose as being related to your interests. Pinterest uses this information to automatically follow people with common interests, so you have to pick at least one category to continue. You will have the option to see who you are following and remove them, if you prefer.

Pinterest Terminology:

Boards: These are virtual cork or pin boards. You can create a topic-specific boards and add images that are relevant to those boards. How general or specific you want your boards to be is your decision.

Pin: The main purpose of Pinterest is to "pin" pictures to your boards. For example, you may "pin" a picture of a book cover to your 10 Best Publishing Books board that you feel fits that topic.

Repin: This is similar to retweet on Twitter; if you see someone else's pin that you like, you can "repin" it and place that picture on an appropriate board of your own.

Like: This feature allows you to "Like" a pin you see that isn't a match for you to repin it on one of your boards.

Technology Tips: Continued from page 25

Comment: You may also leave a comment on people's pins or respond to comments on your own pins.

5 Marketing Ideas with Pinterest

- 1 QR Codes – Create a board for your current and/or upcoming QR codes. Be sure to include a great description and categorize your board so the QR codes can be easily found. (You may also want to include the instruction for people to scan the QR code with their smartphones).
- 2 Showcase Events or New Program, Book, Product - Create a board for your upcoming event, newly published book, new product, etc. Build buzz by gradually posting details. You may also create a board for a specific project or event and invite people to contribute.
- 3 Coupons – Create your own coupon and add a Pin It button to your coupon page that can be repinned on Pinterest. Have fun with your coupons, but be sure the images are relevant to your offer.
- 4 Photo Contest – One example of conducting a photo contest on Pinterest: If you are promoting a cause, you may have people submit photos on what the cause means to them and display the photos.
- 5 Seasonal, Holiday, or Specific Marketing – Consider creating boards for your target audience to meet their needs and interests.

As with any social media platform, remember to be a valuable contributor and asset to your target audience. Consider how you may incorporate Pinterest into your niche, and think about what your target audience is looking for and what best serves their business needs.

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> and her website is www.cornerstoneva.com.



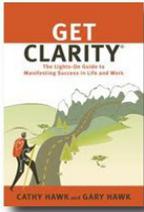
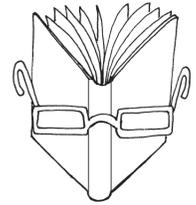
Why Come to the May Extravaganza? ... How about learning all about marketing your eBook?

What's Old, What's New in Marketing eBooks

John Kremer is the guru of overall marketing of books. His book, *1001 Ways to Market Your Books*, has had multiple printings, multiple editions, and sold hundreds of thousands of copies. His Blog has over 50,000 followers. He's delivering a Pre-Extravaganza late afternoon session that includes dinner on Thursday, May 3rd. Starting at 4:30, you will dive into the sometimes strange and eccentric world of eBooks—the session after dinner will focus on pBooks. Expect the unexpected with John—it will be an amazing experience. Candid—off the wall—incredibly insightful ... perfect for today's author.

Be there ... You and your Book can't afford not to.

Member News

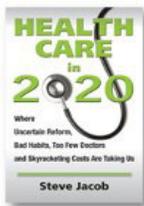


Cathy Hawk and **Gary Hawk** report that the Douglas County Public Library System will be purchasing copies of their book for circulation based on the review they received for *Get Clarity* via *BlueInk Review*.

In addition to working with Douglas County Library System, they are doing monthly newsletters with recommendations to booksellers, libraries, publishers, and readers. Our recommendations are also being published in the Publishing Perspectives newsletter.

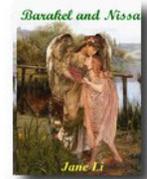


Sandra Thompson just finished her first full-length novel, *Dead of July*, which she is rereading prior to sending it to the editor. The book cover is almost ready—planning on launching in late spring. She already has two book launch parties scheduled.



Steve Jacob, author of *Health Care in 2020*, just received a \$10,000 grant from the Boston-based Physicians Foundation to write a book about the plight of (and opportunities for) U.S. physicians in light of changes occurring in the health-care system. Next will be a comprehensive book on adolescent health. The goal is to publish the first two in January 2013 and final one as close to that date as possible.

