



# The Resource

Vol. 3, No. 9

A Book Publishing News eZine

www.AuthorU.org

## Contents

Author U Extravaganza 2013  
Page 4

AuthorYOU  
Page 4

Literary Agents Uncovered  
Page 5

Websites - The Before & After  
Page 7

Sane Time-Management  
Page 9

Book Smarts  
Page 13

Klout: Know Your Influence  
Page 14

All About Product Consumption  
Page 17

Setting Social Media Goals  
Page 19

Magical Marketing Power of Videos  
Page 20

How To Get Your Book in the Library  
Page 23

Publicists Want Authors to Know ...  
Page 28

Do You Have a Poem In You?  
Page 32

Member News  
Page 34

Do You Have an eBook  
Page 28

TIPS  
Page 36



## Will Your Book Get the Best Book Award or the Boot Book Award?

Judith Briles, Author U Founder



Since Fall arrived two months ago, I've received multiple e-mails from members asking about Book Awards. Several blogs (<http://bit.ly/RLzV1u>) have been written—including ones that I felt had merit and deserved your "marketing" dollars—and it is marketing. "Should I enter?" "Which one(s)?" "Do you think my book will win?" Etc., etc., etc.

After January, the notices via e-mail ... or lack of them ... kick in. You get either "Congratulations" or a reject or nothing—you become invisible.

Since I've been a judge for many Book Award competitions, as well as being honored to have won several local, regional, and national awards, I know what your questions are, know how you feel on the rejects, and certainly know how getting a kudo e-mail or letter feels. When I won the Colorado Book Award for Nonfiction a few years ago, I got a notice that I was a finalist, and it wasn't until the evening awards presentation with 500 in attendance that I discovered I had won.

Before you enter any contest, start with a key question: "Did I do the best job in writing, in presenting, in connecting with my crowd—the people who need or want my words?" In other words, "Did I rush to publish?"

In working with authors every day, I find routine hiccups that are common. When they are pointed out, authors are often surprised they didn't notice them—both pre-layout and during layout. To anyone who is experienced with books, those hiccups are glaring and would have been noticed quickly.

What's that mean? Simply this: don't go it alone. Before you enter your book, make sure it's of "star" quality.

### The Boot Starts Here ... on the Outside

The title doesn't work. The reader is clueless as to what the book is about. Does it solve a problem? Does it entertain? Who is it for?

Continued on page 2 ....

**Book Awards:** Continued from page 1 ....



The cover itself isn't connecting. Colors don't work; design looks unprofessional; the fonts don't grab. The cover, ummmm, is ugly. It looks like it's a DIY weekend project.

The cover production didn't include barcodes, price of the book, or categories.

Copy on the back, dust jacket, or flaps doesn't work; or it's visually difficult to read.

### The Boot Continues ... on the Inside

On the opening, for a nonfiction book—it's all text, with no visual relief—white space helps, also illustrations and callouts. Are the chapter openers eye-appealing? If there are part pages, how do they look?

For a fiction book, are there breaks (think bathroom) where there are distinct chapters?

What about running heads—are there any? Every professional book has them—title of book on one side and the changing chapter on the other. Sometimes, you will see the author's name—a constant reminder to the reader of the title of the book and the chapter he or she is in ... or who the author is.

Does it look like it's been professionally designed, or does it come right out of a Word document? What about stranded words and lines—are there widows and orphans ... those lines and words that get left behind or alone?

What about hyphens? Where are they on the page and just how many are there? Multiple hyphens on a page can get ugly to the eye. On the other hand, no hyphens scream self-publish—there should be some.

Some layouts are justified; some are not—ragged. You can go either way. Forced justifying without reworking words or maybe a little tightening between them is another tell-tale sign of a DIY. Seeing sentences that are too tight, where you almost can't see the difference between the words ... or so loose that you can drive a truck through them ... also shouts, "A professional didn't touch this."

### Then ... There's the Read

When your book stops the judges at the cover—front and back—then throws up detours with a quick visual of the interior landscape, how do you think the judge is going to pre-think the rest of the book read is

## 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.

**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](http://www.AuthorU.org)

**FOUNDER:** Judith Briles

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#### NEWSLETTER:

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

**Book Awards:** Continued from page 2 ....

going to be? A little prejudice may now have set in—let's be realistic. If the judge sees that you didn't care enough on the outside of the book, do you think he/she will believe you cared about the inside—the story, the message?

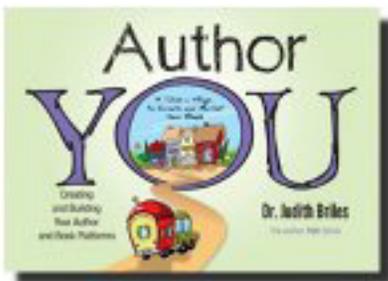
If you personally want to create a book that gets attention, you pull together a team that can deliver the dressing to make it happen. The cool thing is that we have all those people within Author U!

### Our Final Dates this Year

The year is coming to a fast close—I'm still scratching my head over where September went, much less October. We have a terrific Dinner and a Program on the 15<sup>th</sup> of November—insider tips coming from a former literary agent who is giving all attendees his 1300 names and all contact info within the literary world—that's a WOW and alone worth the price of admission. Our Webinar series are scheduled to include our members out of state and country. The January BookCamp slated for the 19<sup>th</sup> focuses on extensive Social Media strategies. Plans are moving ahead for the Extravaganza slated for May 2-4—get the dates on your calendar ... you don't want to miss it. Of course, we have our member Holiday Party slated for Saturday, the 15<sup>th</sup> of December.

Finally, the last two months of the year bring us Thanksgiving and the celebrations of Christmas and Hanukkah for many of our members. I just want you all to know that I'm thankful for your presence and presents. The presence for being in my life and for the presents—the gifts of your amazing words, creativity, and books I get to see every day.

*Judith*



### Are You an Author?

### Do You *Have* a Platform?

### Do You *Know* What a Platform Is?

Every Author, every Book, needs a Platform. It's the stage, the very foundation of your book and authoring businesses.

Author and Book Platforms don't happen overnight. They take time, and there are steps—some small, some large, and some in-between—that will transition you from just an idea to a book that stars you as the expert or an amazing storyteller.

**Author YOU: Creating and Building Your Author and Book Platforms** is an extraordinary and interactive guidebook. **Judith Briles**, The Book Shepherd and author and publishing expert, will share insider strategies on how she created multiple bestsellers and award-winning books for herself and hundreds of clients.

Woven around 22 Activities, illustrated and four-color throughout, **Author YOU: Creating and Building Your Author and Book Platforms** is the guidebook designed for Authors at every level. Available in November.

Reserve Your Spot ... **Every Author Needs the Edge** ...

## Author U Extravaganza slated for May 3 – 5, 2013

**May 3<sup>rd</sup> Deep-Dive Dinner Workshop** with Joel Friedlander, author of *A Self Publisher's Companion*, from 5 to 9; and new for 2013 will be an Eaglet/Newbie session from 12:30 to 4:30, along with an Eagle/Advanced session at the same time. Scheduled workshop speakers include Cevin Bryerman (Publisher of *Publishers Weekly*), Joan Stewart, Dan Janal (PR and reporter leads), Peggy McColl (Amazon bestseller strategy), Greg Godek (sold 3 million books on his own!), Daniel Hall (amazing array of marketing strategies), and so much more.



**Brain Storm with the Pros will be back.** There will be a session on Agents, Book Reviews, and Legal Issues ... and the Author U Shark Tank will be revealed. Lots to do. Get the dates on your calendar now—you don't want to miss this. There's a one-week window to reserve your spot at the Early, Early Bird rate. **Register:** <http://authoru.org/extravaganza.html>

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

**Early, early Bird rates end soon—lock yours in with just \$100 deposit.**

## Have you joined Author YOU in Colorado yet?

**November 17th is the 1st gathering.  
Author YOU is all about you, the Author.**

It's free, and it's a great way to start a Saturday. Held monthly—think of it as an Author quilting circle... you can bring crafts... but the focus is on the craft you create through your words and thoughts.

It's the first Author YOU gathering—there is no charge—come grab a spot—we have plenty of room to brainstorm, ask questions, grow and learn about the authoring and publishing journey. Thanksgiving is a fabulous celebration for authors—here's to all those who are in our Village and make our work, our books possible!

Is there a book in the works?  
Are you stuck?  
Curious about the various publishing options?  
Ask your questions ...

There is no charge—bring ideas, an open mind, and meet other authors.  
**No question goes unanswered!**



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

## November 15th Dinner and a Program

# Literary Agents Undercover!

Imagine what it would be like for you as author to go “undercover” as a literary agent for 7 years... to figure out how to get your own books published.



