



THE RESOURCE

Book Publishing News eMagazine

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

Vol. 4, No. 1

www.AuthorU.org

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The World Did Not End Last Month ... It's a Good Thing!

Judith Briles, Author U Founder



Do you remember the GOYA Factor—the Get Off Your Ass game plan you implement to move you and your book forward? Author U's focus has always been on the author who wants to be successful and commits to building that success. No one is going to do it for you without your involvement. If you take a "prince/princess" or "diva" attitude and expect others to do for you what you are unwilling to do for yourself, you will end up in deep doo-doo. And failure. You've got to dig down, plant, and nurture your book. Support it, stake it for growth, and tell the world about it. The World didn't end on December 21st ... but it is changing, especially for authors and publishing. That's where Author U comes into play. Now—as we start this New Year—two events should get your attention.



The BookCamp slated for Saturday, January 19, is the first. Member Amber Ludwig will be constructing the six pillars of building your book and author empire. It all **starts with Branding and knowing your Social Media** networks. Getting the right **Content** that supports your message and creating the

Blogs moves you into the canyon of the seriously successful author. **Lists** come into play—how do you build the followers and fans you need to push your message, book, and you forward? Your Book is just one product—what about the development of other **Products** to expand your universe? The wrapping will be the author's **Website**—most have them, yet few make them work. It's a Saturday you don't want to miss. **One lucky attendee will win an iPad Mini!**



This year's Extravaganza will have many new faces and voices presenting ... bringing you the next, next thing in your Authoring and Publishing worlds. Newbie (Eaglets) and Advanced (Eagles) Author sessions will be held Thursday afternoon. Check the website often, as we add

Continued on page 2

The World Did Not End: Continued from page 1

all the sessions. Put May 2-4 on your calendars now, starting at 12:30 p.m. Our theme: **Do You Have the Edge? Every Author Needs One!**

A lot's happening in the Author U community. Watch for announcements on Thursdays. Follow the Facebook page—items are posted daily. Tweets are numerous. Salons, Webinars, and Dinner and a Program are held in the months we don't have a BookCamp or the annual Extravaganza; the weekly radio show, *Your Guide to Book Publishing with Judith Briles*, is a year old and has many, many thousands of listeners every month.

In this issue (we do this twice a year), you will find an extensive list of recommended Book Awards for you to consider—deadlines and websites included.

Note: Author U has been sending out renewal notices for Dues. If you are past due 30 days and sign up for anything, you will be considered a non-member and pay the higher rate. You can renew or rejoin online. Or you can pay the invoice you will receive within a few days.

Here's to an amazing 2013! Our Author U members published several fabulous books last year ... I can hardly wait to see what this year brings. The GOYA Factor will guarantee your success. I look forward to seeing you on January 19th at the BookCamp.

Judith



Author U is sorry to hear about the recent passing of member Elmer Werth on January 2nd.

At 83, Elmer was an active member, attending meetings as his schedule permitted (Elmer loved dancing and if there was a polka event, he was there!), BookCamps and the Extravaganza as he worked on his book, *From Pinnacle to Trash Heap* – one that is both a personal memoir and expose of outrageous practices and behaviors of Coors Brewery Company over a 40 year period of time. Elmer was an amazing visionary who created Coors Press Tab that become the industry standard along with creating and seeding several successful companies along the Front Range. He will be missed.

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



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

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

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

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NEWSLETTER:

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

Author U's Winter BookCamp

Saturday, January 19th



Does this sound familiar?

- You have a stack of books in your garage, but **no one seems to be buying** them online. You're clueless on what you're doing wrong. What's your next step?
- You **overwhelmed** by Facebook, LinkedIn, Twitter, Google+, YouTube, Pinterest, and other networks... unsure of which to be on, what to say, or even what to do. What's your next step?
- You built your website to increase readership and sales, yet **very few people are signing up for your email list**. You've **given up on blogging** because you don't see the point. What's your next step?
- You wish you had an **easy roadmap to build spinoff products** from your book to keep your readers engaged and buying more from you. What's your next step?
- You feel you have a grip on the beginner strategies for building your business online, but you struggle with **how to scale and grow to that next level**. What's your next step?

If you answered "YES" to any one of the above, Author U's Winter BookCamp has been designed just for you. **It is your next step.**

Hurry and reserve your seat!
Final Early Discounts end January 12th

The Winter BookCamp will reveal the **6 Must-Focus-On Areas to Build Your Following, Increase Book Sales, and Gain Exposure as an Author!**

Do you already have your book in print?
 Or, will it be available sometime this year?



If you get another "YES"—it's the absolute, perfect way to kick off your Book Year.

Date: January 19th, 2013

Times: 8:30am – 4:00pm

Location: Hilton Garden Inn Denver Tech Center, Salon D

Address: 7675 East Union Ave., Denver, Colorado, 80237

Cost: Members \$129 early bird **through 1/12**, Non-Members \$159 early bird



Take advantage of discounted Early Bird pricing, grab your author friends, and reserve your seats today. Go to <http://tinyurl.com/>

More on the 2013 Winter BookCamp ...

Author U's Winter BookCamp

Saturday, January 19th

AUBookCamp and register now! **Someone will win a mini iPad—will it be you?**



... or Pay directly from the following links:

AuthorU Members Early Bird through January 12th – \$129

http://www.secureinfossl.com/carts/shopping_cart/showCart/2509618.html

AuthorU Non-Members Early Bird through January 12th – \$159

http://www.secureinfossl.com/carts/shopping_cart/showCart/2509618.html

1. **Social Media** - At the top of every author's list is ... what social networks to be on, what to say, how to get more likes and shares, website integration, and more! You get the answers.
2. **Branding and Message** - What to brand, how most authors mess it up, what to consider—plus experience an amazing exercise to gain brand and message clarity.
3. **List-Building** - Why build an e-mail list, the easiest ways to do it, getting more book sales out of your e-mail list, ConstantContact /iContact /MailChimp—which to choose and what you didn't know about e-mail and video marketing.
4. **Product Development** - Learn an exercise that will have you walking away with a plan for building your product empire and growing your business to a 6-figure success. Can you hear the sizzle?
5. **Website Breakdown and Planning** - What makes a website work—*really* work, what makes a website suck (let us count the ways), critical components that generate breakthrough results, plenty of examples with a focus on planning what can be updated in your own online presence. This is jackpot segment.
6. **Content and Blogging** - Create a plan for content so you are no longer overwhelmed and confused, but excited and soaring past your competition. Make your day!

