



# The Resource

Vol. 3, No. 7

A Book Publishing News eZine

www.AuthorU.org

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## Success Happens - One Step at a Time

Judith Briles, Author U Founder



Summertime ... and it is passing ... which means the playing that many of us like to do when the sun shines and the weather is good wanes a tad ... reminding all that it's time to get back to work ... and there's a chill coming in the air as the season changes.

What does your author tool box look like as fall unfolds? Have you finished the book you are writing? Have you started on the next one ... gulp! Are you working on a marketing plan for it? Have you gone to print? Are you letting your world ... and the world that doesn't know yet ... know about some of the accolades you've gotten? Are you building your social media contacts? Did you read the recent blog about the latest in Who's Who in Book Awards?

In other words, are you ready for the next, next step ... the step that will break you out? Author U is working on breaking out. Our tag line has been from the get-go:

**"Where serious authors go to become Seriously Successful."**

Our Mission has a bit of a tweak:

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

To achieve this, we have to keep doing what we've been doing, as well as stretching into new territory—we stay connected with our members, which now are in five countries and fifteen states, with our e-zine, *The Resource*. Blogs are generated twice a week and direct e-mails to each of you on Mondays and Thursdays with the latest happenings, along with webinars that will start up again next month.

Continued on page 2 ....

**Success Happens:** Continued from page 1 ....

Teleseminars will be added so there is a voice element that allows for Q&A.

We also achieved some interesting stats. Our online radio show, *Your Guide to Book Publishing*, is now getting 12,000 unique listeners a month... and growing every day—are you listening to the podcast or live show sometime during the week? The LinkedIn group, Author U, has morphed with active discussions from people all over the world with over 600 members—have you joined and added your voice? We have over 10,000 Twitter followers, also growing every day—are you following?

Success doesn't happen overnight. It's one step at a time ... but if you don't take the step, the probability of its landing in your lap is pretty darn remote. For those in Colorado, get to the monthly meetings—September is all about the business road map of authoring with dessert being a 30-minute blast of marketing. The October BookCamp is Book Marketing with a Twist—five amazing pros are going to share insider tips, gadgets, and techniques to rock your book—attend even if your book is in gestation. This month's Salon is all about speaking/structuring one on your book. Webinars and Tech Tool Boxes are planned ... something for everyone. Don't forget to block the dates of May 3-5 next year—it's the Extravaganza ... it will take you over the edge, leaping into amazing concepts you hadn't thought of. How hot will it be? The publisher of *Publishers Weekly*, Cevin Bryerman, will be doing the opening, and Joel Friedlander will rock the 3<sup>rd</sup> with outrageous and unbelievable strategies to grow your own blog from a few followers to mega thousands.

It's all in the plan ... in the author tool box. I can hardly wait!

## 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)



Judith



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# Mark Your Calendars - 2012 Save the Dates!

## SEPTEMBER

**Sept 6, 13, 20, 27**

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

**Sept 20**

Dinner and a Program *The Business of Your Book*

**Sept 24**

Monday Evening Salon *Got Book? Now Speak!*

## OCTOBER

**Oct 4, 11, 18, 25**

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

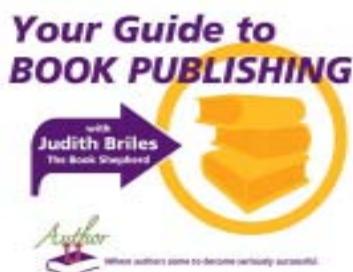
**Oct 6**

Author U BookCamp *Book Marketing with a Twist*

## DECEMBER

**December 15**

*Member's Holiday Dinner Party*



## 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://rockstarradiornetwork.com/shows/yourguidetobookpublishing>

## 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](http://www.authoru.org/feed)



Facebook: [www.Facebook.com/AuthorU](http://www.Facebook.com/AuthorU)



# Book Marketing with a Twist BookCamp

## *... Resistance Is Futile ...*

Saturday, October 6, 2012

It takes a Village to market your book. October's BookCamp brings the Village to you ... with a twist. Partnering with masters in their respective fields, Author U's objective is to take you to the next, next level in your book marketing efforts.

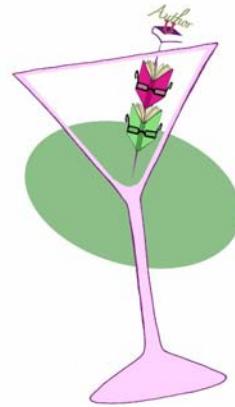
**Question:** Why should you spend your money to come to this BookCamp?

**Answer:** Simply this—so you and your book can make more money!

Why do authors fail in selling their books? Let's ID the top reasons:

All of these ...

1. They write a crummy book—let's face it ... the great majority are.
2. They fail to get professional editing—yep, ditto here, most aren't.
3. They rush to publish—breathe ... make sure you deliver a book you don't regret.
4. They wait for the world to come to them—it doesn't ... you go to it.
5. They stop learning what's happening—the book world is changing daily.



**Plus this ...**

6. **They absolutely fail to market, market, market their wisdom and their book—the book success bottom line.**

If you haven't gotten the big picture about book marketing ... it's this: SOCIAL MEDIA is the magic sauce. For those of you who are still resisters ... stop it ... get over it—NOW. Books are sold via the social media markets. You, savvy author, get to figure out which ones are perfect for you and your book. Most likely, there will be several that sing to you ... and are the perfect platform to start moving your wise words into changing the lives of your intended audience. The **Book Marketing with a Twist BookCamp** delivers the latest in book marketing strategies—the whys and how-tos. Get it on your calendar and register early.

**When:** Saturday, October 6<sup>th</sup> **Time:** 8:30 to 4:30 **Where:** Doubletree SE (Aurora – Iliff/225)

	<b>Member</b>	<b>Non-Member</b>
Early Bird until September 10 <sup>th</sup>	\$ 97	\$127
After September 10 <sup>th</sup>	\$ 127	\$167

**Register on website NOW:**

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

# *Join ...*



Judith Briles ... Twitter Marketing with a Twist

Your key words are critical—ID them and learn to market your books using Twitter—the new frontier that the masses from business to how-to to sci-fi to even romance are using. Judith is the Author and Publishing Master. She is the author of *Show Me About Book Publishing* and *Author YOU—Creating and Developing Your Author and Book Platforms*.



Brian Schwartz ... Amazon and eBook Marketing with a Twist

Amazon and Kindle sell 70% of all eBooks. Learn the insider tricks of marketing strategies with a master in the Kindle world. Brian is the Kindle Expert.



Jamie LaRue ... Library Marketing with a Twist

Libraries are every author's friend. Learn how to step into the library world with your books, including the eBook, with a special offer to Author U. Jamie is the Director of the Douglas County Libraries.



**Mike Hance ... Video Marketing with a Twist** Book trailers can be uniquely used to expand your global outreach along with the creation of a variety of videos. Mike is the Organizer for the Denver Writers Meet-up and organizes film festivals and comic conventions. He is finishing up his debut short story anthology, *5 Silver Bullets and a Tumbler of Scotch*.



Kim Dushinski ... Mobile Marketing with a Twist

Your cell phone is one of the fastest growing marketing tools—books are being sold this way as well as spin-off products ... why not yours? Kim knows mobile marketing, book marketing, authors, and is the author of the *Mobile Marketing Handbook*.



**For more information contact Brian Jud**

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<http://www.premiumbookcompany.com>

# Upcoming Tech Tool Boxes

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



## Tech Toolboxes are scheduled for September - November

Animoto, One True Media, PiktoCharts, Pinterest, Keywords, WordPress, and Google+ all this Fall. Sign up early—Tech Tool Boxes are limited to 10 participants. Watch for info and registration on the Author U website.

- Tuesday, September 18: Pinterest
- Tuesday, September 25: WordPress
- Tuesday, October 9: Animoto | One True Media
- Tuesday, October 16: piktochart.com (creating Infographics)
- Tuesday, November 13: Google +



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

**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, Early Bird rate. **Register:** <http://ow.ly/dfm15>

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

# Why Self-Publishing Is a Long-Tail Business

By Joel Friedlander



From [www.longtail.com](http://www.longtail.com)

One of the most interesting stories in Dan Poynter's *Self-Publishing Manual* is how he became a book publisher. As an avid parachute jumper, Dan looked for but could not find a good basic manual for the new people coming into his sport. Eventually he wrote one and sold it to other parachuting clubs.

But what was interesting was that, for some time, Dan had no idea he had become a book publisher. He was just trying to fill a need, and that need could best be filled with an instructional manual. You can see that he used this same idea when he created his *Self-Publishing Manual*.



In a small way this story demonstrates why non-fiction publishing, including self-publishing, is often a **long-tail** phenomenon, and has been for a long time before the idea of the long tail was introduced by Chris Anderson in *Wired* magazine.