*That's exactly what former NY Times bestselling literary agent Mark Malatesta did.*

During this talk you'll ...

- discover all the insider secrets you need to know to get a traditional publisher like Random House (whether you're still unpublished or already self-published).
- learn why now is the best time ever to get a traditional book deal.
- get FREE access to Mark's brand new Directory of Literary Agents, the most comprehensive (and accurate) directory of literary agents in the world today (1,000+ agents sorted into 116 genres).

Answers will be here with Mark Malatesta—the Literary Agent Undercover—**all attendees will get access to his Agent Directory ... yep, all 1300 contacts.** Names, emails, websites, what genres they rep, and lots more—it's a goldmine of info worth far more than just the November Dinner and a Program fee!

This program is all about everything you need to know but didn't know what to ask when it comes to working with and getting a literary agent. Be there!

**Date:** Thursday evening, November 15th  
**Time:** 6 to 9 p.m. For Mentoring, come at 5:30  
**Cost:** \$30 members; \$40 guests

**Where:** Doubletree SE (225 and Iliff)

**Register:** <http://authoru.org/dinner-program.html>



As always, wifi will be up; dinner is ready at 6—we schmooze, we learn. See you there!

## Monday Evening Salon, November 26<sup>th</sup> ... 6-9 pm

# How to Save Time Online Using Hootsuite



Feeling like posting to your social media sites takes too much time? Save time being online 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 posts in just a few hours—how cool is that? This is a “must” to bring your laptop ... you have plenty of action items you will learn and implement.

Salons start at 6 p.m. with a dinner ready when you walk in, and we quickly move to a workshop format. Bring your laptop—as always, space is limited and only available to paid-up Author U members.

**Cost:** \$27

**Time:** 6 – 9 pm

**Location:** Judith's home in Aurora, CO

**Register:** <http://bit.ly/RQ4ovz>

### Your Guide to BOOK PUBLISHING



## Did you miss one of our radio shows?

Listen to any of the previous shows either on your computer or via iTunes. Always packed with useful information for the author who wants to succeed. Past shows are listed on the home page of *Your Guide to Book Publishing*.

<http://rockstarradionetwork.com/shows/yourguidetobookpublishing>



## Mark Your 2012 Calendars *Save the Dates!*

### NOVEMBER

**November 15**

Dinner and a Program *Literary Agents Uncovered!*

**November 26**

Monday Evening Salon *Save Time Using Hootsuite*

### DECEMBER

**December 15**

*Member's Holiday Dinner Party (register online!)*

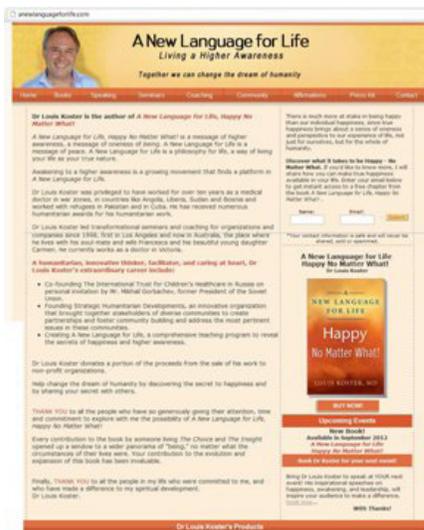
# Websites ... the Before and the After ...

By Georgia McCabe



Is your website “ok” and functional (you think), or does it need a makeover? Have you thought about what you can do to bring in the “wow” factor? Different color? A little flash or a slider? Repositioning? Or a full-blown gutting? Dr. Louis Koster had a site that was fairly new, created in the spring of 2012. It was functional, but there was nothing “wow” about it—way too much text on the home page. The “pop” he wanted and the game-change he wanted he wanted his book to be were both lost in all the words.

Author U member Georgia McCabe and her team took the project on ... follow the transition from so-so to wow.



Before

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



After

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

As part of Dr. Koster’s overall strategy to become a best-selling author, his website received a total makeover to bring it to a more contemporary representation of his message and his personality. Since his strategy involves using social media extensively, it was necessary to incorporate these elements front-and center to make it easy for fans, friends, and interested readers to find more of him in the social sphere. Content is easily pin-able to Pinterest or shared on other social networks. A running tweet-feed showing his most current tweets is present, as well as a Facebook-like box that makes it easy to become a fan while staying on the website.

The new layout still packs a lot of information in roughly the same amount of space, but provides for breaking room and large, emotive graphics and/or imagery. Each slider that rotates across the front page tells a quick short story about Louis—from media appearances to testimonials, book launch information, etc. These can be easily changed out and added to at any time, and all sliders link to another page with more detailed information.

Continued on page 8...

**Websites:** Continued from page 7 ....

Having a call-to-action is important for spreading the word about Dr. Koster's new book, so that was strategically placed in the header and appears on all pages. This also allows the sidebar content to show current social network activity, making it more enticing for new followers and fans to join Dr. Koster in other networks.

A large, notable difference between the two sites is the branding direction. The original site was branded specifically for the title of the book. Dr. Koster's social media team (Georgia McCabe and company) believed that it was important to brand Dr. Koster rather than the book, and the new site can reflect the colors, tone, and messaging of numerous books and initiatives that Dr. Koster may pursue. According to Georgia, "Before any website work should ever be touched—or even social media campaigns for that matter—it's critical that the brand strategy be flushed out in advance so the pathway to execution is clear. It's very easy to get side-tracked in the decision process when the brand strategy is missing or poorly defined."

For those of you who attended Author U in Denver this past May, you'll remember Georgia and her social media presentations. Check out her website at [www.georgiamccabe.com](http://www.georgiamccabe.com), and follow her on twitter at @mamagg and on Facebook at [www.facebook.com/GeorgiaLMcCabe](http://www.facebook.com/GeorgiaLMcCabe).

## Are you following Author U?

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



Facebook: Facebook.com/AuthorU



***Supporting the foundation  
of your business.***

**Kelly Johnson**  
Professional Author's Assistant  
[www.cornerstoneva.com](http://www.cornerstoneva.com)



## 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>

# Sane Time-Management for Deadline Driven Souls

By Jeff Davidson



Once upon a time, e-mail was a writer's boon. The ability to zap over a finished manuscript on its due date, as opposed to subjecting it to the uncertainties of the postal service—or even an express delivery service—days before the due date, was a writer's heaven. No more worrying about envelopes, zip codes, stamps, or delivery charges. Whether you completed the assignment well before submission time or were scrambling right up to the last minute, zapping your piece through cyberspace represented the ultimate completion and instant gratification for both sender and receiver.

As with all productivity gains that follow the introduction of new technology, what quickly follows with most major advances in communications is all too predictable. When you had only a typewriter with which to generate correspondence at a rather slow pace, you and others working with you gauged your expectations accordingly. With the introduction of the PC, which allowed users to generate thousands of pieces of correspondence with a few keystrokes, everyone's expectations as to how much could and should be done within a given time frame rose dramatically. And make no mistake, once a higher level of technology-induced expectations takes hold, it never retreats.

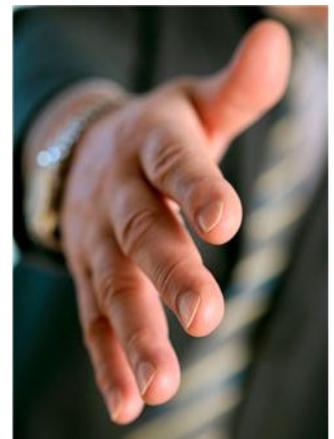
Today, the speed of communication transmission impacts every aspect of relationships between publishers and editor/writers, and between those entities and any outside party awaiting the work. For simplicity, we'll simply address that party as the "client." While tens of thousands of words can be zapped from one location on earth to another in seconds, the speed of transmitting the written word has no relationship to the effectiveness of the writing. Sure, gathering and checking facts is easier because of powerful Internet search engines. Likewise, writers and editors have an easier time identifying potential sources, assembling bibliographies, and even producing a roster of useful websites, should such information be applicable to the piece in development. Even post-production work is accomplished more quickly by use of grammar checkers, spell checkers, thesauruses, and electronic indexers.

The writing and editing itself, however, still proceeds in the old fashioned way, one word at a time, according to a pre-established assignment or mission to accomplish a predetermined objective.

## Mastering Relationship Dynamics

If you find yourself increasingly faced with unrealistic or stringent editorial demands, the first order of business is to examine your relationships with clients. The way in which a first assignment unfolds often dictates the qualities of the relationship during subsequent assignments. If you were summoned by a client in a rush, that client may be in a rush when issuing future assignments. Even among clients who are not in a rush, who issue initial assignments with reasonable due dates, subsequent assignments are not likely to involve more generous terms and lengthier due dates. If anything, the opposite occurs.