Jane Li is thrilled with the recent launch of her first book, *Barakel and Nissa*, which is now available on Amazon.com!



BlueInk Review, only one year old, is gathering bravos from the publishing industry. This month, we can't help but boast a little bit. (OK, a lot!) We are thrilled to announce that BlueInk reviews are now distributed to and by

Ingram Book Company - a wholesale provider for more than 71,000 librarians and booksellers globally. BlueInk reviews run on Ingram's iPage and Oasis, a database that helps these important customers make book-buying decisions.

Publishing Perspectives, called "the BBC of the book world." This online journal of international publishing news and opinion runs monthly updates of BlueInk Starred Reviews to help international publishing executives acquire material for books, film, and videogames.

Douglas County Libraries, a major Colorado library system (8 million annual circulation), uses BlueInk's recommended titles to make book-buying decisions for its pilot program that targets self-published books. This is a unique opportunity for self publishers to boost their credibility, as libraries rarely purchase independently published titles!

Self-Publishing Review, a go-to site for news and information about the self-publishing industry that posts selected BlueInk reviews.

Off The Bookshelf, an ebook sales site, invites authors who have acquired a BlueInk review to use that review to enhance their books' sales potential on the site. Author U members get a discount when applying for a BlueInk Review—check out information and the special code on the Associates page on the Author.org website.



New Facebook Pages Timeline

What's Changing, What Matters

By Andrew Jones



Facebook has unveiled Page Timelines in a site-wide announcement at the top of your Fan Pages. If you, like me, hit “Preview the changes,” you probably followed the screen load with a few of your favorite swear words and then proceeded to run around your computer, screaming, “The sky is falling!”

Fear not. It is not as bad as it initially seemed... or so goes the mantra I keep repeating to assure myself that all the hours of work I have poured into my clients’ custom fan pages will not be in vain.

Here’s a quick rundown of just exactly what IS changing, what is staying the same, and a couple ideas to cope with the changes.

What’s changing?

- Your wall will no longer be the same. It’s being replaced with the Timeline just like your personal profile. Your page can now update with milestones such as opening new stores, launching new products, etc. But your posts will take on the staggered effect of the timeline - no longer linear.
- You can now “Pin” (hopping on the Pinterest popularity, maybe?) important stories on your timeline to the top of your timeline to draw attention to them. This is actually a pretty cool and useful feature for delivering an important message to visitors without having to update the page constantly to make sure everyone is seeing it between your other posts.
- Your new cover image—just like with a personal page, you now have a “cover image” that you can use to promote your page. However, there is a laundry list of restrictions for what you cannot include: price or purchase information, such as “40% off” or “Download it at our website”; contact information such as web address, email, mailing address, or other information intended for your Page’s About section; references to user interface elements such as “Like” or “Share” or any other Facebook site features; calls to action such as “Get it now” or “Tell your friends.”
- Your custom app tabs are moving from the left hand side of your screen to go along the top next to your profile image (under your cover image). The good news—your tabs are now much larger squares, where you can design custom tab graphics to entice clicks. Downside—you are only allowed 4 immediately

Continued on page 29 ...

Facebook Timeline: Continued from page 28 ...

displayable tabs (3 if you don't count the permanent "Photos" tab, which cannot be moved or altered). But if you want additional tabs, you can click a dropdown arrow to have a total of 12 available tab slots.

- If the tabs were to change, you could probably guess the apps themselves would, as well. The size has gone from 520px to 810px. Another welcome change—the apps will be appearing in their own screen instead of being built into your page. (They needed to find a way around all that additional white space.) Let your creative juices start to flow on this one!
- Default landing pages - this one is a massive loss in my opinion. No longer can you have non-fans and first time visitors drop in to a pre-determined page. However, you may be able to remedy this with a clever combination of the new "sticky posts" on your Timeline with URL links and Cover Image arrows to direct people's attention over to your custom welcome tabs, sweepstakes tabs, etc.
- Direct messaging of pages... yep, people can now message your page directly for "inquiries"... Can't wait to start receiving spam on this!