YOU are invited to this special January edition of BookCamp!

Date: January 19th, 2013

Times: 8:30am – 4:00pm

Location: Hilton Garden Inn Denver Tech Center, Salon D

Address: 7675 East Union Ave., Denver, Colorado, 80237

Cost: Members \$129 early bird **through 1/12,**

Non-Members \$159 early bird



Author U's Winter BookCamp

Saturday, January 19th



Take advantage of discounted Early Bird pricing, grab your author friends, and reserve your seats today!

Your amazing Winter BookCamp leader is **Amber Ludwig**, one of Author U's Associate Partners. Her typical day is woven with the six elements on page four—questions and queries she hears everyday as she works with authors around the globe to build their online presence, readership, and sales. Her secrets to the solutions will now fly across your workbooks.

She will teach YOU everything she knows about building a business online to gain readership and sell more books! Things you never even thought of!

Who is Amber Ludwig? She is an online business development expert who supports authors, speakers, and entrepreneurs to establish a powerful, integrated online presence that gets results and empowers them to make a difference in their industry.

Since starting her company NGNG (No Guts No Glory) Enterprises in 2007, she has worked with more than 400 authors on six continents, including bestselling authors Mark Victor Hansen, Lisa Nichols, Les Brown, and Brendon Burchard.

Amber is part of the team behind several #1 bestselling multi-author books and works with clients one-on-one to build a strong, branded social media presence, coaches each client on which manageable actions will help them achieve their online goals, and then walks them through exactly how to do it.

More on the 2013 Winter BookCamp ...



Mark Your 2013 Calendars ... *Save the Dates!*

Visit our online Calendar on Author U go to: <http://tinyurl.com/AUdates>

JANUARY

3, 10, 17, 24, 31
19
22
28

Radio Show
BookCamp
Tech Tool
Salon

Your Guide to Book Publishing Radio, 6 p.m. EST
Maverick Marketing BookCamp with Amber Ludwig
TwitChat and Google Plus – PLUS more
Eaglets R Us ... Intro to Publishing and Authoring
Designed for the Newbie Author

FEBRUARY

13

Dinner & a Program *There Are NO Boring Subjects ... There ARE Boring Speakers*

MAY

2-4

2013 Author U Extravaganza! <http://authoru.org/extravaganza.html>

Author U's Winter BookCamp

Saturday, January 19th

During this powerful all-day BookCamp, you will learn things like

- Whether to brand yourself, your book, or a company when building your website;
- *How to make your core message crystal clear online and what happens if you fail at this;*
- The proper way to introduce new followers to you, your book, and what you have to offer;
- *Which e-mail management system to use (iContact, Constant Contact, Aweber, MailChimp, etc), plus why this is one of the most critical steps you can take in your business;*
- How to keep your following interested in you long-term;
- *Demolish your fear of creating video for the web, plus a content strategy to rock your world in 2013;*
- Get interested in blogging once and for all, why this is vital to your success, and how to avoid it consuming all of your time;
- *What makes a website great and what makes a website suck;*
- What to do about all these social networks, what to say, how to brand yourself, how to get more likes and shares – A to Z training for peace of mind;
- *The best and simplest exercise that will allow you to build an empire around a product suite that makes sense and builds on your core message;*
- The latest tools and resources to make your life easier when managing your website, social media, and growth;
- *What an 'affiliate program' is and how you can generate 5-figures a year by aligning with other great experts in your industry*
- **How to learn all the above and more in one day without going mad and then walking away with a clear action plan and immediate next steps to implement when you get home! This is the most important of all!**

Amber's #1 passion and priority is to help YOU get on a better track in your business without gimmicks. You can expect honest, simplified advice based on her experience of building her business to 6-figure success online.

Once you've registered, connect with Amber on Facebook and tell her you're excited for the event and anything you'd like her to cover during this BookCamp.

You're not going to just get "part of" the solution. You will get the very best advice and strategy she can offer. **Can you afford not to be there?**



AuthorU Members Early Bird through January 12th – \$129

http://www.secureinfossl.com/carts/shopping_cart/showCart/2509618.html

AuthorU Non-Members Early Bird through January 12th – \$159

http://www.secureinfossl.com/carts/shopping_cart/showCart/2509618.html

See you January 19th!

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

Author U Extravaganza slated for May 2 – 4, 2013

May 2nd 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 Eagle/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.



Brainstorm 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.

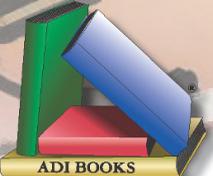


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<http://rockstarradionetwork.com/shows/yourguidetobookpublishing>

Tech Toolbox

Tuesday, January 22nd

The Ins and Outs of Twit Chat PLUS Google + PLUS Other Cool Chat Sites

Come learn about one of the niftiest tools on the Internet—**Hangouts** ... and it's a freebie via Google Plus. If you have a Twitter handle and a topic, TwitChat is waiting for you. Sign up early—register on the Author U website.

Tech Toolboxes are limited to 10 participants. Bring your laptop. Snacks provided.



(Members Only Event)

Cost: \$50

Date: Tuesday, January 22

Time: 3 to 6 p.m.

Where: Judith's Offices, Aurora

(you will be sent an e-mail the day before as a reminder and includes directions.)

Register: <http://tinyurl.com/AUTechToolBox>

You Can't Cover a Judge with a Book... But You Can Judge a Book by it's Cover!

The combination of traditional and independent publishing, in print and digital format, adds up to millions of titles each year. So how does your book get noticed in all that traffic?

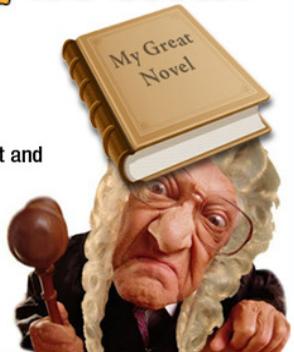
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Evening Salon

Monday, January 28th

Eaglets R Us!