## The Long Tail and the Niches

Let's back up for just a moment. Probably you've heard of the long tail, and it's certainly mentioned often enough in discussions of online business.

In the past, when it cost a lot to develop, produce, and market products, businesses concentrated on blockbuster, or "hits" that would appeal to the widest possible audience. This capitalized on the "head" of the purchasing curve, where it was thought that most of the money was to be made.

As the cost to create and distribute products has fallen, largely due to digitization and the ability to market online, it has become apparent that the "long tail" of the purchasing curve contains potentially as much business as the "head." Not only that, but each product in the "tail," although it appeals to only a small segment of the population, is perfectly tailored to just that group of people. If you can make those people aware of the product, they are much more likely to buy it.

## The Long Tail and Nonfiction Publishing

In a sense, most nonfiction books are *marketing-driven* because they are often written for a specific niche. The more specialized the book is, the more likely it will find success within the group of people who are intensely interested in that niche.

When I was studying pizza making, I read almost every book I could find on baking artisanal pizza at home. This is a typical long-tail niche. Here's how it might look as you travel from the "head" to the "tail." Imagine you are the publisher or self-publishing author of a book on serious home pizza baking.

Continued on page 8 ....

**Long-Tail Business:** Continued from page 7 ....

- **Cooking** – this is the head of the curve— lots of people are interested in what is a huge market. But it's too big a designation for actual sales appeal.
- **Baking** – here we've narrowed to only one aspect of cooking, coming down the purchase curve but still in a very large category. I'm interested in pizza, not panettone or pastries.
- **Yeast Breads** – at this point we start to enter the long tail, since this category is much more specific, and people looking here are much more likely to be interested in your books.
- **Flat breads** – even farther down the tail, this subset of yeasted breads is of interest to only a small segment of the cooking/baking population, but they are highly engaged.
- **Pizza** - although this particular tail ends here, another “long tail” begins with all books on making pizza and grows its own tail, with specialties such as deep-dish pizza baking, cornmeal crust pizza baking, and so on.

## Two Developments that Supercharged Nonfiction Niche Publishing

When the development and marketing of products was concentrated on the “hits,” it was very expensive to create products and market them to a large enough population to ensure success. But two developments took the inherent “long tail” mindset of nonfiction publishing to a new level:

1. Internet marketing made it possible, for very little money, to attract just those people intensely interested in your niche. On discussion boards, blogs, forums, and in discussion groups on community websites, people have congregated to talk about every possible activity you can imagine, from the care of your tropical fish to digital photography to genealogy to pizza baking.
2. Digital printing with print-on-demand distribution essentially eliminated most of the cost of getting a book into print.

These developments alone have created a marketplace that rewards businesses and authors who can fulfill the needs of a small group of people. When you combine specialized information that experts in a field commonly possess with very targeted marketing and automated web delivery systems for either printed or electronic books, you've got a long-tail marketing machine.

### Authors, Get Your Keywords



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

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

Of course, the other technology that's made this targeting possible is **search**. The ever present search bar, usually a **Google** search bar, is an invitation to try to find an exact remedy.

A few years ago, after a pleasant walk in the woods with my son after Thanksgiving dinner, I came down with a nasty case of Poison Oak from climbing over a dead tree. I'll leave it to you to imagine exactly how much discomfort I was in.

I became a temporary member of a very small niche, people who wanted a cure for Poison Oak *right now* and were willing to pay for it. I eventually found a site, through Google search, for a cream guaran-

Continue on page 9 ...

**Long-Tail Business:** Continued from page 8 ....

teed to cure what ailed me. A small vial was \$45 and overnight shipping was available. This is the ultimate in long-tail niche marketing, and it works.

As publishers, we can use this information to our advantage. Google and other search engines make available the actual search terms that people type into their search field. This powerful information is studied by Internet marketers under the term **keywords**.

An author who understands keywords, how they are used, and how to target the people who search on them can go a long way toward making his nonfiction book a success.

**Takeaway:** Internet marketing combined with digital printing and print on demand distribution make nonfiction books perfect long-tail products.

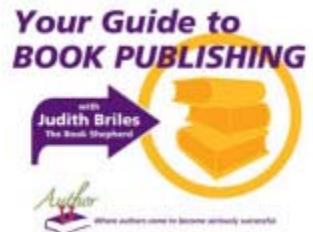
**Joel Friedlander**, a self-published author and book designer, blogs about book design, self-publishing, and the indie publishing life at [TheBookDesigner.com](http://TheBookDesigner.com). He's also the proprietor of Marin Bookworks, where he helps publishers and authors get to market on time and on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



## 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. **866-404-6519**

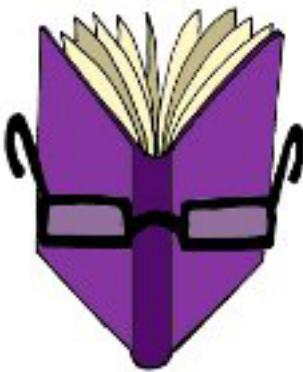


For the beginner and intermediate author—all episodes will be available for downloads and podcasting. Listen live or click on the podcast from the website. Recent programs focused on how to create a New York bestseller, how to create book publicity, the latest nerdy gadgets and gizmos, how to get reporters 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 who 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**

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



## Book Smarts

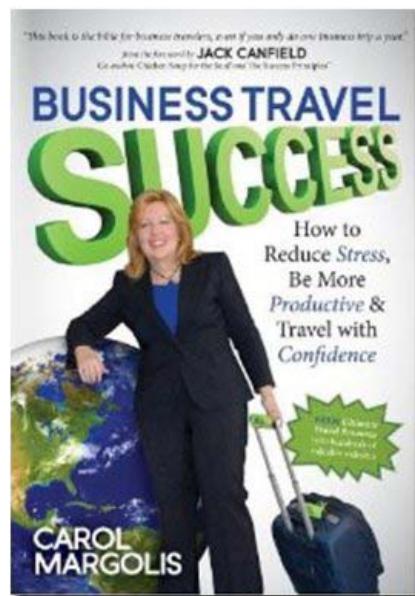
# Don't Leave Home Without This!

Most summer travel for authors is either in the form of vacation or starting research for a new book. The fall through spring months seem to embrace traveling “around” the book—often in the form of a speaking engagement. Savvy author Carol Margolis has put together an excellent guide to keep any author who has to travel sane and productive along the way. Her Road Warrior guide, *Business Travel Success: How to Reduce Stress, Be More Productive and Travel with Confidence*, is an excellent addition to your personal book shelf.

Carol is no stranger to the stress that long lines, delays, and just not being at home can do. Her journeys have taken her to six continents—one year, she was 50 weeks on the road. Loaded with “how-tos” and personal stories—she was very cool when she landed at her destination to find her luggage (as good) ... yet totally empty when she opened it.

Her advice is quite good in the standard “how-tos”:

- pack smarter and lighter
- book the best airfare
- get a great hotel room
- be smart about car rentals
- get best travel-related award deals



It also offers tips on international travel, dining solo, and staying healthy (don’t pooh-pooh this—it’s an issue).

Travelers today have increased concerns about safety on the road. She includes a variety things to do that will make the difference for you and your family. The section on tipping was helpful—let’s face it—it’s different everywhere. One of the challenges of travel is staying healthy. Getting tips and strategies from someone who is doing it versus someone who just talks about it gets huge kudos. How about family and friends left behind? The author has a variety of tips on how to keep family and friend relationships strong across the miles—those miles can be just a few or many thousands.

Author U members are encouraged to subscribe to her website, Smart Women Travelers, at <http://www.smartwomentravelers.com/>. Updated often with stories and facts—don’t travel without this book.

# Pinterest Tools and Resources

By Kelly Johnson



In June, one of the Tech Toolbox Workshops I taught focused on Pinterest.

After teaching the workshop, I had some people share with me that they found Pinterest to be very addicting! It is easy to get caught up in viewing people's boards and seeing the variety of images that are shared.

Since Pinterest is still fairly new to a lot of people, I wanted to share some resources for Pinterest that are available and tools that people may use to create or enhance their images.

1. **Pinwords:** <http://www.pinwords.com>

Pinwords allows you to add text such as a caption, quote, statement, or notes on top of images.

2. **Pingraphy:** <http://www.pingraphy.com/>

Pingraphy gives you the ability to schedule your pins, upload bulk pins, learn what your followers like so you may customize your boards, and provides the ability to track repins, likes, and clicks for each of your pins.

3. **PinPuff:** <http://pinpuff.com/>

PinPuff enables you to measure your influence and popularity on Pinterest and the traffic your pins generate.

4. **Share As Image:** <http://shareasimage.com/>

Share As Image provides the ability to highlight text on the Web and convert it to an image. The free version permits you to post in a single font and without color. The Pro version allows unlimited color options and fonts for \$6.99. Great way to pin a quote!