Paradoxically, the more admirably you perform and the more a client comes to rely on your services, the greater the chances that you will be called upon to handle more challenging assignments with ever shrinking time frames. Seemingly, your reward for being responsive, efficient, and willing to go the extra mile is to get more of the same. And who are you to resist?



Continued on page 10 ....

**Time-Management:** Continued from page 9 ....

As a writer/editor, even one with highly established credentials, you recognize that the client can call on many others with writing and editorial skills. Will you risk making waves? How do you maintain effective professional relationships with clients and negotiate challenging, lucrative, and reasonable assignments while staying productive, competitive, balanced, and happy?

Recognizing that the nature of relationships between clients and editorial service providers are often established during the first encounter, strive to ensure that you initiate your relationships on the proper footing. This requires a special blend of assertiveness, professionalism, empathy, and good business practice.

### Time to Plan



The key to thriving in a deadline-driven world is to take control of your calendar. At the outset of any assignment, negotiate hard to ensure your due date seems realistic to *you*. Often clients have more slack than they are willing to admit. If you have established yourself as a reliable resource who will turn in the assignment when agreed upon, you may find that it is not so difficult to obtain an extra day or two for yourself at the bargaining stage.

Once you procure a due date, honor it like a sacrament. It isn't simply that you are turning in a given number of words on a given day; rather, regard it as a holy alliance between you and the client and his or her organization. They are counting on you, among others, to supply vital input they need to proceed with their often intricate plans.

With your due date in mind, employ a "calendar block back," plotting all interim "due dates" you need to self-impose and meet to ensure that the final product is delivered as agreed. With this method, you use your calendar in your appointment book, computer, smart phone, or a large wall calendar to literally plot out your efforts.

Starting from the ending date—the deadline for submitting your manuscript—work back to the present, indicating the subtasks or specific activities you need to undertake by when, such as completing interviews, assembling the first draft, and so on. Treat every interim due date with the same importance as the final due date, and you'll complete assignments on time. Miss an interim due date and you increase the chance that you'll be stressed out and working overtime to honor the final due date.

### Allow for Extras

Include time for a full review of your work before you submit it. Too many writers and editors don't leave time for such review and end up submitting the last third to last quarter of their work in rather sloppy condition. Clients see this all the time—a twenty-page manuscript, for example, will read nicely for fourteen pages and all of a sudden drop off in the final six pages. Any seasoned publisher knows that this occurs because the editor/writer did not leave enough time to do a full review of the work and ended up rushing through the last part of the assignment, hoping that no one would notice.

Leave time for the little extras that make the difference in your written work and the cementing of your long-term relationship. Does the assignment call for sidebars? Would it be nice if you offered some callouts without the editor asking? Do you need to define a term or two? Would a brief bibliography be useful? Are there graphics or illustrations (for which you can obtain permission) that would enhance your work? All these inclusions are best handled when you have budgeted the extra time for them.

Continued on page 11 ....

**Time-Management:** Continued from page 10 ...

### Focused and Productive

Keep your desk as clear and clean as you practically can. A desk is not supposed to be a breeding ground for clutter; it is the space in which your creativity, productivity, and enthusiasm for your work have the opportunity to flourish. Naturally, you want to establish an outline at the outset of your assignment. When you work from an outline, you work more efficiently. Even humans have a skeleton!

While the assignment is in progress, guard your time as your most precious commodity. Make yourself inaccessible when you need time to think, research, reflect, interview, compose, edit, and review. Do you maintain an office and work space away from the daily rabble at which you can do your best work? If not, you may need to find an isolated place during the time you are tackling this assignment.



If you work at home, put your pet with bladder problems outside for the day. Drop off your fidgety child at a friend's house or find a babysitter. Pretend your phone is white hot and cannot be touched. Turn off the ringer and put the answering machine to work. Your time is precious, valuable, and wondrous. You need to protect it!

If you hit a roadblock or feel fatigued or if you stray, stand up and stretch, walk around, or do something different. When you return, often you feel renewed and ready to jump back into the fray. Even when you're on a roll, take breaks at regular intervals. Breaks help increase your circulation and make any assignment more palatable.

If the opportunity affords itself and you could use an influx of ideas, brainstorm. A friend, a spouse, or fellow editor/writer can conceivably serve as a sounding post or brainstorming partner. Great ideas, great concepts, and great approaches are what lead to a vibrant, compelling, highly readable piece.

Continued on page 12 ....

## 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



**THOMSON-SHORE**  
Helping you put your best book forward<sup>®</sup>



**The Book Shepherd**  
Create. Strategize. Develop. Publish. Achieve.

Dr. Judith Briles is known as The Book Shepherd. She's the Founder and CEO of Author U. The author of 28 books—her latest is *Show Me About Book Publishing*. "Like" AuthorU, TheBookShepherd and DrJudithBriles on Facebook and follow on Twitter.

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

## The Next, Next Thing In Publishing

The Book Shepherding concept is simple: The publishing world is changing ... and so must you.

You need an experienced Shepherd and Guide to partner with you as you create, strategize, develop, publish and achieve your publishing goals.

You can't do it alone without paying the price ... you can spend your money creating a book that turns out to be so-so; or you can create a book that looks and feels classy, builds your brand and is a financial success. A best-seller. It's your choice, you choose.



**Time-Management:** Continued from page 11 ....

## Conclusion

In the face of tight deadlines all around you—when you are brutally honest with yourself—you may find that your own business practices rather than the speed of and accompanying expectations about e-mail are at the root of the time pressure you face. Give yourself every opportunity to be at your best!

It's no secret that everywhere you look, for everyone you know—not just editorial service providers—the pace of life has sped up and seemingly is getting faster all the time. Yet, the most effective professionals in any industry are able to maintain control of their time. How do they do it? Here are some clues:

### **Tips for Better Time Management**

- Focus on one activity at a time.
- Get rid of clutter – give yourself a clear work space
- Get a full night's rest before starting a big assignment.

### **Common Ways Writers/Editors People Waste Time**

- Dawdling before starting.
- Not prioritizing.
- Being interrupted too often.
- Underestimating the amount of time that an activity or task will take.
- Not asking for help when it's needed.

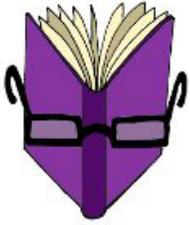
### **How to Be Happy at the Workday**

- Clear your desk of everything except the assignment at hand.
- Take short breaks throughout the day.
- Brainstorm with others to get an influx of good ideas.
- Complete tasks in order of their importance.
- Work on one item at a time.

### **Signs That Show You Have Control of Your Time**

- You plot the time to successfully complete the assignment.
- You enjoy your lunch breaks.
- You stay in reasonable shape.
- You end work at a reasonable time each day.
- You acknowledge your accomplishments.

**Jeff Davidson** is the author of *Breathing Space* and *Simpler Living*, which reached #1 on Amazon in February 2012 for how-to & home improvement books. Order Jeff's amazing 3-Part Series that will Accelerate Your Writing and Publishing Success: [www.manwithyourplan.com](http://www.manwithyourplan.com)



## Book Smarts

by D'vorah Lansky, M.Ed.

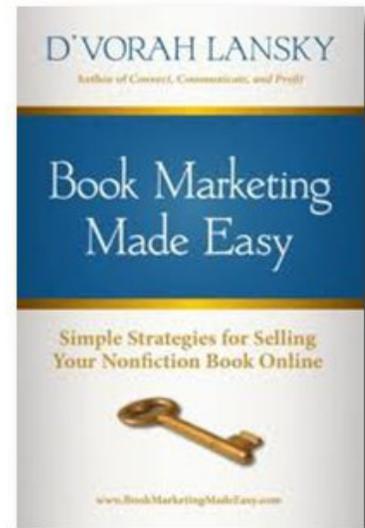
D'vorah is both a marketing wizard and marketing maven ... and she will be your newest friend.

What works well with *Book Marketing Made Easy* is that it's simple and complex—perfect for the novice and the advanced author. Despite the many changes in the book business, D'vorah brings to every author the latest in strategies and techniques.

Although the subtitle refers to “nonfiction,” do not walk away if “fiction” is your form—the pages are filled with ideas that will work to move your book forward in the marketing stratosphere. Using an acronym, VIBRANT, as a guidepost for chapters—you can skip over some, or just plow through and absorb it all—which is recommended.

- V = Video Marketing
- I = Information Marketing
- B = Blogging
- R = Relationship Marketing
- A = Article Marketing
- N = Networking
- T = Teleseminars

This is a great resource to kickstart your program ... or rejuvenate it. Delivered in a highly readable format—the Action Lists within each chapter are practical, and the visuals work—in less than 160 pages. It's what you would call a gem of a book—it contains enough information that it won't put you to sleep (a good thing), yet it doesn't stretch you from overwhelm to OD'd.