Are you just getting started with publishing? Thinking about putting your toe in the publishing waters? Confused on which and what happens? What steps to take to get you to the next step? This month's Salon is designed for the Newbie—you may not have a book yet ... or are just getting ready to print but don't know what needs to be done next. Not sure about sales tax? What professionals you should be working with?



(Members Only Event)

Wondering which is the chicken and which is the egg? This Salon is for you. Judith Briles is your guide. She will e-mail you the day before with directions and what you should bring. Location will be at her offices. Salons are for paid-up Members Only. Dinner is included.

Cost: \$27

Date: Tuesday, January 22

Time: 3 to 6 p.m.

Where: Judith's Offices, Aurora
(you will be sent an e-mail the day before as a reminder and includes directions.)

Register: <http://tinyurl.com/AUEveningSalon>



"A Tweet is worth a thousand ideas!"

Don't miss out on Thursdays 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 ...



HO! HO! HO!



Mike Daniels ... meet Sponge Bob ...

Author U's Annual Holiday Party was a hoot — who would have thought that a six-foot Sponge Bob would have been coveted by so many? Small packages contained really nice goodies (like a \$25 gift card to Barnes and Noble or the Tattered Cover), and big white boxes had amazing kitchen delights, including margarita parties, in them.

Laughter woven with delicious food was enjoyed by all. Mike Daniels did a great job emceeing the Gift Exchange; it was also the 8th Night of Chanukah, and Jonathan Weiss lit the candles and led the prayer, surrounded by the Christmas decorations of Judith Briles and John Maling home.

**Next year's is already on the Author U Calendar:
Saturday, December 14th. Add it to yours now.**



Chitty Chitty Bang Bang and Digital Product Delivery

By Bret Ridgeway



You remember the movie *Chitty Chitty Bang Bang* starring Dick Van Dyke and Sally Ann Howes? You know, the one with the magical car that could also float and fly? It's still one of my all-time favorite movies.

That movie contained a creepy character called the Child Catcher, whose job it was to capture kids because they were banned in the mythical land of Vulgaria. In one particular scene, he is attempting to lure two children out of hiding by bribing them with treats. In the course of his efforts, he utters, "All free today." Naturally, the children are captured and hauled off to be imprisoned in the castle.

"All free today." That's kind of like the promise made by those who urge information marketers to deliver all their information products digitally. No production costs, no graphics design costs, no shipping costs. All free today, right?

Well maybe ... and maybe not.

If you're an information marketer, some segment of your potential market will definitely want the immediate gratification of digital delivery. Because you've avoided those production, graphics, and shipping costs, you may feel like you're getting something for free.

But what portion of your potential market prefers the tangible? Wants to hold in their hands your binder, CD, and DVDs? Likes to receive that big box at their door?

Remember, it's about *maximum* total profit. If you have a number of people who will not buy your product because they don't want digital-only delivery, your profit per unit sold may be less, but your total overall profits may be greater.

Don't assume that digital-only is the way to go. Make sure you know your market and test to see which gets you greater overall profit.

"All free today." Those words keep coming back to me. Be careful to not get blindly lured into the digital-only world without doing your homework first.

Bret Ridgeway—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





Book Smarts

by Dana Lynn Smith

How to Get Your Book Reviewed

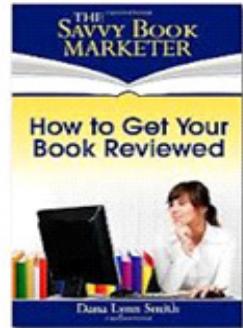
In December, Dana Lynn Smith was the feature guest expert on *Your Guide to Book Publishing*. Known as the Savvy Book Marketer, she provided a variety of insider strategies on marketing books, including getting book reviews (listen in at <http://ow.ly/ggC47> ... the podcast starts as soon as you open the link and runs for approximately 55 minutes).

In her e-Book, *How to Get Your Book Reviewed*, she confirms that book marketing is a part-time job. It doesn't matter if you have been published by New York or you are on your own ...

What's critical in the book marketing arena is the ability to get noticed—it's a polluted field to wade through. One way is with book reviews, especially for the indie and self-pubbed author—print or e-Book format. The last thing you want to do is start shouting to all, "Buy my book!" We all get multiples and variations of those messages within our e-mail and social media streams. Yes, you will sell a few from those who know your work ... even those who are raving fans and tell some of their cronies. What every author desires, truly craves, are reviews from those they know and total strangers who say, "This book rocks ... and belongs on every bookshelf, etc."

The question then becomes, "How do I find these folks—the ones who become new fans and tell their followers that my book and I are the cat's meow?"

Answers can be found in Dana's *How to Get Your Book Reviewed*. An important section to note quickly is "Potential Pitfalls"—might as well know them upfront. Included, too, are a variety of links to book blogs, virtual reader communities, review journals, and review sites. Originally published in the summer of 2011, the information remains useful and current. The bonus is the marketing plan for setting up your personal review strategy.



Be a Friend, Invite a Friend!



Help Your Social Media Manager Help You

By Melody Jones

Happy New Year, authors! What are you investing in to skyrocket your success this year? If you've decided to invest in your own social media manager, you must respect and protect that investment as you would any other kind.



1. **Be available.** Your social media person is not you. Questions and issues arise that can only be addressed by the author, so watch for e-mails asking for a response to something. The sooner you answer, the better for your online reputation.
2. **Create new content.** Your manager strives to keep your content fresh and appealing and is a master at repackaging the same information. However, your fans (and your manager) love new information. A great way to do this is to keep your blog active, giving your followers and your manager something fresh to work with.
3. **Value their time.** Your social media person works hard to provide you a high degree of personal service, which takes time. No doubt you've felt the pressure of time as an author. It's at a premium for you, and it's at a premium for them. Help out by gathering your thoughts into one e-mail, making note of answers to questions you've already asked, honoring appointment times, etc.
4. **Be pleasant.** Your manager is, after all, a regular person who responds to positivity just like any other. If you are grouchy, delay that call. Review that e-mail for tone. Go on vacation. Take a nap.

Your social media manager wants you to succeed. Help them help you succeed and get all you can out of your investment. May all your author dreams come true in 2013.

Melody Jones is owner of Social Media Management Services, where she takes care of the day-to-day so you don't have. She lives in Parker, CO, with her husband and two spoiled dogs. Her writing and poetry will be published in an upcoming anthology. Join her Facebook page at www.facebook.com/socialmediamelody. Email her at socialmediacoffee@gmail.com.