5. **Piktochart:** <http://piktochart.com/>

A cool method to share information about your business, book, services, etc., is to create an infographic. Piktochart gives users a fairly easy method to create your own infographics. See examples of infographics on Mashable's infographic board:  
<http://pinterest.com/mashable/infographics/>

6. **Pintics:** <http://signup.pintics.com/>

Pintics allows you to manage multiple Pinterest accounts at once, in addition to seeing traffic and sales from your pins and boards.

**Bonus Pinterest Tip:** As an SEO boost and to help people find you online, add a keyword to your pin description as a hashtag. (Example: if one of your keywords is independent publishing, add to the end of your description for your pin #independentpublishing)

To your success,  
Kelly

**Kelly Johnson** works with authors to manage technical, creative, and administrative projects for their businesses and books. She's an article writing coach, does blog and website maintenance, knows how to implement an online shopping cart strategy, and is the principal of Cornerstone Virtual Assistance. She can be reached at <mailto:kjohnson@cornerstoneva.com>. Her website is [www.cornerstoneva.com](http://www.cornerstoneva.com).



# Identify Industry Trends Using These 7 Sources

By Joan Stewart, the Publicity Hound



**... Tip off bloggers, reporters and freelances to industry trends and explain why they are important.**

Any self-respecting journalist, blogger, freelancer, broadcaster, and publisher knows the importance of reporting on trends.

But when I worked as a newspaper editor two decades ago, I was too busy laying off reporters, slashing the newsroom budget, and fielding phone calls from angry readers. Chasing down trends wasn't even on the priority list. I suspect things haven't changed much since then.

Even beat reporters have doubled and tripled the workloads we saw in those days. That's why it's more difficult than ever to stay atop trends if you're covering a beat.

Smart Publicity Hounds know that tipping off bloggers and journalists to trends—then offering to write a guest blog post or be a source for an article on that trend—is a door-opener for publicity. Here are seven places to find information on industry trends:

## **1. Google It! Fast and Easy.**

I searched for "public relations trends" and found "5 emerging PR trends and the skills they require" (<http://bit.ly/N9BPLd>), "5 Emerging PR Trends & the New Public Relations Skill Set for 2012 (and Beyond)" (<http://prn.to/N9C9tn>) and "12 Trends That Will Change Public Relations" (<http://bit.ly/N9Cjky>).

## **2. Your trade magazines and newsletters.**

If you see a story about an emerging trend, tip off reporters at your local business journal or business magazine even if you cannot offer yourself as a source. They'll remember that you helped them, and that thoughtful gesture might come in handy later when you pitch a story about your own business.

## **3. The Riley Guide for Employment & Industry Trends (<http://www.rileyguide.com/trends.html>)**

This employment and resources directory has a wide variety of links that will tip you off to emerging issues with over-40 workers, up-and-coming jobs, etc.

## **4. Look at your own target audience and notice their buying habits.**

Don't try to predict trends, cautions the eBiZine blog. It offers several questions to ask yourself about your customers' buying habits in a post titled "Spotting and Profiting from Business Trends Online" (<http://bit.ly/N9CwUQ>.)

## **5. Look for trends in trending topics on the social media sites.**

Don't confuse trends with a trending topic, which is simply a topic that a lot of people are writing about on sites like Twitter and Google+. But you might find actual trends buried within that shared content.

Continued on page 13 ....

**Industry Trends:** Continued from page 12 ....

Here's "a list of Trending Topics" (<http://mashable.com/follow/topics/trending-topics/>) from Mashable.

## 6. USA Today (<http://www.usatoday.com/>)

I can't think of any other newspaper that lets you find and learn about more trends, including lifestyle and business trends, than this newspaper. Stories are short and concise.

Pay attention to their "Snapshots" (<http://www.usatoday.com/news/snapshot.htm>), easy-to-read statistical graphics that present information on various issues and trends in a visually appealing way. Readers are invited to answer a "Quick Question" related to the snapshot. A new Snapshot is posted online Monday through Friday.

## 7. TrendSpotting Blog (<http://bit.ly/N9D5OD>)

The blog follows Internet users' behaviors and attitudes, investigates emerging trends with Web metric tools and marketing research surveys, and splices it all with many practical insights. It's considered one of the leading marketing research blogs.

That's my short list. Please add to it by sharing your own favorite way to learn about trends. The Comments section awaits.

**Joan Stewart** is the Publicity Hound. She's a publicity expert and a former newspaper editor who teaches people how to use the media to establish their credibility, enhance their reputation, position themselves as experts, sell more products and services, and promote a favorite cause or issue.

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



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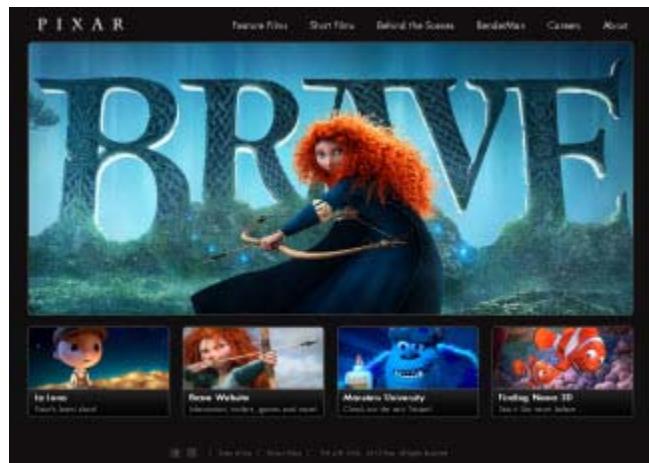
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# Pixar Story Rules

Before summer arrived, Pixar story artist Emma Coats tweeted a series of “story basics”—guidelines that she learned from her more senior colleagues on how to create appealing stories. Authors got stuck in their writing at various times ... sometimes just trying to figure out a dialogue transition or setting up a critical scene.

The 22 Tweets below can serve as a goose to get your creative juices flowing or just to get you started in the first place. Pixar knows stories, and there is a reason that every main film that has come out of the studio has hit #1. Follow The Pixar Touch blog at <http://ow.ly/dfhok>



#1: You admire a character for trying more than for their successes.

#2: You gotta keep in mind what's interesting to you as an audience, not what's fun to do as a writer. They can be v. different.

#3: Trying for theme is important, but you won't see what the story is actually about til you're at the end of it. Now rewrite.

#4: Once upon a time there was \_\_\_\_\_. Every day, \_\_\_\_\_. One day \_\_\_\_\_. Because of that, \_\_\_\_\_. Because of that, \_\_\_\_\_. Until finally \_\_\_\_\_.

#5: Simplify. Focus. Combine characters. Hop over detours. You'll feel like you're losing valuable stuff but it sets you free.

#6: What is your character good at, comfortable with? Throw the polar opposite at them. Challenge them. How do they deal?

#7: Come up with your ending before you figure out your middle. Seriously. Endings are hard, get yours working up front.

#8: Finish your story, let go even if it's not perfect. In an ideal world you have both, but move on. Do better next time.

#9: When you're stuck, make a list of what WOULDN'T happen next. Lots of times the material to get you unstuck will show up.

#10: Pull apart the stories you like. What you like in them is a part of you; you've got to recognize it before you can use it.

#11: Putting it on paper lets you start fixing it. If it stays in your head, a perfect idea, you'll never share it with anyone.

#12: Discount the 1st thing that comes to mind. And the 2nd, 3rd, 4th, 5th – get the obvious out of the way. Surprise yourself.

Continued on page 15 ...

**Pixar Story Rules:** Continued from page 14 ....

#13: Give your characters opinions. Passive/malleable might seem likable to you as you write, but it's poison to the audience.

#14: Why must you tell THIS story? What's the belief burning within you that your story feeds off of? That's the heart of it.

#15: If you were your character in this situation, how would you feel? Honesty lends credibility to unbelievable situations.

#16: What are the stakes? Give us reason to root for the character. What happens if they don't succeed? Stack the odds against.

#17: No work is ever wasted. If it's not working, let go and move on - it'll come back around to be useful later.

#18: You have to know yourself: the difference between doing your best & fussing. Story is testing, not refining.

#19: Coincidences to get characters into trouble are great; coincidences to get them out of it are cheating.

#20: Exercise: take the building blocks of a movie you dislike. How d'you rearrange them into what you DO like?

#21: You gotta identify with your situation/characters, can't just write 'cool.' What would make YOU act that way?

#22: What's the essence of your story? Most economical telling of it? If you know that, you can build out from there.

## 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

## Illustrating You



"... Shannon's creativity and insight has been over-the-top! Her coaching on every part of what we have put into the website has been invaluable. ... We have been extremely happy with her work and the experience of working with her. She is a really easy person to work with ..." — Sharon Worrell, Strategies for Healing

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\* Author U Members receive discounts!