## Tech Toolbox

### Google Plus: November 13, 2012



the Google+project

**Tech Tool Box** ... Google Plus is most often recognized by the G+ icons on Web pages and blogs. Google has such a strong presence online, and they seem to continually find ways to add their own features and “spin” to online tools and social media. You will learn how to set up your Google Plus profile, learn about Circles and Hangouts, create events and a Google Plus Page, and learn some benefits of having a Google Plus presence.

**One session only:** \$50 (special pricing for Holiday season!)

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

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



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

# Klout: Know Your Influence in the Online World

By Kelly Johnson



As the Presidential election approaches, we hear many discussions about the clout or influence of each candidate. Clout extends to a person's online influence through the tool Klout.

Klout is an online social influence measurement tool. It allows you to obtain a sense for how powerful a person's or organization's social media influence is—and to some extent, their "real world" influence. Klout supports many social networks, including Twitter, Facebook, LinkedIn, and Google+.

Klout will "search" your popularity whether you want it to or not. You can help ensure that Klout is linking to your social media accounts and knows your interests so it can more accurately measure and publish your influence by signing up for an account.

## Why Your Klout Score Matters

You may be asking, "Does my Klout score really matter?"  
The answer is yes.

Many people use Klout as a search tool. If people are searching for an expert in a particular field, they may conduct a search online to find someone with a high Klout score in that industry or topic. People also use Klout to research persons for work projects or to create a joint venture partnership.

## How Are Klout Scores Measured?

Klout scores are based on a 90-day running average. A very complex algorithm is used to calculate Klout scores. Essentially, Klout takes into account a number of different social media factors to determine its score. It also assigns different weights to different likes and retweets. For example, a retweet from a well-known celebrity is going to weigh more than a "random" person. However, a retweet from someone who doesn't retweet often is going to be worth more than a retweet from someone who retweets an item several times a day.

Continued on page 15...

## Mentoring Authors Who Care about Excellence



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**Google Keyword Tool:** Continued from page 14 ....

Klout primarily looks at the following:

- Facebook likes
- Number of comments your Facebook posts get
- Mentions of you on Facebook
- Shares of your posts on Facebook
- Twitter retweets
- Twitter followers
- Twitter @mentions
- Google+ +1s
- Google+ reshares
- LinkedIn Connections
- LinkedIn recommenders

### Topics

An important feature in Klout is the ability to sort influencers by topic. This can help you determine who the most influential people are in your industry or target area. You can also use this section to discover potential business partners, potential speakers, or people you want to build connections with.

### How to Sign Up for an Account on Klout

Since Klout is a social network based service, you sign up (and sign in) with Klout through an existing social network account. (Note: Klout does not offer the option to sign up via e-mail).

You will provide Klout with some information to help them rank you and make you more discoverable. Here are the steps to set up your Klout account. Go to <http://klout.com>

Continued on page 16...



**Author U's Annual Holiday Party** will be on Saturday, December 15<sup>th</sup>. Put the date on your calendar. This event is catered and includes adult beverages. \$20 per person or \$30 per couple

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**Google Keyword Tool:** Continued from page 15 ....

### Step 1: Choose Twitter or Facebook

You will choose whether you want to connect your Klout account with your Twitter profile or your Facebook profile.

### Step 2: Authorize

Authorize whichever account you chose to access your profile data.

### Step 3: Enter Your Name and E-mail

Enter your first name, last name, and e-mail address. This will make it easier for people to find you on Klout.

### Step 4: Connect More Social Media Accounts

If you have more social media accounts, you can connect them in this step. Click "Connect" next to each account you want to connect, then click "Continue" once you're finished.

### Step 5: Choose Topics You're Influential About

Klout will give you a list of topics they think you might be influential about. If you hover your mouse over any of those topics, the "Add" button will appear. Click the "Add" button to add the topic.

### Step 6: Choose Your Influencers

Who do you see as an authority? Who would you call an influencer of yours? Klout will present you with a list of people. Select from the list by clicking on them.

### Step 7: Changing Your Description

Your description appears directly under your name, picture, and Klout score in your profile. If you're connected to a Twitter account, the description will be pulled from your Twitter description. If you're connected to a Facebook account, this will be blank by default.

To change your description, go to "Settings" in the upper right corner.

Then fill out the "About" field.

Looking forward to seeing your Klout online!

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**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).



# It's All About Product Consumption

By Bret Ridgway



Alex Mandossian is the first person I ever heard speak about the concept of “Product Consumption.” And he’s dead on target. If you can’t get your customers to consume your information product, then your chance for refunds *increases* significantly and the chance that that customer will buy more products from you *decreases* significantly.

The first thing you should put in place to help people consume your information product is a “Read This First” or “Getting Started” document. A simple page or two that is the first thing they see when they open the box your physical product comes in is key. If you have a product that contains a manual and multiple CDs or DVDs, it’s easy for them to get overwhelmed. You **MUST** tell them exactly where to start

and get them on the road to success as quickly as possible.

Another tool you need to provide to help them consume your information is autoresponders. Where the “Read This First” can help get them out of the gate, the autoresponder is your best ally to keep them moving forward after that first day.

It’s that friendly little nudge after they’ve received your product that will help the sale “stick” and is designed to provide that helpful reminder of how to best consume your course for maximum benefit. It’s important to get people started quickly and keep their momentum going. So it’s fairly common to have daily autoresponder messages for the first week to ten days after the product purchase.

These messages can be as simple as “Did you see the great tip from Jeanette Cates on page 17 of your manual?” or “Make sure you listen to the great tips on Disc #2 as soon as you can.”

Product consumption is what it’s all about. It’s your job to provide your customers the tools they need to help them to consume your information product quickly and easily.

**Bret Ridgway**—co-founder of Author and Speaker Fulfillment Services and the online e-commerce system, Red Oak Cart—is one of Author U’s Premier Partners. He has authored three books himself, and his unique, behind-the-scenes perspective as the fulfillment partner for many bestselling authors and information marketers makes him a frequent guest at live events and on radio shows, where he shares his expertise on all aspects of book and information marketing. Pick up your free copy of his valuable Information Product Development and Launch Checklist at [www.50BiggestMistakes.com](http://www.50BiggestMistakes.com)



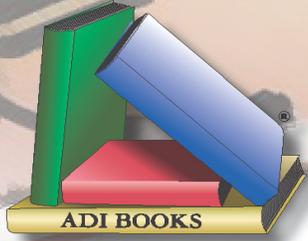


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## Ho ... Ho ... Ho!

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**Date:** Saturday, December 15, from 6: 30 to ???

**Location:** Judith and John's, 14160 E  
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**Cost:** \$20 per person or \$30 per couple ...  
includes dinner and drinks (no tipping!)

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

**Register on line:** <http://bit.ly/RQ4wLq>

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# Setting Social Media Goals for 2013

By Melody Jones

Are you the kind of person who resolves not to make resolutions every year? Tired of the annual hype around it? I get that. I mean, seriously, am I really going to stick to six days a week at the gym?

But if you are serious about success as an author, you're gonna have to hunker down and make some goals regarding social media. Take a minute to roll your eyes. Go ahead and whine to your spouse or your dog or your Facebook friends (you *are* on Facebook, right?). Now crack your knuckles and let's get down to business.



1. **Identify your assets.** Do you already have a Facebook fan page, Twitter account, Pinterest account, LinkedIn Profile, etc? Know how to use HootSuite? Do you have someone to help you on a regular basis? Is your blog up and running?
2. **Anticipate barriers.** This may include time constraints, equipment issues (e.g. broken computer), a need to build skills or knowledge, or a gassy dog that likes to share your office with you while you create Twitter posts. Yes, that's experience talking.
3. **Choose realistic goals.** For example, if you have profiles set up but you have not been using them, a goal might be three posts per week on Facebook. Every week. Without fail. If you have been active but inconsistent, then your goal **MUST** be to improve consistency. It's rule #1. Perhaps you need to choose one social media platform only and master it.
4. **Plan, plan, plan.** Find a calendar. Whether it hangs on the wall or lives in your computer, make sure it's one you will actually use. Write down specifically which social media platform you will post to, on what day, and the exact content. I personally prefer to use a calendar I created on my computer. This way I can type what I plan to post along with a link, and then it's simply a matter of copy-and-paste to a social media platform.
5. **Review every month.** It's worth your time to take this step. Look at what's working and what isn't. This can range from time of day you post to the type of content you share to the knowledge that dogs can safely ingest GasX. Don't be afraid to try a different strategy. Social media is constantly evolving—and so must you.

Above all, keep it simple. Start small and grow with it. You are one serious author, and you are the master of your social media world! Really. That's what you'll be saying at the end of 2013 while you dance around in glee from all your book sales. I expect an invitation to the party.