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DENVER EDITOR



Writing Mentors for Savvy Authors

www.DenverEditor.com

Coming soon: Linda's Book Nook

Where writers hang out, interact, ask questions, and show their stuff

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

Your Guide to BOOK PUBLISHING



Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask launched live on January 5th 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 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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The Technology and Tips Toolbox

Online Shopping Cart Systems

By Kelly Johnson



Some people recently shared with me that one of their goals for 2013 is to consider signing up for an online shopping cart system because their businesses have grown. Now they want a system that can not only handle the placement of orders, but also have the ability to set up autoresponder messages, send broadcast announcements to their mailing lists, and have a method to create opt-in boxes for newsletters and free reports.

Shopping cart systems can be a great tool for your business, but you need to confirm what features and services they offer.

Here is a checklist of suggested questions to ask each service when evaluating their shopping cart system.

- Does each package work for multiple websites with no extra fees?
- Does the system have unlimited autoresponders you may set up?
- Does the system allow you to create coupon codes?
- Can you create discounts and special offers?
- Will it automatically provide an email receipt to customers?
- Does the system calculate shipping & tax?
- Can multiple shipping options be set up for products? (ex: USPS, FedEx, UPS)
- Does the system offer digital download capability for products?
- Is there an affiliate program feature?
- Does the system provide a variety of sales reports?
- Does the system allow you to set up recurring billing for products?
- Is it possible to customize the order form page?

Continued on page 16

*“You can’t wait for inspiration.
You have to go after it with a club.”*

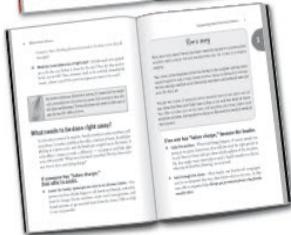
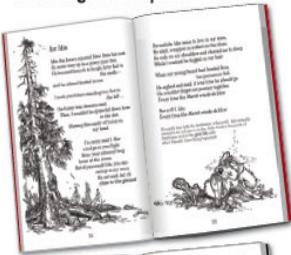
Jack London

The cover entices people to pick up the book but the *interior* is what makes the sale!

Book layouts are just as important as what's written on the pages.

The most common mistakes made are:

- **Windows and orphans** – bad page breaks; last line of a paragraph at the end of pages, etc.
- **Fonts** – good choices can add to the reader's pleasure.... Times New Roman is NOT the only font on the planet.
- **Unclear hierarchy of content.**
- **Not enough white space.**



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Get the expert advice you need from Ronnie Moore

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303-554-5888
 westype@comcast.net

Technology and Tips: Continued from page 15

Is there an option to connect sales reports in the cart to your accounting software?

May customers order electronic and physical products in the same order?

Can you connect an autoresponder series to a product?

Will the system allow you to broadcast messages and newsletters and automate the subscription process?

Is live phone or chat support included in the price of each package, or is there an additional fee for live support?

Does the system allow you to create opt-in boxes and provide the html coding to add an opt-in box to your website or blog?

These are just a few questions to help get you started in finding the shopping cart system that is the best match for your business needs.

To your success,
Kelly

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



**Technical and Creative Support
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Top 8 Tactics to Power Your Online Book Launch

by Joel Friedlander



You've finished your book, filled out all your book metadata, and gone through the publishing process. Soon, your book will be for sale online. For many authors, this is a critical time in the lives of their books.

Why? When your book is new, it's the natural time to do a book launch. In fact, it's possible to re-launch a book any time there's a reason to do so, but the vast majority of book launches are, appropriately enough, at the time of initial publication.

The idea of a book launch is to turn the publication of the book into an event. Events, by their nature, draw more attention from the public. Your event is one-time-only and happening live. The more ways you can

attract attention during the launch period, the more eyeballs you will attract to your book (and your other books if you have related books in print already).

Let's look at elements that can go into a book launch. You won't be doing all these things, so don't become overwhelmed. Think of this more as a menu of options you can choose from.



8 Ways to Make Your Book Launch Take Off

First, decide whether you want to run all your activities on a single day, over the course of a week, or extended over a longer time period. Any of these options is workable, and I encourage you to spread them out if your time is already at a premium. Remember that you're in charge, so you get to decide the parameters of your launch. Here are some things you might include in your book launch:

1. **Media Kit**— This is essential—the established way for you to get your information to book reviewers, media contacts, and other bloggers. I won't go through the whole media kit here, but it should include your book launch media release (see below for more information), photo of your book cover, photo of the author, marketing information, sample interviews, and a concise cover letter.
2. **Guest Posts**— One of the best ways to bring your message to new groups of readers is by offering to write guest articles for other bloggers. This can be done as part of a blog tour or on its own. In any case, by introducing yourself and your subject to new networks of readers, your book will get more of a boost at its launch.
3. **Book Trailer**— Short videos that act like movie trailers for your book have become popular in the last couple of years. Some books lend themselves to this treatment more than others, and some of the most effective I've seen are for fiction, such as thrillers and romances.
4. **Media Contacts**— One way to help your book get off to a good start is to attract the attention of the media. This might be through an interview with the local newspaper or radio station about your book, or it might be articles you submit to magazines or online periodicals in your niche.

Continued on page 18...

BookLaunch: Continued from page 17

Developing a list of media contacts who are interested or who have reported in the past about your topic will be very useful for this effort.

5. **Book Reviewers**— Planning your review campaign well in advance will allow both print and online reviewers plenty of time to prepare a review about your book. Although we can't dictate the schedule on which these reviews are released, let reviewers know when the launch will be happening and other events scheduled for the time period of the launch.
6. **Contests & Giveaways**— One of the techniques that's been used to good effect by authors is to give away a set number of books during the launch period. These may be offered by lottery, for leaving comments on your blog, for posting Tweets about the book launch, or any other way you can dream up to attract people's interest. Free anything is still a powerful pull for lots of people, and getting your book into as many people's hands as possible is the aim of your launch. Get creative here.
7. **Blog Tour**— A blog tour organizes the guest posts, giveaways, and blogger networking into a formal schedule during your launch period. Setting up guest appearances on blogs, which allows the bloggers to introduce you to their readers, is a terrific way to grow your own reader community and enhance your relationship with lots of bloggers in your niche. You can promote your tour schedule on your own blog and through social media to create some excitement for all the events you've planned.
8. **Media Release**— Although your media release is an integral part of the Media Kit I mentioned at the beginning, it's really a key piece of your book launch as well. Why? A well-written and targeted media release will bring together all the best reasons people should be interested in your book, your subject, you, and your book launch. If your book legitimately addresses more than one audience, take your basic media release and re-write the headline and first paragraph to highlight the connection to other groups.