# Use Facebook to Build Your Pinterest Following

By Melody Jones



Want to use Pinterest as a tool to help build your author platform? It fits perfectly with other social media platforms you're already using, including Facebook.

First, you need to get going on Pinterest. For an easy tutorial, read *Pinterest 101: 9 Tips to Get You Started*.

(<http://huff.to/PGoG9Q>)

To really understand the power of Pinterest to grab and keep audience interest, I also recommend reading *5 Ways to Create Highly Shareable Pinterest Pictures for Your Business* (<http://bit.ly/PGoKX8>)



## Ways to Utilize Facebook

### 1. Create a Pinterest tab for your Facebook fan page.

Go to [WooBox](http://www.woobox.com/pinterest) (<http://www.woobox.com/pinterest>) and follow instructions on how to add a tab to your page. The app will allow you to show several boards or just one board on your page. Your fans simply click the tab to see your latest pins within the Facebook platform. If they choose to comment, they will be taken to the Pinterest site.

### 2. Ask your fans to follow you on Pinterest.

And give them a reason why they should. What value are you providing them? Giveaways? Entertainment? Contests? For example, run a contest on Pinterest, showing several costumes your character might wear to a ball, have your fans vote by “liking” the pin they like best, and then make sure you write that costume into your story.

### 3. Post a favorite pin on your page as a status update.

Use a graphic you pinned onto Pinterest directly from your blog, website, Amazon page, etc. Tell them why you are posting it and—as always—ask for an action such as an answer to a question, fill-in-the-blank, or a “like.”

### 4. Share the love and post someone else’s pin.

We've talked about this before: it can't be all about you all the time. Post others' pins that you find interesting, funny, informational, inspirational, or just plain silly. Be sure to give credit.

### 5. Create a community board and invite your fans to pin to it.

This is a really fun thing to do. Create a board your fans can interact with, such as favorite recipes from the cookbook you wrote or places your main character should travel to. Using a Facebook status update, ask your fans to comment with their names and direct Pinterest links. Then log in to Pinterest, click edit on your Pinboard, add the fans' names in the field titled “Add another pinner,” and they will be notified to accept the invitation next time they log in. Remind your fans periodically that they can join in the fun.

Leveraging the fan base you've already created on Facebook is the smart thing to do as you are building your Pinterest following. Try these simple ideas and see your fan base grow.

**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: [www.facebook.com/melodysocialmedia](http://www.facebook.com/melodysocialmedia) and [www.facebook.com/socialmediacoffeeCO](http://www.facebook.com/socialmediacoffeeCO). Email her at [SocialMediaCoffee@gmail.com](mailto:SocialMediaCoffee@gmail.com).



# Flourish by Design

By Bart Windrum



*Flourish: (n) an embellishment to attract attention; (v) to thrive in a vigorous way.*

As an author and speaker, you want your books and presentations to convey the same aliveness you embody when writing and speaking. You want materials that uniquely convey one or more essential aspects of your thoughts. Let's call what sets evocative design apart from uninspiring layout a flourish.

Everybody knows that a book's interior will need to be designed and laid out; and if you plan to speak, your slide backdrop should be designed, too. Good designers begin by asking you questions intended to elicit information to inform the design work. The questions, and your answers, should result in brief lists of things that should be considered for inclusion, things that should be avoided, and key elements of your work that good design might effectively represent—altogether, a design brief.

Sometimes flourish is visually pointed—one or more elements that contrast with their surroundings—a literal embellishment. Sometimes flourish is more generalized, a design's overall gestalt, or tone. Either way, finding and executing design flourish is something good designers attempt and that you as a client ought to request.

Design/layout flourish ought not be gratuitous; it ought to just work, in both senses of the phrase. Flourish always expresses a purpose—*your* purpose. Flourishes encapsulate and express your project's essentials. Flourishes must make sense. Neither egotistic nor abstract, flourishes' presence relates directly to your content and style. Right flourishes are a hallmark of sensitive graphic design. The sensitivity will be felt by your readers and listeners, helping you make an impact, perhaps a difference. Good design process allows for serendipitous discovery. On the technical side, good design/layout employs rigorous quality controls over layout, content presentation (information hierarchy), and all aspects of the typography (details, details!).

Lofty goals, yes?

Continued on page 18 ...

**20% off book interior design and layout** for Author U members.

Good for projects begun by October 30, 2012. *One per customer.*

Bart Windrum, Axiom Action. **303.499.8120.** <mailto:Bart@AxiomAction.com>.

## Flourish by Design: Continued from page 17 ....

As an author myself, I know something of these goals. A book I wrote received a CIPA EVVY, a CIPA interior design award, and was a 2009 Colorado Book Award Finalist. I mention this because I know, from the inside, what your act of authorship, or of speaking, means.

If you'd like to see an example of applied flourish, check out the file at <http://goo.gl/UbbEs>. It's a sampler of that book, and I cite it because in it you'll see a wide range of flourishes (not all projects require as many motifs as I felt this one did). You'll see how

- a tertiary title page reduces the cover to its most essential element;
- special message pages use a distressed notepad motif to deliver key informational, personal, and emotional content in a manner directly riffing off the title's meaning;
- introductory and chapter opening pages distinguish anecdotes from narrative;
- section and chapter lead pages use a cover element as a flourish to carry a thematic motif;
- bleed bars serve as utilitarian flourishes to separate opening and closing sections from core text;
- selective boldface in the endnotes and index aids readers' navigation of content set in small type;
- (not shown) recurring rose picture at chapters' close underscores a meaningful motif.

**Bart Windrum** worked in typesetting, layout, and commercial printing prep before starting a graphic design studio circa 1980. In 1987 he computerized the exacto knife, non-repro blue pencil, and hot wax operation with the Macintosh II and QuarkXPress 1.0. Clients included Hewlett-Packard and Coors, and his design work won several Colorado design awards. Today, Bart helps authors and speakers flourish through book interior and speaker presentation design. If you'd like to discuss design/layout aspects of your next or forthcoming book or presentation, contact him at 303.499.8120 or email him, <mailto:Bart@AxiomAction.com>.

## Tech Toolbox

**Tech Tool Box** ... is dive-dive small workshop/coaching sessions for a limited number of Author U members. Information will be on the website—times are 3-6 p.m. and are held in Judith's offices.



### September Topics and Dates Are

Tuesday, September 18: Pinterest

Tuesday, September 25: WordPress

### October Topics and Dates Are:

Tuesday, October 9: Animoto | One True Media

Tuesday, October 16: Piktochart.com (creating Infographics)



Register Online  
<http://bit.ly/xqHBA8>

# Designing Deals: How to Negotiate a Large Book Sale

By Brian Jud



Negotiating a large-quantity sale requires a little give-and-take on the part of all parties involved. It is a course of action in which both sides seek to fairly distribute the risk and reward. This process (Step Nine) begins at the conclusion of your presentation when you ask for the order.

In today's corporate world, professional executives seek a win-win result, setting the stage for mutual profitability and long-term relationships. Both parties negotiate in good faith to get the best deal for their sides, but not at the expense of the other. Your job is to find the best package of product, terms, and service that most increases the value for your prospect without sacrificing your needs.

## Know your BNO

Good negotiating begins with preparation. Even though you cannot predict every verbal exchange, you can set parameters in advance within which you will deal. Before you enter into any negotiation, make a list of what you will give and take—and what you will not. That list, called your Best Negotiated Outcome (BNO), should include the following:

1. **A list of all the outcomes that would be acceptable to you.** This list might contain a high price, long delivery time, no customization, no returns, and 30-day payment terms.
2. **Which of these alternatives would be best for you?** You may feel that "no returns" is your most-desirable option.
3. **What are you willing to negotiate away in return for that outcome?** You may barter for a better discount for a non-returnable purchase.
4. **What are *not* you willing to negotiate away in return for that outcome?** If cash flow is a concern, you may choose not to extend your payment terms.
5. **What is your bottom line?** Know when to walk away from the deal. In negotiating terms this is called your BATNA (Best Alternative to a Negotiated Agreement)—your *line in the sand* beyond which you are not willing to make any concessions. Knowing that you can make a better deal elsewhere gives you the confidence to walk away from an unprofitable negotiation.
6. **What is your final BNO?** An equitable conclusion might be an acceptably lower price, feasible delivery time, a customized cover, no returns and 2/10, net-30-day payment terms.

## Hints for successful negotiations

1. Begin the negotiating stage by asking questions to learn as much as you can about the other side's interests. Why did they not accept your initial proposal? How far apart are your positions? If close, can you split the difference?
2. If a personnel change is made midway through the negotiations process, you may be forced to begin again with the new incumbent. But it may benefit you if your previous contact was favorable to your position and was elevated on the decision-making ladder.