What's staying the same?

Let's see - it's still called Facebook, you are able to post updates, and people can "like" your page. All kidding aside, despite the drastic changes to Facebook - there are a couple things that are still staying the same... which I am glad to hear because I was quite worried about these:

- Fan Gating is still going to work! Don't listen to the buzz about this one—fan gating has to do with the construction of the application CODE and thus is not affected by these changes. So you CAN still entice people to like your page by offering up Fan Only content... you just can't tell them to like your page in the Cover Image.
- Facebook Insights for the most part are going to remain the same. However, these are actually being somewhat simplified (another welcome change).
- I guess I should have mentioned this in "What's Changing," but it's still staying somewhat the same, as well. Your profile image—we can no longer have those big, custom, vertical banners that act as advertisements for our services and give contact information. Now it's just a small square, so it should probably be just your company's logo.
- The "About Me" is remaining pretty much the same.

That's about it... Hopefully, this helps to clear up some of the mass hysteria and confusion that's going on out there right now.

It's time to make very good friends with a graphic designer because the majority of these changes are revolving around tweaking your design elements. (Yes, we at New Media Fluent do offer graphic design services. Feel free to [contact us](#) for pricing quotes of updates to your Fan Page elements.) When done right, I believe these tweaks have the ability to make your fan page more visually stimulating!

Good luck with the changes!

Andrew Jones is President of New Media Fluent, a company that specializes in creating and managing social media platforms for individuals and companies. He can be reached at 918.232.6181 and Andrew@NewMediaFluent.com. Website is <http://newmediafluent.com/>.



5 Ways to Ignite Fan Engagement on Your Facebook Page

By Melody Jones



Fan engagement is the key to Facebook success. Number of fans doesn't matter if nobody engages with you. A fantastic landing page doesn't matter if nobody engages with you. Just having a page hanging out there in the Facebook ether-world to prove you've written a book doesn't matter if nobody engages with you.

The most difficult part of social media as a whole is figuring out what your fans will consistently respond to. It's a lot art and a little science with some elbow grease thrown in.

1. KISS, baby

Adopt this mantra: Keep It Simple and Short. Studies show that fans respond more often to shorter posts. One study found 80 characters to be ideal – which I think is tough to stick to – and a more recent study found 250 characters or fewer to be optimal. That's the “science” – here's the art: you'll have to experiment with varying post lengths and monitor response rate. You'll figure it out if you are consistent. Oh...that's the elbow grease part.

2. Call to Action

A call to action on Facebook can be as simple as asking for likes and comments in a post. It's amazing how much engagement increases with this easy tactic. “Like this if you read every day like I do!”

Fill in the blank is a useful strategy as well: “My favorite time of day to read is _____. The cupcake flavor I love the most is _____.” Pick one that relates to your platform in some way, or post one that relates to a current holiday, situation, weather season, celebrity, or news item. Be creative.

Ask questions, but ask them the right way. Keep them short, keep them easy to answer, steer away from yes and no questions, and put the question at the end of the post for the best response rate. Be sure to answer the question yourself, but wait until several fans have added input. Putting yourself into it too soon appears to stifle engagement rates. Another trick: respond to fans by name. “Fran, I agree. Fried okra is not for everybody!”

3. Variety is the Spice of (Facebook) Life

I'm pretty sure you've noticed the amount of noise happening in your Facebook news feed. How the heck are you going to stand out in the crowd? Remember this - Facebook loves visuals. If you post a beautiful photo, a picture with a funny quote, or a video, fans will interact. Label it in the status field with something short like “Ahhhh, a beautiful vacation spot” or one of my favorites “Bahahahahaha” to show how hysterical you think your funny quote is. (Really, my fans LOVE that). If they don't love it, they might tell you so and that's okay. We call that engagement.