Putting together a book launch can be a lot of work. Nonetheless, a lot of tangible and intangible benefits result from going through all this trouble. While your basic aim is to sell books, you'll recognize that these benefits will repay your efforts in many ways if you're in this for the long haul. For instance, by going through the launch, you can

- Create better relations with other bloggers in your field;
- Better understand your readers and why they respond to you;
- Explore aspects of your subject that might be of interest to different groups of readers;
- Learn which approaches work best in driving traffic, and interest, about your book.

Running a book launch can be a demanding, exhausting, and exciting adventure. You'll learn a lot, and you'll be able to use that learning for your next book. So give it a try.

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



Every Author Needs a Press Kit

By Judith Briles



At a recent Monday Evening Salon, member and media-release expert Casey Demchak identified the who, what, when, where, and why of press/media releases. She stressed the importance of key facts about the book and author in the opening paragraphs. Attendees learned that, when editors/reporters are dealing with space restrictions, press releases are slashed from the bottom up.

Don't save your good stuff until the end. Get it out first—what you want a reviewer to know about your book and you. Otherwise, it may be lost in editing to meet word constraints.

A press/media release is part of your press kit. What is a press kit? It's definitely more than a piece of paper. The wise author creates one on his or her website that it is easily accessible. Be creative with yours.

All press kits should include:

- A press release. If you are planning a specific book launch and activities, reference them, including date.
- Author bio, including previous publications and qualifications to write the book.
- Specific research or a study that is included in the book.
- Author photo in high and low resolution. Include color as well as black and white.
- Book cover photo with the same resolutions as your author photo.

What else can you include? Consider the following:

- Sample chapter, introduction, table of contents.
- Interview questions.
- For radio and TV, interview questions that includes how many minutes/seconds you can respond in—especially useful when a host leads into a break.
- Photos of you and references within the book or its subject that can be used in a feature article or on TV, Internet, blog.
- Reprints of articles about author and/or book.
- Reprints or transcripts of interviews about the book.
- Testimonials from early readers.
- Endorsements from well-known leaders and/or celebrities.
- A few reviews if you have them. Don't be surprised to discover that sections may be "borrowed" in a future review.
- Speaking events. Let the world know that crowds love you!

The savvy author creates a special Media Tab on the author's or book's website. All the above will be offered in a PDF format. Let the media know about your other cyber happenings—Blog, Twitter, Facebook, LinkedIn, Pinterest, Google+ with icons and hot links.

Press Kits Online: Continued from page 19

Many authors ask, "Do I need a book website or an author website?" The answer is both—with a preference for the author site as the primary and the book page (title of the book dot com) directed to the Author Home Page. Why? Ninety-nine percent of the time, the author is the brand you build on.



SPAN Is Morphing ...

Brian Jud becomes the Executive Director of the Small Publishers Association of North America (SPAN) in the New Year. Look for a name change and an emphasis that will rock niche sales and marketing for your book. Most likely, a new name and will be created, and when all is in place, Author U will make a special announcement about key features. The current website is <http://www.SPANnet.org>



Did you know that Author U posts THREE Blogs a week?!

Every Sunday, Thursday, and Friday, you'll find something new. Sunday, you get a general information/how-to/what to do. Thursday, you get the Top Ten Twitter Tweets (did you know that Author U posts over 200 Tweets a week?). Friday, the new Video blog ranges from two to four minutes on a variety of author and book tips. Subscribe so you get them all ... or go to the Blog tab on the AuthorU.org website.



Are you following Author U's Video Blogs? Every Friday, a new one is posted. This takes just a few minutes of your time. Find them on the Blog tab on the *AuthorU.org* website. <http://AuthorU.org>

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



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Collaboration - The Gift of Multiplication

By Shannon Parish



Whenever you are thinking about marketing and launching your book, always think in terms of collaboration. The more people that work with you to get the word out, the better.

In a book launch, when you are utilizing a special book launch site with free gifts, you'll be working with people who have not only offered their gifts for free as an incentive, but who are also blasting out your book launch e-mail in tandem with your own efforts during a specific time period. It is understood that you will also support them when it is their turn. This is one type of collaboration.

Other collaborations that are worth considering are other Author U members. Blasting one another's book launch announcements, cheering each other on through your social network sites and forwarding their Tweets is a fantastic way to support one another. If the members in Author U are not aware of your social media profile links, you'll want to make sure they know!

If you have a complimentary topic to another member or two, you should brainstorm ideas that will benefit all of you. The ideas mentioned above barely scratch the surface! For instance, addictions, loss, family communication, marriage health, financial responsibility would all go well for some fantastic media pushes regarding the family for the new year. Think outside the box!

Service providers such as myself are sometimes open to a collaboration, but make no mistake, they aren't willing to put more skin in the game than you are. Just because you have intellectual property to offer doesn't entice a service provider to put in all the work to create and market. Approach your prospect with a solid idea, marketing plan, and how it will benefit them financially in the long run. What is the worst that can happen? They say "No thanks"? If that happens, you say, "Next!" Never give up on great ideas!

Many hands make light work! For some reason, we have a tendency to think we have to have all the information, all the money, do all the work, and hope ... we get a return on our investment. Then, when we need a professional's help, the temptation is to skimp on paying what they are worth because you are already overwhelmed and tapped out. Again - collaborate! Pay your service providers what they are worth—even though it may take them a small amount of time to perform some things, it's taken them a lifetime to learn what they do and a great deal of financial investment to provide those services to you. You will always get what you are willing to give.

This year, determine to think in terms of "who else?" And not just "who else can help ME?" But rather, "Who else needs MY help?" If everyone in just Author U alone thought this way, you'd have hundreds supporting you in your efforts, and they would be receiving the same support.