Continued on page 20...

**Negotiate:** Continued from page 19 ....

3. Don't negotiate on price. Favorable economics are necessary but not sufficient parts of the negotiation. If you cave in on your price, you may give the impression you are willing to bend on other issues. Instead, bargain with the variables you bring to the table that the customer might value. Offer to train their salespeople, ghostwrite the foreword for the CEO, and contribute ideas for cross selling. If you focus on price, they may seek a less expensive alternative elsewhere. Do not be provocative or immovable, but remember that quality is remembered long after price is forgotten.
4. Focus on interests, not issues or positions. Most deals are 50% emotion (positions) and 50% economics (interests). The issue under discussion may be the value of using books in the next marketing campaign. Your prospect may have a position against using books in general. However, the underlying interests are profitability or employee productivity. Discuss how you can address their interests without sacrificing yours.
5. Take notes. People may not remember everything to which they agreed. After each meeting send a summary describing the areas of agreement, as well as what needs to be done and by whom.
6. Do not begin discussing the toughest issues. Instead, solve the easiest problems first.
7. Start high and concede slowly. Children know that if they want a hamster they first ask for a pony. If you have to make the first concession to keep the process alive, concede in small increments and get something in return.
8. Build trust first. Building rapport should have begun in the earlier stages as you proved yourself a consultant, helping them solve their problems. But in the negotiation phase your desire to close a large-quantity sale may overpower your need to be more open-minded.
9. Don't negotiate with a time limit. If your counterpart says, "I only have one hour. Let's talk," try to delay the negotiation until later. Self-imposed limits do not allow the relationship to unfold or permit time to discuss creative alternatives.

Continued on page 21 ....

## Monday Evening Salon - For Members Only

September 24<sup>th</sup> from 6 pm to 9

### Got Book? ... Now Speak!

One of the most successful ways to build FANS and Sell BOOKS is to SPEAK. Fine tune what you are doing; bring a new presentation out; learn Judith's way she lays out her speeches (and books); dig into who would want to hear you speak; learn negotiating and marketing tips ... and bring your questions.

Register early ... Salons have limited attendance and include dinner.

**Register:** <http://ow.ly/dflU4>



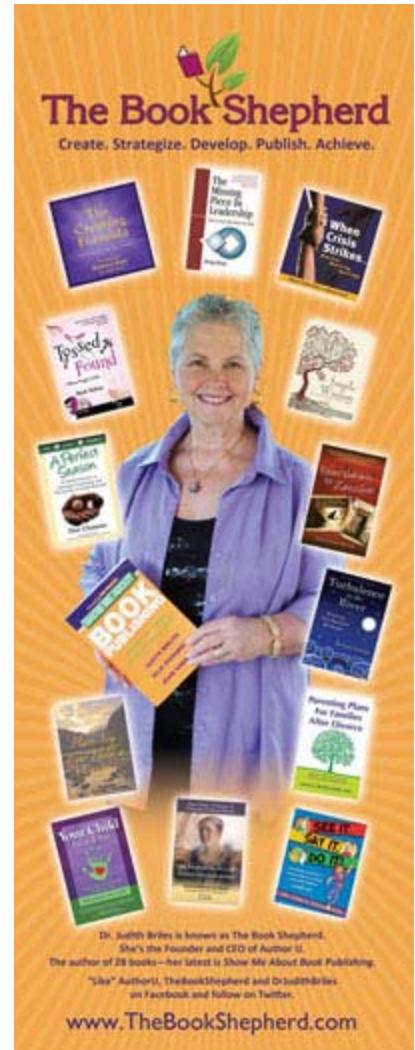
**Negotiate:** Continued from page 20 ....

10. Get buy-in, not just cooperation. A solid agreement proceeds on parallel planes. One represents the economic contract, and the other is the underlying social contract. Both parties must be committed to making the promotion work. Engage people as partners by asking questions such as, "What do you think? How might we do that? What else could we do? From your experience, how might we make that happen?" As you negotiate with authority, confidence, and empathy, you develop a sense of partnership with your prospects.

If you choose not to go through all this, you could employ the premium division of a larger publisher to sell your books for you. There are also sales-promotional agencies and premium rep groups that can sell your books. One such group is the Promotional Bookstore (1320 Toronita Street, York, PA 17402). This company has a network of commissioned salespeople who can personally present your titles to buyers in corporations, associations, schools, and government agencies and negotiate the sale for you. You can join this network by contacting Guy Achtzehn at [guy@msgpromo.com](mailto:guy@msgpromo.com).

A successful negotiation is not the end—it's the beginning. If you concentrate only on closing the deal, you may lose sight of the real objectives, i.e., to create long-term relationships, reach the intended goals, and get re-orders for your books. Once the negotiation is concluded successfully, perform as you promised and implement the agreement flawlessly. That is the topic of the next—and final—article in this series.

**Brian Jud** is the author of *How to Make Real Money Selling Books* and now offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 7115, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 270-0343; [BrianJud@BookMarketing.com](mailto:BrianJud@BookMarketing.com) or [www.PremiumBookCompany.com](http://www.PremiumBookCompany.com) Twitter.com/bookmarketing





# DENVER EDITOR

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Mentoring Authors Who Care about Excellence

## Author U Members Love to Eat and Schmooze!

The third annual Author U BBQ was held on a perfect summer afternoon. Over 65 members shared a variety of ribs, chicken, burgers, and brats along with salads, side-dishes, and desserts. Thanks to Dick Coulson, who mastered the camera, and to Frank Briles, who manned the grill. Until next year!



A perfect backyard setting!



Hosted by Judith Briles ...



... and Master of the BBQ, John Maling



"Let's eat!"



"Now this is a spread ..."



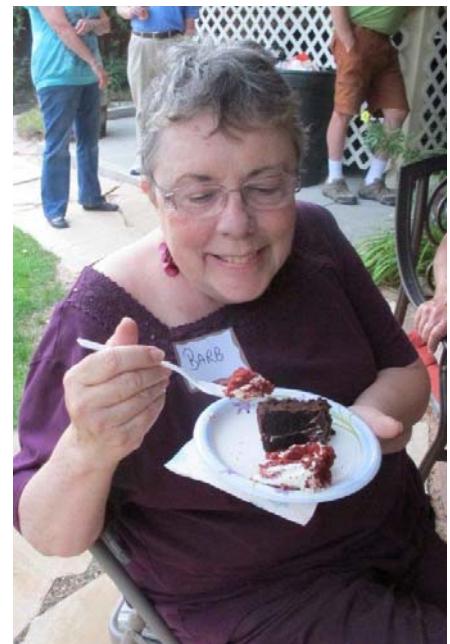
Interesting conversations ...



... "You don't say!"



Judith and John, loving on Author U peeps.



"Mmm, delish!"



Meeting new people and sharing the journey.



"Smile! You're on video!"

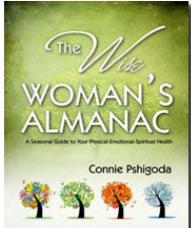


Time to get to know you better ...

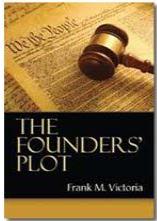


"Be sure to join us at the December Holiday Party!"

## Member News

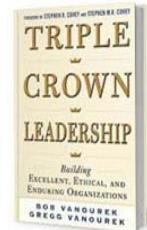


**Connie Pshigoda** is thrilled to share that *The Wise Woman's Almanac: A Seasonal Guide to Your Physical-Emotional-Spiritual Health* will be released in eBook format soon and that it has a brand new look. She shares the similarities between Nature's four seasons and a woman's natural life phases. Included are exercises, reflective questions, charts, recipes, and seasonal food lists that serve as learning tools to help you live your life vibrantly through all seasons.



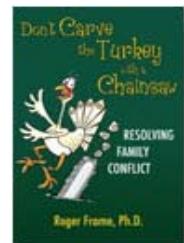
**Frank Victoria** novel, *The Founders' Plot*, was officially released last month and is available via Amazon and Barnes & Noble. And it can be purchased at his website: [www.FrankVictoria.wordpress.com](http://www.FrankVictoria.wordpress.com). Frank is planning an extensive social media campaign under the guidance of Georgia McCabe—[www.GeorgiaMcCabe.com](http://www.GeorgiaMcCabe.com).

**Bob Vanourek** had a standing room only audience at his Tattered Cover debut last month for his hot-off-the-press and widely acclaimed book, *Triple Crown Leadership*.

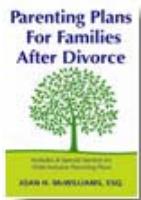


**Jeannette Seibly** is talking her books during the summer to rave reviews. She's the author of *It's Time to Brag!* and *Hiring Amazing Employees*. She spoke at SBDC-Larimer County, "Hire Right the First Time," in August and at the Erie Chamber, "Hire the Right Top Performer," in early September.