4. Get in the Zone

Eighty percent of the U.S. population lives in the eastern and central time zones; only four percent reside in our beloved mountain time zone. Study your insights to figure out what time zone the majority of your fans hail from and post accordingly. A very rough guideline to start with is before work starts at about 7 a.m., around

Continued on page 31...

Facebook: Continued from page 30...

5 p.m. at the end of the work day, and late evening near 10 p.m. after the kids have gone to bed. Remember, that it may be 7 a.m. EST if that's where your fans live – which make it 5 a.m. for MST folks.

In other words, not during the oh-so-convenient standard 9-5 work day. Studies of best post times are all over the board, so you'll be fine-tuning this one to figure it out.

5. Days o' the Week

Certain days see higher engagement rates overall, and certain industries get better engagement on specific days. Saturdays show higher engagement across Facebook, and Monday mornings are low, as are Friday afternoons. Weekends are active in the entertainment industry, food and beverage on Saturdays, Sundays are best for retail and sports, Wednesday and Thursday for business and finance, and health and beauty on Thursdays. Yeah. It's a mix of art and science to figure this out for your author platform.

By utilizing these techniques on a consistent basis, your engagement rate should improve. Engaged fans are loyal fans, and loyal fans are customers when you finally publish that book and you want SALES.

Now get out there and KISS, fill in the blanks, get spicy, get in the zone, and embrace Saturdays. You'll thank yourself later.

Melody Jones, owner of *Melody Jones | Social Media Management Services*, takes care of the day-to-day so you don't have to. She's your social media aspirin, here to make managing an author's social media presence as painless as possible. Working from a philosophy of partnership, Melody knows the most successful results begin with clear communication and offers an extensive initial consultation designed to gain a thorough understanding of client mission, goals, marketing strategy, social media efforts, frustrations, and successes. Connect with Melody on Facebook at www.facebook.com/melodysocialmedia.



Why Come to the May Extravaganza? ... How about learning savvy tips on marketing fiction?

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- get organized,
- produce your own awesome graphics,
- get low-cost tech/design help,
- identify who is in your niche to help you,
- discover the magic key to marketing with Twitter,
- make your marketing soar
- and *lots* more!



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Be there ... You and your Book can't afford not to.



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REMEMBER: Visit www.AuthorU.org often and check out the Members Area - Benefits, Special Events and Information are updated often!

Writing a Press Release That Grabs Them! Part 2

By Jackie Lapin



For many entrepreneurs, the most difficult challenge in marketing is writing a press release. In last month's *The Resource*, I identified the first seven steps. Below are the remaining seven needed to create a press release that wows the reader.

8. **When and How to Quote** – It is prudent to break up narrative with quotes and important to put a face on the company with a spokesperson's quote. Generally, you want the executive quoted to say something different, illuminating, or perhaps more emotional than the objective approach of the narrative. If you want to say "We think this product is going to sell like hotcakes," said John Jones, CEO of Jones, Inc., you say it in the quote rather than the narrative. A good place to put a quote is usually around the third paragraph, and then you can add another one later in the release. Never use one executive's quotes back-to-back with another's without using one line of narrative explanation between the two. For example after completing one quote, you can begin the next paragraph something like this: *Mary Smith at Smith International also cited the importance of this new development. And then you can put in Mary Smith's quote.*
9. **Pricing and Website** – It's wise to summarize your product pricing and availability in the closing paragraphs of the release, close to your final graph that notes your website. Remember to *always* wrap up your release with a website so that people know how to find you.
10. **The Boilerplate** – The boilerplate is one extended paragraph where you can describe your company's focus. This can be supplied in a slightly smaller font (10 point) at the foot of the release after you have concluded all of the essential information pertinent to this particular release. It's a paragraph that can go at the bottom of every release so that editors can refer back to it when they may not know much about the company providing the information in the release. You may also put boilerplates at the bottom of the release for all other organizations involved in the news you are issuing. Place this under your own boilerplate.
11. **Graph and Release Length** – Ignore anyone that says a press release should only be one or two pages long. It should be as long as it takes to provide the appropriate information, but do try to keep it under five pages without rambling. Restrict it to what's really necessary for a reporter to do his or her job effectively. Some information can also be broken out into separate "sidebar" background releases.
- You no longer need to double space press releases, but make sure that your graphs are not longer than seven to eight lines—preferably four to five—before starting a new graph.
12. **Optimizing for Keyword** – Today, with the power of Google and other search engines, you may also want to develop ways to get keywords into your lead graphs and headlines without losing or changing the meaning. There are many online sources on how to do this; but know that when you submit releases to certain paid newswires, you have the opportunity to optimize your release with keywords.