**Melody Jones**—owner of *Social Media Management Services*, where she takes care of the day-to-day so you don't have to—is founder of *Social Media Coffee*, a monthly social media education and networking group in Parker, CO. Her writing and poetry will be published in an upcoming anthology. Join her Facebook pages: <https://www.facebook.com/socialmediamelody> and [www.facebook.com/socialmediacoffeeCO](http://www.facebook.com/socialmediacoffeeCO). Email her at [SocialMediaCoffee@gmail.com](mailto:SocialMediaCoffee@gmail.com).



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

# The Magical Marketing Power of Videos Online

By Shannon Parish



Old ways of doing business are rapidly changing—which makes old, static websites obsolete. As a business owner or hobbyist that desires an online presence along with the ability to earn extra income, you have a mind-boggling number of tools in your Internet life.

WordPress is one of the leading tools that continue to keep pace with this ever-changing cyber-landscape. Even though the platform is relatively simple, many people resist making the change because they fear the responsibility of updating their own sites or having no control to change pages as they need to.

Now that control has been placed back in the hands of the business owner, many shudder at the thought of yet “another learning curve” as they discover how to post their own blogs or update pages. The beauty of WordPress is that any level of student or professional can update the site and do anything from edit simple text to editing code. It’s up to you how much control you want over your site and how it functions. Imagine barely knowing how to use e-mail, yet being able to update your own website!

Video tutorials are the perfect solution for beginners and for advancing users. Whether it’s learning how to post your blog on your own website or learning how to create your own WordPress theme—tutorials are available online.

As a service to my clients, I’ve created quick, easy tutorials on simple WordPress tasks that every user needs to know. The beauty of a video tutorial is that you can replay, stop, backup, and follow along—No need to bother teacher! You can find these tutorials at: <http://booksites.us/video-tutorials.html>

YouTube has hundreds of tutorials on almost everything you can imagine, including WordPress. Be sure to look there, as well. When you find a tutorial you like, don’t forget to subscribe to their channel so as not to lose your place if you want to go back and learn something else.

As a bonus thought, while you are enjoying the free tutorials, notice how people present themselves and their subject matter. Do you find yourself engaged or put-off by several seconds of introductory music? What background music did you find the most complementary to your tutorial? As I noticed my own reactions, I found myself annoyed with music beforehand, but would tolerate it to some degree if it was short. It really turned me off if there was a long introduction from the person that was, in essence, an advertisement about how smart and qualified they were. (I just wanted to know the information, get in, and get out.)



That’s why my videos contain just the basic bits of information that get right to the point. Now, understand that doesn’t mean this is the only right way—it’s just one way. You may find that you like more of a production in your video tutorial. Why do I mention this? Because while you are receiving the benefits of someone else’s work, you should notice the immediate value that providing the video has added to that particular person’s business.

If you are interested in making videos from your desktop computer but don’t have the software, here’s a free software that you can use: <http://camstudio.org/>. (You’ll notice me using this software in my own video tutorials.)

Continued on page 21...

**Grow Your Business:** Continued from page 20 ....

In the WordPress videos, you'll see me showing you how to do something directly from the WordPress Dashboard. The software is simply capturing what I'm doing (or seeing) on my computer. Do you have a PowerPoint that you wish was a video? Set up your PowerPoint slide show narrate it while the recorder captures your desktop presentation and ta-da! You now have a narrated video of your PowerPoint presentation.

Now that you're thinking in terms of personally providing tutorials, what else can you do with them?

Continue noticing what you like and what you don't like, such as

- Video length,
- Narration or no narration,
- The "flavor" of the narration (formal or casual),
- Music or no music,
- What kind of music,
- Website address before or after or just in the description of the video,
- Credits,
- Edited or non-edited (formal or casual).



Ask yourself these questions:

- How does the video make you FEEL?
- How does the video make you THINK?

Next, think about the delivery of the video. How did you like going to a website to view a tutorial section? Would this work with your site? Would you want to add a membership site feature to your site where clients would pay a modest fee to access your materials?

What would it be like if you had a series of tutorial videos that visitors could subscribe to and receive in their inboxes without having to hunt through YouTube? This would allow you to build your database of names for future marketing, and this database would be directed to your target market, people who value the information you are providing—or they wouldn't have subscribed!

Now think in terms of educational or motivational videos. Begin with free and build your database, then introduce or up-sell to video products that your customers can purchase and have delivered directly to them.

Continued on page 22 ....

**Marketing with Videos:** Continued from page 21 ....

## “Did you know that by the year 2014, videos are expected to represent 90% of our Internet communication?”

This will represent over \$50B in anticipated business! Amazon is already accepting video reviews as an option instead of written reviews.



What would you rather do, read e-mails or watch a video? Think about it! How would video revolutionize your newsletter? Your online products? Video blog? Online conferencing?

The opportunities are endless. Not only can you make simple tutorial videos, but you can communicate with a worldwide audience in real-time and through videos with web-conferencing (which can be recorded and repurposed as a video product). As we enter this new world of online communication and interaction, we build relationships with our audience face-to-face through a video. Now that's the personal touch.

If you are interested in learning more about creating video products, online collaborating, and video conferencing, as well as live broadcasting, check out this top-of-the-line home-based business that's listed with the Better Business Bureau—**TalkFusion** (<http://1379655.talkfusion.com/>)

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# How to Get Your Book in a Library

By Jamie LaRue, Director, Douglas County Libraries



**Note:** *Jamie gave an excellent presentation at the Fall BookCamp. In it he outlined the changing landscape of libraries and how Author U members can work with his system, the Douglas County Libraries, to get both print and e-book into their customers' hands. Watch for the details and participate when the window opens!*

You've written a book. You want it to be in your local public library. Why? Because you want to be read, and libraries are where readers are.

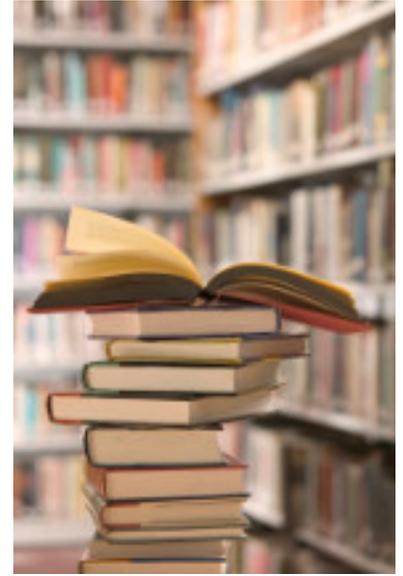
After all, collecting books—gathering, organizing, and publicly presenting the intellectual content of our culture—is what libraries do. So all *you* should have to do is swing by the library, drop off your book (they might even buy it from you), and the next thing you know, the public will be clamoring for more copies.

Wouldn't it be nice if things worked like that?

## The job of the library: a history

Of course, they don't. But before I get into how you should approach your local library, let me give you a little history.

When public libraries first caught on (at the end of the 19th century), they were cast by civic leaders as serious sanctuaries of learning, places where intelligent laypeople could sit quietly, contemplate Great Literature, and stay abreast of the important political issues of the day.



Continued on page 24...

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**How To Get Your Book Into Libraries:** Continued from page 23 ...

Early librarianship reflected that bias. The American Library Association promulgated lists of titles all good libraries should own, a sort of canon of approved content.

Over time, things started to loosen up. Libraries opened children's areas, trying to instill a love of reading in ever-younger boys and girls. And it turned out that most library users didn't actually come to improve themselves or sharpen up their citizenship skills. They came for popular stories and ideas. As publicly-funded institutions, we naturally enough responded to that. We give 'em what they want.



So that focus on what's popular means that today's public library tends to be far busier than it used to. People still mostly use us to check things out, but that includes books, magazines, newspapers, movies, and music now, too. Our collections are demand-driven. Never particularly well-funded, libraries have worked hard to streamline their processes and manage their facilities. We've gotten good at meeting public demand, but there's never quite enough

money or space to house it all.

Meanwhile, just over the past three years, the rise of electronic publishing has lowered the barrier to publication. Freed from the costs and logistics of printing, binding, and distribution of bound volumes, small and independent publishers have geared up their production. Today, these publishers have just about caught up to mainstream commercial publishing activity, generating close to 300,000 new titles a year.

A second and perhaps more significant trend is that of self-publishing. In 2004, there were about 29,000 new self-published titles. By 2010, that had grown to a staggering 2.7 million a year.

The good news? It's far cheaper to store an electronic file than to find space on a shelf. Barring the works of the so-called Big Six publishers (more about them below), e-books tend to cost a little less than print, too, so we should be able to buy more of them.