Shannon Parish has more than 30 years' experience working with speakers, authors, small businesses, and entrepreneurs. To learn more about Shannon and her creative services, go to: www.ShannonParish.com, and be sure to subscribe to her newsletter to hear about online and offline collaborations, brainstorming sessions, news, tips, discounts, freebies, and more!

Subscribe at: <http://shannonparish.com/iytntsubscribe.html>



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: "She" Authors, The Book Shepherd and 10 Inspirational Authors* on Facebook and follow on Twitter.

www.TheBookShepherd.com

The Next, Next Thing In Publishing

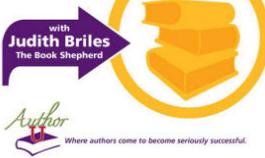
The Book Shepherding concept is simple: The publishing world is changing ... and so must you.

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.



Your Guide to BOOK PUBLISHING



Did you miss a show? 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://rsrn.us/youpublish>

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7 Ways to Get Your Book Reviewed

by Dana Lynn Smith



Book reviews are a powerful way to get your book noticed by potential customers and persuade them to buy. The words “book review” often conjure up images of reviews in major media like *Publishers Weekly* or *The New York Times*, but there are actually a variety of ways to get book reviews throughout the life cycle of a book. Here are some examples:

1. Endorsements

Endorsements are recommendations solicited from subject experts, authors, celebrities, and other well-known people prior to publication. They are often used on the book cover and interior and in promotional materials.

2. Critical Reviews

Traditional critical reviews appear in media such as book review journals, newspapers, literary magazines, and other publications. These reviews may include a brief overview of the book and discuss what the reviewer liked (or didn't like) about the book.

3. Customer Reviews and Testimonials

Often people who enjoy reading a particular book will post a review or a brief testimonial (recommendation) on sites like Amazon, Goodreads, or Facebook or even write a note to the author.

A customer review is a little longer than a testimonial and focuses more on the content of the book rather than just recommending it. Tip: be sure to encourage customers to provide testimonials and reviews and make it easy for them.

4. Book Blogs

Thousands of blogs post book reviews on a regular basis. Book bloggers range from individuals who post reviews of the books they read to larger sites that accept review copies and have multiple reviewers. Most book blogs focus on fiction or books for children and young adults. Research book review blogs to determine the type of books featured, the estimated size of the audience, and the submission requirements.

5. Topical Blogs and Specialty Media

Opportunities abound for reviews of nonfiction books in blogs and publications that are geared to the topic of the book or aimed at the book's target audience. In addition to seeking book reviews, nonfiction authors can also offer to provide articles for blogs and publications.

6. Virtual Book Tours

Book blogs, topical blogs, podcasts, and online radio shows are potential hosts for virtual book tours, where authors visit a different site each day promoting their book.

On a virtual book tour, it's a good idea to vary the content, asking some of the tour hosts to do a book review while providing others with guest posts, interviews, or videos. You can also do book giveaways on some or all of the tour stops.

Continued on page 24...

Book Reviews: Continued from page 23 ...

7. Other Book Review Sources

Keep an eye out for other opportunities to get reviews and testimonials. For example, you can offer review copies on reader networks like *Goodreads* and *LibraryThing*. Always ask people who send you a nice note about your book if they would be willing to post their comments on sites such as Amazon or Goodreads.

It's best to begin seeking reviews prior to publication, but there are still plenty of opportunities for books that have been out for a while. Put together a plan to harness the power of book reviews to sell more books!

To learn more about using reviews to sell more copies of your book, see *How to Get Your Book Reviewed* (<http://bookmarketingmaven.typepad.com/get-book-reviews/>), by Dana Lynn Smith and learn how to do your own virtual book tour in her *Virtual Book Tour Magic* guidebook. Check it out at http://bookmarketingmaven.typepad.com/virtual_book_tour_magic/. Get more book marketing tips on The Savvy Book Marketer blog. <http://bookmarketingmaven.typepad.com/get-book-reviews/>



Do you have the edge?

You will have it over other authors when you attend the 2013 Extravaganza. Dates are May 2-4. Starting at 12.30 pm on. Put them on your calendar. Register now and save \$\$!

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

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Be a book nut!”*

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Spring 2013 ... Which Book Awards Are for You?



As the New Year unfolds, authors who didn't think about book awards, start thinking—Should I? Or shouldn't I? Do I ... or don't I? Are they worth the entry fee? Which do I submit to? And what do I do if my book is recognized ... besides telling all my friends?

(Unfortunately, some key ones closed at the end of the year and are excluded in this list. A summer issue will update open awards.)

Book Awards ... Some Have Close-in Deadlines ... 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.

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, as well as a specific website that carries all the winners' names and their book titles.

Continued on page 26...



is happy to announce the addition of **eBook Conversion Services** with Betsy Zelinger handling eBook formatting and conversions for all available platforms. Special rates for all Author U members.

For more information, call 720-280-5532 or email:
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or NZ Graphics at 720-560-3390 - or email: NZGraphics@comcast.net

Book Awards: Continued from page 25 ...

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. Don't kid yourself. 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...

Below are a few recommended by Author U and The Book Shepherd that receive 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.

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



The American Library Association has a multitude of Book Awards. Visit the website and peruse it to see if one fits you and your book. A kudo from this group could do book wonders!

<http://www.ala.org/awardsgrants/awards/browse/bpma?showfilter=no>

<http://www.ala.org/awardsgrants/awards/browse/bpma?showfilt>

JANUARY



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/boty/>

Continued on page 27...



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<http://www.premiumbookcompany.com>

Book Awards: Continued from page 26 ...



The Beverly Hills Book Awards

BHBA is a unique contest that celebrates excellence in presentation. All aspects of the book are considered: 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>



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.

DEADLINE: **January 31, 2013.** Check website for submission guidelines. http://www.nautilusbookawards.com/Guidelines_for_Entering.html

Continued on page 28...



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

Whatever it takes

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

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

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Book Awards: Continued from page 27 ...



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

NOTE: this is Colorado's program—**your state may have a duplicate.** In 1984, the Center for the Book in the Library of Congress began to establish affiliate centers in the 50 states. Today, a State Center for the Book exists 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/ctb/index.html> for more information.

FEBRUARY



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>

Continued on page 29...



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>

Book Awards: Continued from page 28 ...

MARCH



Parents' Choice Awards

The nation's oldest nonprofit program was created to recognize quality children's media. 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 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, e-Books must be released on or before **March 11, 2013**.