**Roger Frame** is on an amazing author kudo roll. His book, *Don't Carve the Turkey with a Chainsaw: Resolving Family Conflict*, won the 2012 Global eBook Awards in the Parenting/Family Nonfiction category. It had already won the National Indie Excellence Award in the Relationships category and the Sponsor's award covering all categories. All three awards are judged on overall quality of the book, including writing, cover, editing, layout, etc. Roger attributes much of his success to the outstanding advice he received from Author U and Judith Briles, cover design by Nick Zellinger, drawings by Don Sidle, and Layout by Ronnie Moore. Roger can proudly say that he's a multi-gold winner. Bravo!

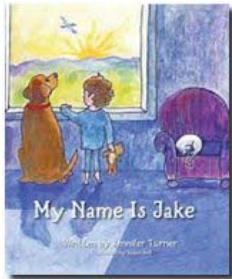


Roger also picked up the gold in the Family/Parenting Category of the Living Now Award.



**Joan McWilliams'** *Parenting Plans for Families After Divorce* was a finalist in the eBook in Parenting/Family category from the Global eBook Awards.

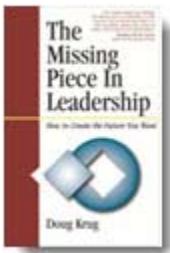
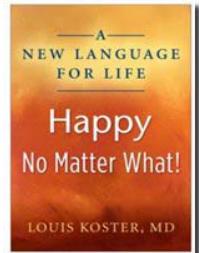
## Member News



**Jennifer Turner's** children's book, *My Name is Jake*, came out in July (illustrated by Susan Bell and published by Peaks Press). *My Name Is Jake* is a colorfully illustrated, rhyming, children's picture book centered around a boy named Jake. Each page leads the reader through an activity that rhymes with Jake. This book is perfect for a young child or an early reader who's just beginning to put letters into words and rhyming them together. Info at [www.peakspress.com](http://www.peakspress.com)

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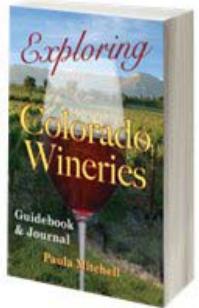
**Louis Koster** is one of our members from "down under"—Australia. His *A New Language for Life, Happy No Matter What!* is at the printer, and a major campaign is in the works that includes strategies to achieve Amazon bestseller status and then propel forward to the NY Times bestseller list in December. Exciting!



**Doug Krug** is pleased to report that he is back at print for *The Missing Piece in Leadership*, which was published at the end of last year. He also received an excellent review in BluelInk Reviews.

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**Paula Mitchell's** winery guidebook - *Exploring Colorado Wineries* - has sold over 1,300 copies since sales began May 1. Paula has been selling the book to Colorado's wineries, front range liquor stores, and at wine festivals. Her book is also available through Amazon, at Tattered Cover, and at several other bookstores across the state. She is currently organizing "Explore Colorado's Wineries and Wine Fundamentals" presentation to libraries, beer and wine clubs, and book groups, as well as doing book signings at various locations. Paula says, "The book makes a great gift, so purchase one today for yourself and your wine loving friends!" [www.ExploringColoradoWineries.com](http://www.ExploringColoradoWineries.com)



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# Brand YOU ...

**Who should be thinking about personal branding? You should.**



You should begin to identify your brand DNA if you

- have an interest in a particular area but don't know if you have a deep enough knowledge base to teach it to others yet (running out of things to say on your blog).
- currently have a job but it's not the job of your dreams.
- would need to work at this job while you transition into something more closely aligned with your dream career.
- are nurturing a budding business idea you'll want to launch within the next few years.
- have begun dabbling in an entrepreneurial business model but are growing more slowly than you'd like.

If any of these accurately describe you, social media can help you build up, refine, and test your new brand.

Using this easy-to-execute social media content-sharing strategy, you can help people see you as an emerging brand, a trusted source for great information in your niche, and a thought leader.

## **The social media content-sharing cycle for building a brand reputation**

- Decide that you are a brand and keep that in mind while exploring your business opportunities.
- Develop a brand statement that incorporates your personal promise to potential customers or client, i.e., "I stand for honest, straightforward communication and support, and I deliver quality information or merchandise or you get your money back."
- Start speaking about your vision, your passion, what you know, and your goals in all of your social media bios and blogs.
- Post at least 3 times per week on your blog by sharing a link to an interesting article in your core niche, something that you found useful and/or liked. Intro the link with a short paragraph about why you found the material so useful, and encourage your readers to click the link and read it. By becoming a trusted resource for valuable information in your niche, you're positioning yourself as a leader in your industry and growing your "brand" influence.
- Post a link to your blog post on that interesting article to your Facebook fan page. Make sure your intro to the link on Facebook uses at least one keyword to describe your brand, as in "This great marketing article will help you do x."
- Auto Tweet the link to that piece of information from your Facebook fan page by making sure you've connected your Fan Page to your Twitter account. Do that at <http://Facebook.com/Twitter> while you are logged into both Facebook and Twitter.

Continued on page 27...

**Brand You:** Continued from page 26 ....

- Press the “share” button below the update on your Facebook fan page post and share it to your profile.
- Find the original author or his/her magazine or blog site and comment on the post. Let him/her know you found it useful and shared it.
- Once a month, use your webcam and do a “my niche tips” video, under two minutes, that recaps 3 tips you picked up from this week’s links you’ve recommend.
- Post the video to YouTube.
- Post the YouTube link to your Facebook fan page.
- Auto Tweet the link to that piece of info from your Facebook fan page.
- Press the share on your FB fan page and share to your profile.
- Do the same thing every week.

### **Brand Awareness Through Like Affiliation**

A wise mentor once told me, “You are the sum of the five people closest to you.” Find and “like” or follow other people in your niche whom you admire. Talk to them on social media platforms. Ask questions. Send praise. Read and share their most interesting and helpful stuff. Learn from them and share their knowledge with others. Be a curator of valuable information.

Every time you take an action on social media and link your name to information and ideas in your niche, you’ll be creating a bigger digital footprint for You, the niche brand.

Save every tip and the attribution and, in a few months, put them all together into a PDF. Include the attributions from each leader and create a cover for the whole document. Name it “Inspiration from Leaders in the XYZ Field, edited by (your name here), and offer it as a free downloadable PDF from your blog site. Promote the free download as a way to capture e-mails. Require people to sign in for the download. In this way you share, attribute, associate, give value, and position yourself within your desired brand niche.

Now that you have an e-mail list of people interested in your niche, you can begin creating original reports, webinars, teleseminars, speeches, classes, and/or live events to share with your highly interested e-mail list. This process creates a stream of wanted and needed information from you, the emerging brand, to your followers, people who have already expressed a strong interest in exactly this kind of information.

These are simple, beginner steps for creating a personal brand, and they start with simply thinking about yourself as a brand and taking action from that place.

**Cindy Ratzlaff** is a passionate brand evangelist, buzz marketer, social media strategist, author, and experienced publishing executive. Forbes named Cindy as one of the “Top 30 Women Entrepreneurs to Follow on Twitter” for her advice on brand marketing. She creates award-winning marketing and publicity plans for publishers, authors, websites, and individuals. Cindy has developed the marketing and publicity campaigns for more than 150 New York Times bestselling books. She is a frequent guest speaker and consultant to major publishers and authors on bestseller strategies, social media, and buzz marketing for books. Her website is [www.CindyRatzlaff.com](http://www.CindyRatzlaff.com)



## Dinner and a Program

Thursday, September 20<sup>th</sup>



### The Business of Your Book ... It's Back to School for Authors Night Plus Bonus Session ... Laser Marketing Tips!

Welcome back from the “lazy” days of summer. Some of you took the summer off. For others it was finishing a book, going to press, planning the launch, building a marketing strategy ... the list can be endless. It’s time to get back into the Author U groove—learn more, get motivated, and exchange ideas with other members.

Authors consistently finish a book and think, “That’s it!” This month’s *Dinner and a Program* will address the **BUSINESS OF YOUR BOOK**. What needs to be done and in what order to ensure that you have a path and the resources required to ensure the success you want—whatever publishing path you choose to take.

We have a two-parter for Thursday, September 20<sup>th</sup>. By the end of the evening, you will survey and analyze your book business goals, your target market, required research resources, and develop a plan and timeline to make it come to life.

You will have a realistic roadmap of what needs to be done, where you currently are, and how to deal with the publishing detours. The Bonus is that you will come away with **30 LASER MARKETING TIPS** to “goose” you over the hurdles.

#### Part I



### Get Ready to Gear-Up Your Author and Book Business!

What’s on your authoring road map ... and did you put it there? **Liz Beerman and Judith Briles will kick-start a Book Game Plan that will rock your authoring world!** It doesn’t matter whether you are in the beginning stages or already have book in hand.