The bad news? All our usual systems of procurement are breaking down. We don't have a way to stay on top of such a stupendous increase in the sheer number of works produced now. This is a time of profoundly disruptive change in the worlds of publishing and public libraries.

### How we get things

In general, libraries buy

- Mainly commercially-produced content. Those Big Six publishers (Random House, HarperCollins, Penguin, Macmillan, Hachette, and Simon & Schuster) account for more than half of what public libraries buy, and for some libraries, 70-80 percent of what goes out the door.
- What is positively reviewed. Library expenditures tend to be justified by the purchase of materials that other librarians (reviewers) speak well of in *Booklist*, *Library Journal*, and *Publishers Weekly*.

Continued on page 25...

Be a Friend, Invite a Friend!



**How To Get Your Book Into Libraries:** Continued from page 24 ...

- What is carried by our distributors. In America today, the distribution chain typically doesn't go from publisher to library. It goes from publisher to distributor to library. The business reasons make sense on both ends: publishers work out distribution deals with just one or two companies (Ingram, Baker and Taylor, and of course Amazon), which is simple for them. Libraries find it easier to do their ordering and paying with one aggregator than to maintain their own vendor files for the thousands of publishers operating today. We also get hefty discounts. Larger libraries typically negotiate up to a 45% reduction off the retail price. We earn that; US libraries buy about 10% of all the mainstream publications and 40% of children's books. We're volume purchasers in both senses of the word.



Again, being demand-driven—making our books justify through use our costs of acquisition and handling—means that libraries will also buy books that the public asks for directly.

But we don't get surprised very often. Why? Because public demand is largely created by the usual mass market advertising. We have waiting lists for James Patterson the instant the publisher announces the title. We don't need to read a review. Indeed, many of our books have been ordered long before they're written.

Continued on page 26...

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**How To Get Your Book Into Libraries:** Continued from page 25 ...

We can even figure out how many copies to pre-order on the basis of the advertising dollars publishers assigned to it.

That covers the distribution channels—the source of most of our content, the way we typically find out about it, and how we get it. So the easy answer to the question posed by this article is straightforward: get published by one of the big houses, get a good review in *PW*, and make sure your book is carried by library distributors.

Now you see the problem. That solution doesn't cover most of the small and independent presses in the United States and doesn't even begin to address the self-published author. If you don't have an agent, haven't got a big contract, and aren't on the talk show circuit, then what?

### Tips for print

- Let me start with the obvious: write a good book.
- Then make sure that it has been professionally copyedited. Pay a good designer to work up the format. Get an eye-catching cover. Price it within the market. The competition for library dollars is stiff, and you're playing with the pros. Substandard production values are a turn-off.
- Form a relationship with a reviewer. Take a librarian to lunch, find out which review journals she reads, and see if she knows any of the reviewers personally. Borrow a copy of the magazine, and find a reviewer who specializes in your kind of title. Send her a copy with a note saying that you admire her work.
- Hook up with a distributor. Anybody can get into Amazon, it seems, but try Ingram and Baker and Taylor, too.
- Make the local author pitch. Local authors do have an advantage. Libraries will often accept a donated copy—again assuming that it meets minimum production standards—as simple, good community relations and, sometimes, as part of a local history collection. Note: libraries do buy additional copies of things based on demand (as determined by the number of people waiting for it on the hold list). So talk up your book locally to get it moving.
- But be prepared for the flip side: our inventory has to earn its keep. Even if you give us a book for free, we aren't going to keep it if nobody checks it out. We simply don't have the room. If you see your title in our used book sale, don't take it personally. A better tip: go digital.



As noted above, things are changing fast. Once people buy an e-reader device (Kindle, Nook, iPad, etc.), they tend to prefer the e-book to print. And we don't have quite the same space pressures for e-books. Moreover, those Big Six publishers have really been making things tough on libraries. At this writing, Hachette, Macmillan, Simon and Schuster, and Penguin won't sell new e-books to libraries—not at any price. HarperCollins will, but requires us to buy them again once they're checked out 26 times. Random House bumped the price of e-books from 3 to 5 times its consumer price. Here, too, there's a lock: the digital content distributors include the print player Baker and Taylor, but OverDrive, 3M, and newcomer Bibliotheca are in the

Continued on page 27...

**How To Get Your Book Into Libraries:** Continued from page 26 ...

game, too. So far, they're all adding on their own price hikes and restrictions. Right now, libraries are being asked to spend *more* for e-books than does a consumer. Remember that we're used to 45% discounts.

All this means that libraries are looking around for a better deal. Here's one: sign up with Author U—the Douglas County Libraries is forming a partnership to include members' books within the collection. Here's another: put your e-book (in EPUB format, please!) on Smashwords.com. It doesn't cost you anything, and we have a relationship with them, too. They're emerging as one of the nation's first e-book sales distributors to libraries. We also have a recommendation engine in our catalog. Books that are highly rated (out of 5 stars) or well-reviewed by our patrons get suggested automatically to other patrons.

Incidentally, although you might want to put your e-book on Amazon, that won't do any good for the library. Amazon won't sell e-books to us, either.

Frankly, that's not very bright. A recent couple of studies has shown that "power library users" (folks who come to see us once a week or more) buy one e-book for every two they borrow. Usually, they buy what we helped them find. Libraries not only help authors get read, we also boost their sales. But it's clear that a number of publishers and distributors are looking for exclusive distribution channels. It's a short-sighted strategy.

The biggest problem faced by every author is how to get his or her book noticed. As I stated at the beginning of this piece, libraries are where readers hang out. The rise of digital publishing is a fantastic opportunity for libraries to become publishing and marketing partners.

I should mention that Douglas County Libraries is a little ahead of the curve on this one. We are among the first libraries in the world to develop our own e-content acquisition and delivery system (see our catalog at [DouglasCountyLibraries.org](http://DouglasCountyLibraries.org)). Under that system, we limit use to one copy at a time, pay for additional copies based on demand, add Digital Rights Management to the file to prevent theft, and even add a "click through to buy" option. But a lot of other libraries are lining up behind us.

### Surf's up

I am convinced that these, the early days of the twenty-first century, mark the beginning of a Renaissance of writing. Libraries will be a part of it. We're looking for publishing partners. If you're interested in that, also check out our Evoke site ([evoke.cvlisites.org](http://evoke.cvlisites.org)). And come join the revolution!

*Jamie LaRue is director of the Douglas County Libraries, headquartered in Castle Rock, Colorado. He can be reached at [jlare@dclibraries.org](mailto:jlare@dclibraries.org).*



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# The Top 10 Things Book Publicists Want Authors to Know

By Cindy Ratzlaff



**Note:** *CindyRatzlaff shared a variety of strategies and techniques to separate your book from the tsunami of others on Author U's radio show, Your Guide to Book Publishing, including insider tips on getting on the NY Times bestseller list including what she did when she launched The South Beach Diet. You can listen at <http://ow.ly/ccZa5>*

You've handed in your manuscript, completed all the edits, and now your job is done. You're thinking that now it's up to your publisher's publicity machine to make your book a success. Wrong.

In most houses that publicity machine has been downsized while the number of books needing publicity and promotion has stayed the same. What's left is a hard-working group of thoughtful people who truly love books; who would spend all the time in the world to get the word out if it was humanly possible; and who need an author's cooperation, participation and good-cheer now more than ever before. Remember that these overworked people want your book to succeed.

How does one get to be the author whose publicist tells others: "This author was great to work with," "The author knew the right people and really helped me get the book into important hands," and "I would walk through hot coals for my author"?

It's essential that authors view themselves as a partner in the publishing process, and that includes the marketing and publicity portions of the book publishing cycle. To that end, I've enlisted veteran book publicist John G. Ekizian to join me in creating this list of The Top Ten Things Book Publicists Want Authors to Know.

Before you turn over the responsibility for communicating your book's message to the world, remember the following things.

1. You are a brand.
2. Your book is your first product.
3. Your reputation is on the line. If your first product doesn't succeed, launching new products or books will be much harder.
4. Therefore, you must be a full partner in promoting your book, finding and alerting potential readers, and in general, creating conversations about YOU.



**Here's what can you do:**

## **1. Mobilize your friends, family, and fans.**

They really do want to help—but you have to tell them how they can be most helpful. Start with your immediate fan base, however small. Give them early copies of your book or galleys—or even a PDF of your manuscript. Ask them to read it and give you their feedback. Ask them to write a short review and post it on Amazon.com, BN.com, and Borders.com. Tell them not to gush, but to relate why the book moved or informed them. Ask them if you can post their review to

Continued on page 29...

**Things Book Publicists Want:** Continued from page 28 ...

your website. Ask them to give their opinion on your Facebook Fan Page, on Twitter, and on LinkedIn. Start close to home and create buzz that can build.