Continue on page 34 ...

Press Release: Continued from page 33 ...

13. **For Immediate Release and Dateline** – You may choose to put at the top of your release **FOR IMMEDIATE RELEASE** or **FOR RELEASE ON (DATE)**. This tells the media when they may break the story, but don't send a release marked a day in the future without advising the reporter it is "embargoed" till that day—or the reporter may accidentally break the story too early.

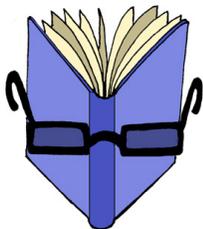
If you have a release that is timely or is a matter of hard news, you will want to place the city of origin and then the date prior to the copy. It would look like this:

LAS VEGAS, NV (July 12, 2009) – *More than 10,000 people tried the new gadget from (company) at the Consumer Electronic Show in Las Vegas Friday, marking the largest introduction of such gadgets to date.* You may also use the city where you are headquartered in your dateline.

14. **Contact Information** – You can put your contact name, email, and phone at the top of the release before the headline; or you may put it at the bottom. Mark it clearly by putting it in bold: **Contact: Jennifer Black, (888) 444-8888, <mailto:jblack@anywhere.com>**

Happy writing! May your press releases help you achieve all of your goals!

Jackie Lapin's **Conscious Media Relations** creates Radio Media Tours especially for authors, speakers, and coaches by offering them to an exclusive list of more than **700 radio hosts** who seek interviews with *leaders in the personal development industry*. For more information go to www.PersonalDevelopmentRadioMediaTour.com, or call 818 707-1473. Author U clients receive a \$500 discount!



Book Smarts

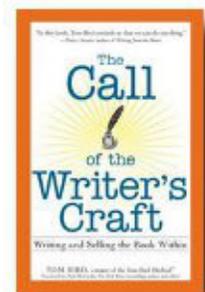
The Call of the Writers Craft

From Tom Bird

Getting a book written and published is as much about talent and creative drive as it is about determination and business savvy. Author Tom Bird writes about connecting with the Divine Author Within (that's you!)—getting your creative mind connected and in gear and, literally, how to “banish” that logical, critical mind we all carry around—almost like it's indigestion—ready to burp up at any time.

Includes plenty of how-tos ... dealing with blocks, speeding up the writing process, and if you are choosing to go the traditional publishing route—writing query letters, connecting with agents, and what to look for in a contract.

Worth the investment—under \$15.



TIPS



Wonder which cities are the readers? Look no further—here’s the Top 10 in the country for 2011 ...Washington, D.C., topped the list of the most literate cities in the U.S. for the second consecutive year, while Boston (up from #12 in 2010) and Cincinnati (up from #11) made significant gains in the statistical survey released annually by Central Connecticut State University President Jack Miller and “based on data that includes number of bookstores, library resources, newspaper circulation, and Internet resources,” *USA Today* reported recently.

- | | | | |
|----|------------------|-----|---------------|
| 1. | Washington, D.C. | 6. | Pittsburgh |
| 2. | Seattle | 7. | Cincinnati |
| 3. | Minneapolis | 8. | St. Louis |
| 4. | Atlanta | 9. | San Francisco |
| 5. | Boston | 10. | Denver |

Check Your Idioms



Not sure if your favorite phrases are culture-specific idioms? Look up a word in The Free Dictionary’s Idiom dictionary (www.TheFreeDictionary.com, click on Idioms in the left-hand menu). For example, if you enter the word “base,” the dictionary returns six (very common) English idioms. It will also tell you if they are culture-specific.