- **What do YOU think success looks like?**
- **What does a successful book business look like?**
- **What are YOUR book business goals?**
- **Who is your target market?**
- **What do you need to know and who will you enlist to help you?**

A key difference between authors who are successful and those that are not is simply this: the author and business roadmaps intersect—if authors don’t view their publishing persona as a business, the best they do is limp along. What’s in your Book Game Plan wallet? You won’t leave home without the one that you create after this Dinner and a Program.

**Part II****30 Fantastic Marketing Ideas in 30 Minutes**

In this fast-paced round, you will hear a variety of book marketing ideas to kick-start your marketing. Hear the voices of several of our members who are selling their books in a variety of ways.

**Date:** Thursday evening, September 20<sup>th</sup>

**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!



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## 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>

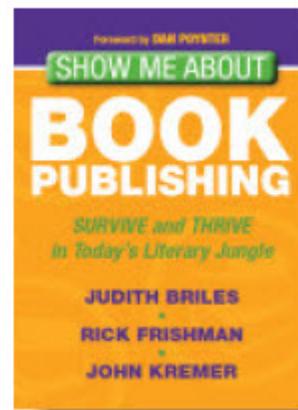
## *Amazon Best Seller!*

### 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>



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

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# TIPS



**Want to create an e-zine or newspaper?** Here's the easy way: <http://Paper.li> automatically creates daily or weekly newspapers based on tweets from your newsfeed.

You can create papers based on a specific list of people you follow, your tweets only, a specific hashtag, or any combination of these things. The site aggregates the content and publishes it automatically, mentioning the people that have been featured that day. This leads to a ton of retweets and mentions, which builds your own lists.



**Tweet the video tweet way!** Every day 2 million tweets go out. Now you can video tweet your message with <http://bubbletweet.com>.



**Adding graphics to QR code for Marketing.** Think books and any other promotions ... create a QR code and post it on Pinterest and other social media sites. Use Fancy QR Code Generator ([fancyqrcode.com](http://fancyqrcode.com)), and you can add graphics, as well. When others scan your QR code with their smart phone, they go right to your landing page or sales page.



**Writing Fiction?** Trying to get your head around dialogue or creating a breakout scene? Follow the Pixar Touch Story blog and pick up a variety of tips that makes story lines snappy, sassy, and salty.

<http://ow.ly/dfhok>



**Cloudfunding a la Kickstarter is getting more attention.** What's crowdfunding?—getting moneys via the support of friends and strangers for a project ... like a book. Check out how Seth Godin raised over \$280,000 for his next book project ... when his initial goal was \$40,000. <http://ow.ly/dfi6b>



If you are a user of iStockPhoto, you will note that prices have jumped this year. Photos that used to cost only one or two credits are now four or five credits. The good news is that they still give away one free stock photo per week. To claim yours, click on the right side where it says "Download Free Image Now."

<http://www.istockphoto.com/>



**Marketing with a twist on a Tweet.** Offer something free to your followers and, in turn, ask them to tell all their followers about something you are promoting—think Book. You, of course, give them something for the Tweet—most likely a pdf of one of your articles, chapters, or whatever you come up with. <http://ow.ly/dfj3b>

## Author U at the Tattered Cover



It was a hot July night when 125 members and guests spent two hours at the Lodo Tattered Cover, one of the premier independent bookstore in the country. Kicking off the evening was Judith Briles, Author U's Chief Visionary Officer, who revealed the latest in what's happening in the "as the publishing world turns" along with multiple tips on what separates the successful author from the one that merely limps along. After a short break, John Zeck presented what the Tattered Cover Press was all about (digital printing for the POD model and the introduction of the Espresso Book Machine), Katie Schmidt identified steps in how to work best with the Tattered Cover and submit books for consideration.

Authors and bookstores are partners at this stage. If authors want their books to be in them, they need to understand that they support the bookstores by letting others know that not only are books there ... but that they want them to buy books from the bookstore, not the author directly.

Since then, many of Author U's members have submitted their books and been delighted to learn that they have been accepted. Their next step ... encourage book buyers to go to the Tattered Cover to purchase them.

We plan to make this an annual summer event.



## 2012-2013 ... Which Book Awards Are for You?



As summer comes to a close, authors start thinking book marketing and business again. Your e-mail may be loading up with a variety of solicitations to enter book awards. Do you ... or don't you? Are they worth the entry fee? Which do you submit to? And what do you do if your book is recognized ... besides telling all your friends?

### Book Awards ... Some Have Deadlines Soon ... Including Special BONUS from USA Book News for Author U!

Which book awards do you enter? Do they matter?

Let's start with the second question first. The answer: sometimes. Depending upon the tenacity of the author/publisher in getting the word out about the book and the award, you could be wasting your money. Awards can be used to market your book, but it doesn't happen by itself. *You* will be the primary promoter. Always.

Some of the more established awards—USA Book News, Foreword, Ben Franklin, IPPY, and the Center for the Book (put your state name in front on Center for the Book to find contact)—send out professional press releases. Some actively promote the winners on their websites and events. When Judith Briles won the Colorado Center for the Book in the non-fiction category, the Tattered Cover Bookstore attended with a display of all the winners and sold books—lots of them ... and continued to promote them actively throughout the year. However, other awards just take your money and only notify you if you are a finalist or winner. Little else is done.

**Note:** USA Book News, Foreword, IPPY, and the Center for the Book do not require membership to enter their competitions. That's where Author U believes the line should be drawn—awards can be big money for the promoter. With that money, there should be some media promotion for the winners, and there should be a specific website that carries all the winners' names and their books.

Back to the first question. If you are active in a publishing or authoring organization, consider entering. But if you have to pay a fee to be a member and then another one to enter the competition, take a pass. Your marketing (and these are marketing) dollars are best spent elsewhere.

The Book Awards business is a revenue business . . . for the promoter. Before you put your moneys out, make sure you do your homework. Why are you entering? If you win, what will you do to promote your status? Does the group support its winners with media coverage? Last but not least, Google the group—are there any complaints, problems, or accusations of scams? If so, find another group. Make your time, your book, and your dollars work for you.

Can book awards make a difference? Yes, if they are the right ones—

Author U and The Book Shepherd recommend several that are receiving ongoing national attention and are worth investing some of your marketing/promotional dollars for submissions. Some give stickers; some give cash prizes; **all** do national media releases/promotion with winners and finalists and **have** national recognition. **None** require that you become a "member." Deadlines and entry fees for submissions are varied. Submissions and guidelines will give you the details on each site included—deadlines could mean books need to be in hand or merely postmarked. **Read their rules.**

**Book Awards List:** Continued from page 33 ...

**Note:** Not all Awards are a fit for your book or category. Good luck!



### **USA Book News Awards**

Open to all books, e-books, and audio books with an ISBN and published in 2012 (galley copies welcome). 2010 and 2011 titles are also eligible. It covers books from all sections of the publishing industry with over 100 categories—mainstream, independent, and self-published. Winners will be promoted to the entertainment industry.

**USA NEWS BOOK AWARDS BONUS for Author U:** Author U has arranged for a special \$10 discount on its normal \$69 entry fee ... so \$59 to you. All you have to do is register with this link—it's good until August 31st. Register through this link:<http://usabooknews.com/authoru.html>

**DEADLINE:** September 20, 2012.

<http://usabooknews.com/2012usabestbookawards.html>

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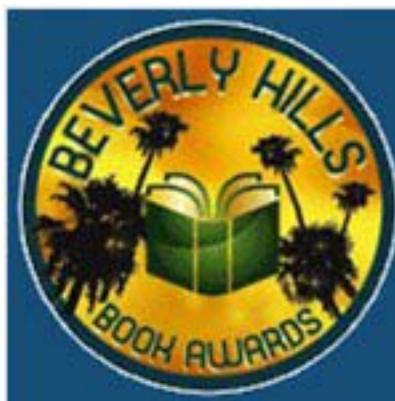
### **National Indie Excellence Awards**

NIEA celebrates overall excellence for seven years, including design and promotional text, so that discerning readers know an NIEA winner or finalist is something special. What's more, award announcements receive extensive media coverage you can leverage to your sales advantage. The Indie Excellence Awards cover multiple years, extending back to 2009 through 2012.