## 2. Influence the influencers.

Create a list of the top 25 people in your area of expertise or who write in the same field or genre as you do. Find, read, and subscribe to their blogs. Comment whenever they write something that interests you. Become visible, let them know you're a fan, offer them new content from you whenever appropriate—such as being a guest blogger. You should also consider finding and following them on Twitter and Facebook. Again, interact with them. Pass their blogs, tweets, and posts on to others.

In other words, hang out on line with people you admire and who you would love to have read your work. After establishing an online relationship, you may have an opportunity to offer them an early galley or ask them to give you a quote. But first, you need to be a part of their community and genuinely engaged with them.

## 3. Find your natural audience.

The biggest marketing mistake most people make in book promotion is to assume that everyone will be interested in their book. Books that sell usually begin selling to people who are really interested in the topic. Want to sell a cookbook? Go after the person who has a shelf full of them. Ask yourself who really cares about your topic.

Think about it this way. You were attracted enough to this topic to write a book. Where would you go to learn about you? Would you find the kind of information in your book on CNN? Then that's your natural audience, and you and your publicist should target CNN. Are you writing about romance and mystery? Then maybe CNN may not for you. Every author we've ever worked with believes their book is right for Oprah. Not all books are right for Oprah. Watch the shows, see what kinds of guests they book, and then make sure your publicist knows which shows most often present the subject matter most similar to your book.



## 4. Create a Facebook Fan Page.

Create a Facebook Fan Page for yourself. Every author needs one. Name it for yourself, the author. You might call it John G. Ekizian | Author, Speaker. Use your name, then the upward slash and a two to three word qualifier. Those keywords will be useful in identifying you to potential friends and fans and will be Google searchable. Then create a tab with the name of your book.



You can add video interviews or author chats that you create yourself. You can use the Events application to invite fans to your personal appearances. You can post news and information about reviews as they come in. This is a wonderfully rich and free tool. Please don't overlook it.

## 5. Get publicity – Advertising versus publicizing.

Every author wishes that their publisher would place full page ads in the New York Times Book Review for their book. Realistically, the more than \$75,000 (conservatively) these types of ads cost isn't a good investment for your publisher in terms of return on investment. In other words, they're not going to recoup

Continued on page 30...

**Things Book Publicists Want:** Continued from page 29 ...

\$75,000 in books sales from that ad. Publicity is a better investment of marketing dollars because a television appearance, a national publication, a radio tour, or other major media can reach far more people than a one-time advertisement in one publication.

### 6. Do webinars and teleseminars.

These are the new virtual author tour and can help you reach hundreds and perhaps thousands of potential readers without ever leaving home. A webinar allows participants to view your computer screen and hear you talk as you show either a slide presentation or demonstrate something online. Many webinar hosts also allow for the audience to see you at times during the presentation.



Teleseminars are via phone and are audio only, but listeners can ask questions via a type-in pod. Both can be very interactive and allow people who might otherwise have not been able to meet you to come and hear you talk about your book.



### 7. Hone your 30-second pitch.

When your publicist meets with national television producers and editors at major publications, he or she has 30 seconds to sell you and your book as a potential story or segment. Help your publicist hone your message down to a short, potent, sound byte. Does your book “save lives through new research that proves sound waves are harming children,” or does your book show us “a brand new way to lose weight while you sleep.” These are silly, but you get the idea. Think in headlines.

### 8. Write op-eds.

Writing original opinion page articles can be a very effective way to increase an author’s visibility and, by association, help promote your book. The piece cannot be about your book but must be an opinion about some current affairs topic in which you might be considered a thought leader.

For example, if you’ve written a book on World War II, you might write an opinion page article on the lessons learned or overlooked from World War II as we escalate troops in Afghanistan. Your byline would include Author of the title your book.

You may not mention your book in the article, but positioning yourself as an expert will help your publicist to book more media for you. You are sharing your ideas and information because you’re an expert. This is part of a visibility strategy.

### 9. Create your A list.

Pick 10 media targets that you feel are right for your book and learn everything you can about them. Watch the shows, read the magazines and newspapers. Write down the name of the reporter or host who most often seems to be reporting on topics that are similar to your book topic. Share this list with your

Continued on page 31...

**Things Book Publicists Want:** Continued from page 30 ...

publicist, who rarely has time to watch this much TV. He or she can really use your research skills. This is an excellent way for you to partner with your publicist.

### 10. Do radio.

Don't forget radio. Both broadcast and Internet radio are great ways to reach people who might like your book. Blog Talk Radio and other Internet radio platforms reach large numbers of people, are archived and accessible on demand, and live forever on the Internet.

Do not turn down Internet radio interview opportunities because you don't think they are worthy of your time. In fact, while your publicist is working hard on connecting with traditional media, why not reach out via Twitter and Facebook and put together your own Blog Talk Radio tour. Just start talking about your book. Offer yourself for interviews, search and follow anyone with a Blog Talk Radio show, and engage with them on your topic.

#### **Bonus tip: All placements are not equal.**

You need to get your idea across or the placement is pointless. Working with a talented publicist can help you hone your marketing message into several succinct sound bytes that will be picked up and repeated both online and off to increase your outreach and brand visibility.

Publicity creates conversations about YOU. Be a full partner in making that happen to give your book the best possible opportunity to reach an enthusiastic reading audience.

**Cindy Ratzlaff**, president of Brand New Brand You Inc., is a passionate brand evangelist, buzz marketer, social media strategist, author, and experienced publishing executive. She was named to the Ad Age Marketing 50 list for her blockbuster campaign launching *The South Beach Diet*, an international bestselling book series by Dr. Arthur Agatston—with more than 22 million copies in print in 36+ countries. Check out her blog at <http://www.CindyRatzlaff.com>. Her e-mail is: [Cindy.Ratzlaff@gmail.com](mailto:Cindy.Ratzlaff@gmail.com).



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# Do You Have a Poem in You?

By John Maling



Do you have a poem in you? Many of us ordinary folk do—or at least a love of poetry, as did contemporary notable Jackie Kennedy, who both loved it and occasionally wrote it. Her daughter, Caroline Kennedy, compiled an imposing assortment of her mother's favorite poems. Published under the title *The Best Loved Poems of Jacqueline Kennedy Onassis*, the volume has sold more than 500,000 copies and includes the works of many poets, as well as some of Kennedy's own poems.

The names of many poets of the past, such as Frost, Burns, and Blake, are legendary; and poets and their poetry are included in the study of every era of the world's literature, from the distant past to the present. They appear in the required reading of English classes of our common educational systems, as well as in advanced degree programs.

A poem is a painting with words or a song (often) without music. It can, but need not, share the verbal rhythms of music, its cadences, and its rhymes. And it, paradoxically, can even be prose. Poetry has been freed from the ancient traditions, sometimes with success, and sometimes not. What defines success in this most ancient of arts? Clearly meaning exists for the author/poet. Is that meaning conveyed to the reader? Is the word painting, the song with or without music, successful in that? Is there passion? Does it ring true—strike a chord *in* the reader ... *for* the reader?

The phrase “the road less traveled” has become quite well known and is used frequently in the media and in speaking. Not only is it the title of a poem by Kit McCallum, it also appears with a minor difference in the last stanza in Robert Frost's “The Road Not Taken.” Obviously, the phrase expresses something that resonates with many of us. Similarly, Shakespeare's “to be or not to be ...” from Hamlet's soliloquy strikes a common chord, for it, too, has become a familiar and oft repeated phrase.

Poetry is often an element of a speech, a talk, a presentation that is used to make or emphasize a point. *Amazing Grace* is again and again the expression of sorrow and uplifting hope at the end of life. And poetry is honored at the highest level in our culture, with the national title of Poet Laureate conveyed upon a deserving one and his or her presence requested at important gatherings to read a recent work, sometimes written especially for the occasion.

It is too much to ask that one's work reach that pinnacle of universal recognition, homage, and usage that is occupied by the works of the greats of poetry. But failure in that doesn't discourage the legion of my fellow poets from studying them and continuing to express themselves in the myriad of forms of modern poetry. The number of contests, inclusions, publications, readings, and the size of bookstore poetry sections attest to the popularity of this ancient literary form.

Poetry continues to provide a meaningful experience for literary listenership and readership. The world's cultures are immersed on an almost minute-by-minute basis in the most popular form of poetry, the poetry of song. Just check out the entertainment section of your daily paper, radio and TV offerings, award shows, and almost every major store devoted to musical background entertainment for their customers ... shopping and



Continued on page 33...

**Have a Poem in You?:** Continued from page 32 ...

spending made easier with calming song. And, of course, witness the armies of the iTunes generation, found everywhere, ears wired semi-permanently to those small, hand-held companions of the day and the night.