All entrants in the Global e-Book Awards must have their e-Books in the Smashword's system for this contest. **If your book is not at Smashwords, please e-mail a PDF, e-pub or Kindle file to Becky@ParaPublishing.com after you have completed your entry.** <http://globalebookawards.com/>

DEADLINE: SUBMISSIONS for 2013 is open. Check website for submission guidelines. <http://globalebookawards.com/registration/>



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: Open until March 15, 2013. Check website for submission guidelines. <http://www.independentpublisher.com/ipland/ipawards.php>

A banner for Global Video Conferencing Live Broadcasting. On the left is a small image of a video conference screen showing several participants. The text "GLOBAL VIDEO CONFERENCING LIVE BROADCASTING" is written in large, stylized letters. On the right is the Talk Fusion logo, which consists of three overlapping circles in blue, green, and red.

Go to: <http://1379655.talkfusion.com/> or call Shannon Parish for more information.

Book Awards: Continued from page 29 ...

APRIL



National Indie Excellence Awards

NIEA has celebrated overall excellence for seven years, including design and promotional text, so 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 and running through 2012.

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

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



Whether you're a professional writer, a part-time freelancer, or a self-starting student, here's your chance to enter the *only* self-published competition exclusively for self-published books. Writer's Digest hosts the 21st annual self-published competition — the Annual Self-Published Book Awards. This self-published competition spotlights today's

self-published works and honors self-published authors. Cash prizes, national exposure—two Author U members have won the big prize! Fee for first entry is \$100, \$75 for each additional.

DEADLINE: April 1, 2013. Check website for submission guidelines.

<http://www.writersdigest.com/competitions/selfpublished>

SEPTEMBER



USA Book News Awards

Open to all books, e-books, and audiobooks with an ISBN and published in 2012 (galley copies welcome). Also eligible are 2010 and 2011 titles. **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 September 30th. <http://usabooknews.com/authoru.html>

DEADLINE: September 30, 2013 — use the special Author U link to save \$10 on each entry fee.



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



P-CIP - Publishers Cataloging In Publication

What Is P-CIP Anyway?

Librarians require much specific information about new titles to facilitate the acquisition and processing of those titles, including the determination of the exact shelf location for the materials within the library.

The purpose of Cataloging In Publication (CIP) is to provide librarians with all the information they need in an agreed-upon format and vocabulary prior to the time that full cataloging is available.

If you plan to market your book to libraries, you should include CIP on the title page verso of your publication. While it's not intended to be a marketing tool, it can help to sell your product to libraries.

CIP - The Two Types

There are two types of Cataloging In Publication: LC-CIP, for which the cataloging is prepared by the Library of Congress (LC), and P-CIP, for which the cataloging information is prepared by the publisher or his/her agent (i.e., Quality Books Inc.)

Unfortunately, though the Library of Congress provides CIP for well over 50,000 books per year, they cannot begin to process all of the requests for CIP that they receive. Incidentally, 80% of the publishers in the LC CIP program are small publishers, meaning they produce 10 or fewer titles a year.

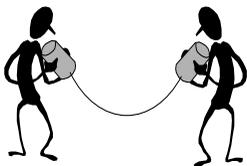
Why QBI's PCIP?

QBI creates P-CIP as close to Library of Congress CIP as possible. All QBI P-CIP records are entered in OCLC's WorldCat, the largest cataloging database in the world and the source most U.S. libraries access for their cataloging. This means libraries can download the P-CIP record for your book just like they download LC CIP, which saves librarians the time of transcribing the P-CIP from your book into the library's database.

For more information, please contact the [Cataloging](#) department.

To fill out an electronic PCIP form click here [P-CIP Form](#).

Source: Quality Books, Inc.



How Author U communicates with you—Did you know that Author U posts three Blogs a week? Sunday (general article), Thursday (Top 10 Tweets) and Friday (2 to 4 minute video Tips).

On Monday and Thursdays, there general e-blasts and updates delivered to your e-mail. They're called "*It's Monday at Author U*" and "*Thursday at Author U*."

Premier Partners



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

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



The Book Shepherd

Brian Jud's Premium Book Company, LLC

Color House Graphics, Inc.

Cornerstone Virtual Assistance

Denver Editor

Editing By John

Four Colour Print Group

IllustratingYou – Creative Services

Insightful Development

Melody Jones / Social Media Management Services

New Shelves Distribution Publishing Services

NZ Graphics

Pathway Book Service

Pen & Sword Writing Coaches

Replin Law Group, LLC

Sheridan Books

Thomson-Shore

Total Printing Systems

Tu-Vets Corporation

WESType Publishing Services



Have you joined Author YOU in Colorado yet?

You'll find it on <http://MeetUp.com> and its FREE!

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/>

Valuing Your Intellectual Property

By Jeff Davidson, MBA, CMC



Have you ever stopped to think that you have valuable property right on your hard drive? Undoubtedly, you have a variety of notes you have taken over the years and arranged in various categories. You have written scores of articles. In support of your clients or customers, you may have developed forms that enable them to easily transact business. You may also have a variety of presentations and slides such as those created with programs including PowerPoint, as well as charts, exhibits, graphs, and other items that constitute materials for participants at your presentations.

On top of all these items, it is likely that you have boilerplate material for contracts and agreements. These may include carefully worked boilerplate letters that you adapt, based on the particular situation at hand and other templates, rosters, and check lists that represent value, the likes of which you may not have recently, or ever, contemplated.

What about your data base? If you have 1,000 or 10,000 names, these represent intellectual property of sorts – marketing intelligence in this case. Elsewhere on your hard drive, you may have proprietary photographs, files containing logos and/or trademark materials, and formulas, processes, even material that represents trade secrets. You may have data, notes, or material on specific industries, trend information, quotes, or collections.

- Given the likely probability that your hard drive examined in this new light contains a wealth of intellectual properties, how are you protecting your property?
- Do you have a well-developed and often practiced backup routine to save and store your valuable files?
- Do you have security measures in place so that unauthorized individuals are not privy to them?
- Do you have a confidentiality policy and trade-secret policy prepared, mandating that any staff you may have are required to sign a written notice acknowledging that they have read and understood such policies?
- Do you execute work for higher agreements so that it is clear to all participating parties that work you authorize and pay for shall become and remain solely your property?