How many ISBNs should you get?



Start with ten (it’s cheaper to buy them this way). Go to www.Bowker.com and purchase them for \$275 (includes process fee). It identifies your “publishing house” and gives you enough to cover the current edition, as well as any revisions. Keep in mind, however, that you need a different number for each format—hardback, paperback, audio, video, eBook, etc. If your book goes from hardback to paper, it’s another number. If you revise your book or create a new edition, it’s a new number. Stop “shopping” on the site—don’t buy a barcode or anything else for the time being. You need only your book’s ISBN to move on to the next step, which is to procure your Library of Congress Number (free).

Increase Your Press Release Effectiveness



From *PR Newswire*: “An internal analysis of PR Newswire data involving more than 10,000 customer press releases for a four-week period (Feb. 27 to March 26, 2011) showed dramatic increases in response to releases when multimedia was used. Adding a photo to a press release resulted in a 14% improvement over text-only releases; adding a video, 20%; both photo and video yielded a 48% jump. Finally, using photo and video plus additional documents (such as PDF, Word, or PowerPoint files) led to a 77% leap.”

TIPS



Making WordPress a Breeze—WordPress Tutorials:

WordPress.tv - <http://www.wordpress.tv>

- Simple video tutorial site created by the team behind WordPress
- Comprehensive videos on a variety of topics, including installation, integration, publishing, themes, SEO, comments, widgets, and much more

WordPress.org Support - <http://wordpress.org/support/>

- Features information straight from the source
- How-to information and knowledge base on just about every topic
- Getting-started resources, FAQs, and an active discussion forum

SpeckyBoy.com - <http://bit.ly/zaKli7>

- An expansive list of WordPress tutorials, hacks, and help files
- Detailed descriptions of tricks to expand Wordpress' functionality
- Features a wide variety of common and uncommon WordPress tips

If you want to publish information to your site quickly and easily, you need to be using WordPress. Even though it's one of *the* best ways to publish content on the web, it may seem intimidating to the novice. However, it's a great tool. Learn to use it!

Use eMail to Send Texts



Have you been in a situation where text (SMS) would be the best way to communicate, but it's not convenient (or possible)? You can send and receive texts through eMail. All you need to do is type in the person's mobile number and add the appropriate ending for their service provider. For example, to send to someone who uses AT&T (think iPhone), send 10digitmobileumber@txt.att.net (example: 3035551212@txt.att.net). For Verizon, 10digitmobileumber@vtext.com.



Looking for Marketing Stats?

Want a quick grasp of how rapidly marketing options have changed in recent years? Here's an eye-opening update on the impact of the Internet, email, blogs, Facebook, LinkedIn, and more for business-to-business as well as business-to-consumer marketing. Download this free, quick-read report from HubSpot: *100 Awesome Marketing Stats, Charts and Graphs for You!* <http://bit.ly/w0Ogga>



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- Interior Designs for books discounts: WESType Publishing, NZ Graphics
- eBooks, Audio book discounts: DarkFire Productions
- National Book Distribution discounts: Midpoint Trade
- Graphics and Book Cover design discounts: NZ Graphics, MacGraphics
- Editing services discounts: Editing by John Maling, Patti Thorn, and Linda Lane
- Webinar design and implementation discounts: The Webinar Mentor
- Virtual office assistance discounts: Cornerstone Virtual Assistant
- Book and Publishing coaching discounts: The Book Shepherd
- Website design discounts: Here Next Year
- Distribution with Midpoint Trade and Book Masters
- The list continues to grow!

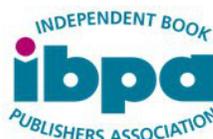
Plus, at renewal, you will receive a Bonus via a PDF of Judith's entire Resource section (37 pages of contacts, websites, and detailed book and publishing info) from her newest book, co-written with John Kremer and Rick Frishman, *Show Me About Book Publishing*.

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