The new technology will surely give poetry a competitive boost in the burgeoning field of published literature. It is a format that can break all the rules, one that expresses wisdom with brevity—succinctness—and a core of “let-it-all-hang-out” passion, even humor, which is much needed in this serious world of ours.

Poetry expresses ideas. It bridges the great divide between philosophies, religions, and politics, often giving more meaning to tragedies and triumphs than lengthy, uninspired prose devoted to the same purpose. The cadences, rhythms, and rhymes of a great poem or song are a *fourth dimension* of this very human form of expression.



**John Maling** edits, writes poetry, and authored *Have You Ever Held a Mountain*, a photo-illustrated book of poetry that has won awards in best gift, inspiration, and poetry categories. Carried enthusiastically at the Tattered Covered, it can also be found on Amazon. Contact John at [EditingByJohn@aol.com](mailto:EditingByJohn@aol.com)



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## Member News



**Roger Frame** appeared on *Colorado and Company* on October 2<sup>nd</sup> to promote his book ***Don't Carve the Turkey with a Chainsaw: Resolving Family Conflict***. He had a 5-minute segment where they feature local authors. They must have liked it because they reran the segment October 11<sup>th</sup> when they had a last minute cancellation. The link to view the segment is <http://bcove.me/fp42fklv>.

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**Mara Purl** had a stellar book signing at the Highlands Ranch Tattered Bookstore for *What the Heart Knows*, the second book in the bestselling Milford-Haven women's fiction series. Mara also spoke at the Denver Women's Press Club this past month as the kick-off for her month-long author tour. Kirkus Reviews has also given *What the Heart Knows* an excellent review.

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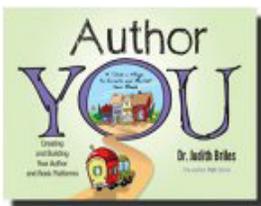


**Lynn Hellerstein** is at the printer for *50 Tips to Improve Your Sports Performance*. This is Lynn's third book that used the best-selling and award-winning *See It. Say It. Do It!*

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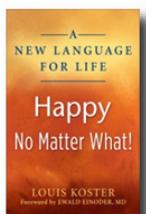
**Cheryl Carpinello** shares that her *Young Knights of the Round Table: The King's Ransom* is the 2012 Silver Award Recipient in YA Fiction from Children's Literary Classics! <http://www.clcawards.org/2012-Award-Books.html>

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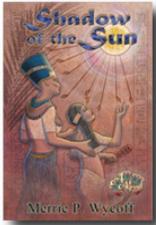
**Judith Briles** received the first copies of her latest book, #30, *Author YOU: Creating and Building the Author and Book Platforms*, and delivered the first talk in Boston to a group of enthusiastic authors-to-be October 13<sup>th</sup>. First time out, sales exceeded \$1200—which were due to the printer, who personally delivered two cases of books so she would have them hot off the printing press to share! *Author YOU: Creating and Building the Author and Book Platforms* breaks multiple rules on layout and design—it's a visual delight, four color throughout, and includes 22 Activities for authors in the creation of their book, be it the first or the twentieth. It's designed for all levels—you will want it. Thanks to the amazing team of Nick Zelinger (NZ Graphics) for design and cover, Don Sidle for illustrations, and Tom Campbell (King Printing) for printing. The book officially launches after the first of the year.

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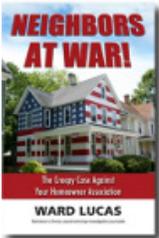


**Louis Koster** began his month-long blog tour in October for *A New Language for Life: Happy No Matter What* and is gathering amazing reviews and comments along the way. Post the elections, he will kick off an extensive Amazon campaign for best-seller status.

## Member News



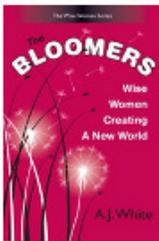
**Merrie Wycoff** signed *Shadow of the Sun* last month to an enthusiastic crowd at the Spirit Wise Bookstore in Denver, Colorado. If you love ancient history, learn how and why the Pharaoh Akhenaten was wiped from history and just who was Nefertiti.



**Ward Lucas** expects books back from Color House Graphics in early November. His new book will be featured in Maryland newspapers this month—the cover house is located in Cambridge ... you never know where your book and its cover will take you! Author U members Phil Knight with Color House Graphics did the printing, Nick Zelinger of NZGraphics designed the cover and interior, John Maling handled the editing, and Judith Briles Book Shepherded it from beginning to end.



**Hans Sitter** is thrilled to share that his restaurant in Houston, Kings Biergarten, took top honors as the Best German Restaurant in America out of 560 restaurants that were nominated. It's Oktoberfest every day at the Kings Biergarten! Congratulations, Hans, from all of us. Meanwhile, he's working on his book, *The Entrepreneur*.



**A.J. White** had a vision in February. It's birthing this month with the publication of *The Bloomers: Wise Women Creating a New World*. Now at the printers, it looks forward to arriving in the outstretched hands of its waiting creator. *The Bloomers* was assisted in its birth by Author U members Phil Knight with Color House Graphics for printing, Nick Zelinger of NZGraphics with cover and interior design, John Maling for editing, and Judith Briles for Book Shepherding.

### Your Guide to BOOK PUBLISHING

with  
**Judith Briles**  
The Book Shepherd



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# TIPS



**Need some creative ideas to help promote and market your book?** Send for the handout, “50 Ways to Promote Your Book.” AND THERE IS STILL TIME TO LIST YOUR BOOK FOR FREE IN John Riddle’s “BOOKS FOR THE HOLIDAYS” DIRECTORY. Contact [JohnRiddle@sprintmail.com](mailto:JohnRiddle@sprintmail.com). More info at <http://linkd.in/TeCTig>



**Hot idea!** If you have negative Amazon reviews—send the link to the review to all your friends... ASK them to go to it and mark NO on the query “Was this helpful?”

**Thinking of Doing a Book Trailer?** Here’s a site to juice some ideas for you: <http://bookriot.tv/>



## WordPress Plugins for your website ...

**What Would Seth Godin Do?**—Funny name, great idea. This plug-in allows you to display two different messages—one if someone is new to your blog, and another if they have visited before. Super useful! Find it here: <http://wordpress.org/extend/plugins/what-would-seth-godin-do/>



**Back Up Buddy** will save your site and your sanity! It backs up your WordPress installation—widgets, themes, plug-ins, files, and so forth—so that in the case of a disastrous server problem (like a virus), you can quickly restore your site or move it to a new server. This is ideal if you need to move your domain hosting or change your URL (it happens—and puts you in control). <http://ithemes.com/purchase/backupbuddy/>



**Interested in attending book club meetings by phone, Skype, or in-person with your fans?** When you add your book to Book Club Reading List, it is listed on our high-traffic website and quarterly newsletter, which is sent to book clubs around the U.S. It will also be announced by press release—sent to 3,000+ websites, creating hundreds of links that improve your book’s SEO. Judith’s note: I wasn’t able to find complaints on this group. Min. cost if \$40 to participate. Might be worth a shot. <http://ow.ly/efj22>



## Optimize Your Images

Did you know that every image you add to your website can be optimized and indexed by search crawlers? Images you use may appear in a SERP (search engine results page) if you use something specific, like “turkey dinner chaos” as the title of your image (for example: `turkey_dinner_chaos.jpg`); also include your term in the description tag and alt tag of that image. If using WordPress, do this when you upload your image.

When Posting to your Blog via WordPress, upload an image to the WordPress library once—you can continue to use that image on other pages and in posts. The Internet is about visibility. The more “hooks” you have to bring link you to others, the better.



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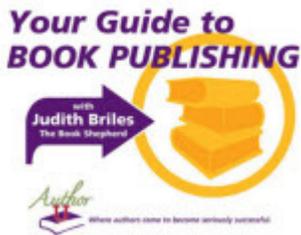
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## Author U is ... *on the Air!*



**Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask** launched live on January 5<sup>th</sup> and now has over 10,000 downloads each month.

Every Thursday, Judith hosts an hour radio show with guests and features—Live with call-ins. For the beginner and intermediate author, all episodes will be available for downloads and podcasting. Listen live or click on the podcast from the website.

Recent programs focused on how to create a New York Times bestseller, how to create book publicity, the latest nerdy gadgets and gizmos, how to get reporters to call you, and so much more.



If you want to write and publish a book ... if you want to be successful as an author, *Your Guide to Book Publishing ... Everything You Want to Know, But Didn't Know What to Ask* is for you. You will hear about statistics, scenarios, and strategies on what to do *now!* As The Book Shepherd, Dr. Judith Briles is in, and each week she will include publishing professionals that will reveal tips and secrets to the author's journey. If there is a book in you, you want to listen, learn ... and, yes, call-in with your questions each week. Call in at **866-404-6519**

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