**DEADLINE:** April 2, 2013. Check website for submission guidelines.

<http://www.indieexcellence.com/award-rules.htm>

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### **The Beverly Hills Book Awards**

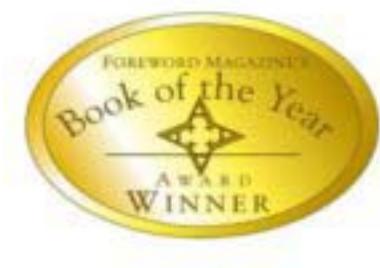
BHBA is a unique contest that celebrates excellence in presentation. All aspects of the book are considered: the cover and interior design, promotional text, aesthetic components, and other factors that demonstrate outstanding presentation. Accepts fiction and non-fiction books in a wide range of topics and categories, including mystery, romance, business, self-help, memoirs, inspirational, and many others. This is the place to be. Authors with books that could be Hollywood “attention getters,” this could be Print books only from all publishers and authors in English language format available for sale from 2009 through 2013. Winners are announced in March.

**DEADLINE:** Now Accepting Submissions until January 31, 2013. Check website for submission guidelines.

<http://www.beverlyhillsbookawards.com/rules-beverlyhills-book-awards.htm>

Continued on page 35...

**Book Awards List:** Continued from page 34 ...



### Foreword Book of the Year

Every year, ForeWord looks back to the best books of the previous year. The ForeWord Book of the Year competition provides publishers with a valuable opportunity to breathe new life into the promotion of a distinguished title. These fiercely contested awards are viewed by librarians and booksellers as an important statement about a title they might have overlooked. For fourteen years, savvy publishers have used the gold, silver, and bronze awards as additional marketing material as their titles drift toward the backlist. *Foreword* magazine is dedicated to the independent author and publisher.

**DEADLINE:** January 15, 2013. Check website for submission guidelines.

<https://www.forewordreviews.com/services/book-awards/botya/>



### Nautilus Awards

Recognizes Books and Audio Books that promote spiritual growth, conscious living, and positive social change, while at the same time stimulating the "imagination" and offering the reader "new possibilities" for a better life and a better world.

They look for distinguished literary and heartfelt contributions to spiritual growth, conscious living, high-level wellness, green values, responsible leadership, and positive social change, as well as to the worlds of art, creativity, and inspirational reading for children, teens, and young adults.

**Submissions** for 2013 Open: September 21, 2012, check website for submission guidelines.

[http://www.nautilusbookawards.com/Guidelines\\_for\\_Entering.html](http://www.nautilusbookawards.com/Guidelines_for_Entering.html)



### Next Generation Indie Book Awards

A not-for-profit book awards program for indie authors and independent publishers. In its fifth year of operation, the Next Generation Indie Book Awards was established to recognize and honor the most exceptional independently published books in 60 different categories for the year, and is presented by Independent Book Publishing Professionals Group.

**DEADLINE:** February 22, 2013. Check website for submission guidelines.

<http://www.indiebookawards.com/entryform.php>

**Book Awards List:** Continued from page 35 ...

**Independent Publisher Book Awards**

The "IPPY" Awards were conceived as a broad-based, unaffiliated awards program open to all members of the independent publishing industry and are open to authors and publishers worldwide who produce books written in English and intended for the North American market. "Independent" is defined as 1) independently owned and operated; 2) operated by a foundation or university; or 3) long-time independents that became incorporated but operate autonomously and publish fewer than 50 titles a year.

**DEADLINE:** There are rolling dates that begin closing this October for 2012© and 2013©. Check website for submission guidelines.

<http://www.independentpublisher.com/ipland/ipawards.php>


**Ben Franklin Book Awards**

Named in honor of America's most cherished publisher/printers, the Benjamin Franklin Awards™ recognizes excellence in independent publishing—sponsored by IBPA—Independent Book Publishers Association (AU is an Affiliate). Publications, grouped by genre, are judged on editorial and design merit by top practitioners in each field.

Awards to the best books in several categories are presented to the publishers during a gala awards ceremony on the last evening of the Publishing University (just before the opening of Book Expo America). All entrants receive critique sheets with advice on how to improve their publications, as well as words of appreciation for the good work produced.

**DEADLINE:** For 2012 © dates, submit by September 30, 2012. Check website for submission guidelines.

<http://www.ibpa-online.org/pubresources/benfrank.aspx>


**The Moonbeam Children's Book Awards**

Designed to bring increased recognition to exemplary children's books and their creators and to support childhood literacy and life-long reading, the awards are given in 38 categories covering the full range of subjects, styles, and age groups that children's books are written and published in today.

The contest is designed to honor the year's best children's books, authors, and illustrators. Open to authors, illustrators, and publishers of children's books written in English or Spanish and intended for the North American market. All 2012 and 2013 copyrights and releases are eligible.

**DEADLINE:** ENTRIES OPEN through December 1, 2012. Check website for submission guidelines.

<http://www.moonbeamawards.com/index.php>

**Book Awards List:** Continued from page 36 ...**Parents' Choice Awards**

The nation's oldest nonprofit program was created to recognize quality children's media. The Parents' Choice Awards program honors the best material for children: books, toys, music and storytelling, magazines, software, videogames, television, and websites. Parents' Choice Foundation's panels of educators, scientists, performing artists, librarians, parents, and, yes, kids themselves, identify the very best products for children of different ages and backgrounds and of varied skill and interest levels.

**DEADLINE:** Submissions will open late fall through March 2013. Check website for submission guidelines.

<http://www.parents-choice.org/callforentries/book.cfm>

**Global eBook Awards**

Created by Dan Poynter, Global eBook Awards announces that it is now taking submissions for award consideration. The Global eBook Awards are designed to help you achieve these goals. More than a "sticker," these awards come with a built-in publicity machine. Entries are accepted from both authors and publishers. To be eligible, eBooks must be released on or before March 11, 2013. All entrants in the Global eBook Awards must have their eBooks in the Smashwords' system for this contest. If your book is not at Smashwords, please email a PDF, epub, or Kindle file to [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com) after you have completed your entry.

**DEADLINE:** SUBMISSIONS for 2013 will open in September. Check website for submission guidelines.

<http://globalebookawards.com/registration/>

**Colorado Book Awards**

This annual program celebrates the accomplishments of Colorado's outstanding authors, editors, illustrators, and photographers. Awards are presented in at least ten categories, including anthology/collection, biography, children's, creative nonfiction, fiction, history, nonfiction, pictorial, poetry, and young adult. To be eligible for a Colorado Book Award, a primary contributor to the book must be a Colorado writer, editor, illustrator, or photographer. It doesn't matter if the book was published by a New Mexico or New York Publisher—the key is someone has to be connected to Colorado.

Entries in the 22nd annual Colorado Book Awards must have a 2012 publication date. Books published and available in late 2012 that have a delayed (2013) copyright may be submitted either in the 22nd or the 23rd annual Colorado Book Awards, but not both.

**DEADLINE:** January 2013. Check the website in October for submission guidelines and dates.

<http://www.coloradohumanities.org/content/colorado-book-awards>

[http://www.coloradohumanities.org/sites/default/files/12cba\\_guidelines00.pdf](http://www.coloradohumanities.org/sites/default/files/12cba_guidelines00.pdf)

**NOTE:** this is Colorado's program—your state may have a duplicate as well. In 1984, the Center for the Book in the Library of Congress began to establish affiliate centers in the 50 states. Today, there is a State Center for the Book in all 50 states, as well as the District of Columbia and the U.S. Virgin Islands. These Center for the Book affiliates carry out the national Center's mission in their local areas; sponsor programs that highlight their area's literary heritage; and call attention to the importance of books, reading, literacy, and libraries. Many of them have state awards. Google "Center of the Book" for your state and/or go to <http://read.gov/cfb/index.html> for more information.



**Judith Briles** is the Author and Publishing Expert, *The Book Shepherd* (<http://TheBookShepherd.com>), and the Founder of Author U(niversity) (<http://AuthorU.org>), a membership organization created for the author who wants to be seriously successful. She's been writing about and conducting workshops on publishing since the 80s. Judith is the author of 30 books, including *Show Me About Book Publishing*, co-written with John Kremer and Rick Frishman, and a speaker at publishing conferences.

Her next book, *Author YOU: Creating and Developing the Author and Book Platforms* will be available fall 2012.

Catch her radio show, *Your Guide to Book Publishing*, on Thursdays at 6 pm, EST.  
<http://rockstarradiornetwork.com/shows/yourguidetobookpublishing>

Follow [@AuthorU](#) and [@MyBookShepherd](#) on Twitter and do a "Like" at [AuthorU](#) and [TheBookShepherd](#) on Facebook. Join the Author U LinkedIn group and add your voice. If you want to create a book that has no regrets, contact her at <mailto:Judith@Briles.com>.



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

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

# Author U *is Us...*

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

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- Legal assistance for authors and publishers: Replin; Rhodes, LLC
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- Book and Publishing coaching discounts: The Book Shepherd
- Discounts for professional book reviews: BlueInk Reviews
- Book Publicity: Stephanie Barko
- Book Fulfillment: Author Fulfillment Services, Pathway Book Service
- Webinar and Teleseminars
- Credit Card Services: The Free Terminal, Total Merchant Services
- The list continues to grow!



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