The more valuable your intellectual property, be it on your hard drive or any place in your office, the more important it is to safeguard your belongings.

Jeff Davidson is the author of *Breathing Space* and *Simpler Living*, which reached #1 on Amazon in 2012 for *How-to & Home Improvement* books. Order Jeff's amazing 3-Part Series that will Accelerate Your Writing and Publishing Success: <http://www.ManWithYourPlan.com>



New Members



Tom Gosinski grew up in Nebraska and graduated from Concordia College in Moorhead, Minnesota. After college he moved to Phoenix, Arizona, and held a variety of positions at America West Airlines, including Technical Writer, Policies and Procedures Manager, Customer Services Administration, and Manager of Government & International Affairs. He left America West Airlines and served as Director of Government & International Affairs at the American Voluntary Medical Team. Since then, he has worked in interior design and project management. Tom has volunteered, served as a board member, and advised a variety of nonprofit organizations. *The Wrong Side of Right*, his first book, will be released soon.



Vivian Reeves is a typical teenager ... deeply involved in all things school and friends—from sports (fencing, lacrosse, swimming, skiing, soccer, tae kwon do, and tennis) to singing in the R&B school band and immersing herself in her classes. One of her favorites was Memoir writing using each letter of the alphabet.

Behind Closed Doors—About Teens, For Teens, By Teens was started as a project to serve as a stepping stone toward college. Expanding the vision, it transitioned into a portal for teens globally to express what they thought and felt. It will be published in the winter of 2013.

Her family roots are Romanian. She has lived in four states; is a first generation American; and speaks fluent Romanian, Spanish, and English. Representing the Class of 2013, she is now in her final year in high school.



Mark Malatesta is the author who went “undercover” as a literary agent for five years to find out how to get his *own* books published. During that time, Mark became a NY Times bestselling literary agent and helped many authors launch their writing careers with major publishers like Random House. The result was millions of books sold and projects being picked up for TV, stage, and feature film (with companies like Paramount Pictures and DreamWorks). Mark’s authors have gotten 6-figure advances, been on the NY Times bestseller list, been licensed in more than 30 countries, and won countless national and international awards and honors. Now Mark is helping authors of all genres get top literary agents and book deals through his new training and consulting company called *Literary Agent Undercover*. Become a publishing insider and get instant access to free articles, audio and video training, and the most comprehensive (and accurate) *Directory of Literary Agents* in the world at www.Literary-Agents.com.



Amy Collins has over 25 years’ experience selling and marketing books. She started her career in the book industry as the book buyer for Village Green Books in upstate, New York. In 1996, she “hopped the desk” and thoroughly enjoyed working as a National Account Rep for Prima Publishing. In 2001, Amy was named Director of Sales at Adams Media in Boston and quickly rose to the Special Sales Director for parent company, F+W Media. Over the years, Amy has sold to Barnes & Noble, Target, Costco, Borders, Wal-Mart, and all the major chains, as well as helped launch several private label publishing programs for bookstore chains and stores such as PetSmart and CVS.

In February 2006, Amy started a private book marketing firm that quickly turned into the fastest-growing book distribution company in North America, New Shelves Distribution, where she now offers her sales experience to small publishers and self-published authors. Explore www.NewShelvesDistribution.com



Dianne L. Blomberg, Ph.D., has been writing and publishing in areas that enhance human communication since the early 1990s. She holds a Ph.D. in Human Communication from the University of Denver. Her research has been featured in *The Wall Street Journal*, *USA Today*, *Newsday* (New York), *The Boston Globe*, *First for Women*, *The Denver Post*, *Family Life*, *Healthy Kids*, *Real Woman*, *Contra Costa Times*, *The Rocky Mountain News*, *The Boston Herald*, *Working Woman*, *The Sacramento Bee*, *Good Housekeeping*, and many other national publications and television/radio programs. She also authored a children's book, *Sam and Gram and the First Day of School* (Magination Press), which has been translated into Korean and Chinese.

She is the co-author of five titles in the *Psychology of Communication* series published by Pearson. Dr. Blomberg is currently a professor and administrator of online faculty for Central Texas College (a Texas A&M Community College.)



Pam Lovato has been writing her entire life: professional manuals, campaign literature, poems, short stories, and Christmas plays. Her first book is *Nothing Ventured*.

She lives to read: the backs of cereal boxes and laundry bottles, bumper stickers, stacks of books, and chalk writings on sidewalks. Before she was twelve, she read every child and adolescent book in the local library. As a young adult, entire sections in the university library. In airports, she throws out clothes to keep books in an overweight suitcase!

She is the owner of Mammography Compliance Consultants, Inc., writes professionally, lectures extensively, and consults on FDA compliance issues. Her professional radiology energy has been in the fight against breast cancer.

Pam has suffered devastating loss in her life but as she says, "The Lord has never led me where his grace did not sustain me." She hopes her writing will inform, inspire, entertain, and encourage readers.

Author U Members,

Be sure to update your contact information for our records and include your social media profiles! We'd like to follow you and support you, too!

To update your information, go to <http://AuthorU.org> and enter your email address as though you were subscribing. The system will recognize your email and will ask you questions to verify who you are. Answer the questions and then update your information once you get to your profile page.

Have You Heard?
Sheridan Books now enables Publishers to sell eBooks!

- Sheet-fed and Web Offset Printing
- Digital Printing
- eBook Services



Sheridan Books, Inc. now offers the ability to **distribute** electronic content!

Member News

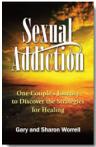


Kudos to ...

Santa had early gifts for many of our members, who garnered national book award honors from

USA Book News.

Winners!



Health: Addiction & Recovery

Sexual Addiction: One Couple's Journey to Discover the Strategies for Healing by Gary & Sharon Worrell



Fiction: Romance

What the Heart Knows by Mara Purl



Fiction: Short Story

When Hummers Dream by Mara Purl

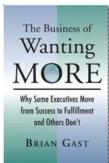


Self-Help: General

Get Clarity, The Lights-On Guide to Manifesting Success in Life and Work by Cathy Hawk and Gary Hawk



This is *Get Clarity's* third award in the self-help category. It also won the Finalist Award for Self Help at the 2012 National Indie Excellence Awards, as well as the Finalist Award for Self Help at the 2012 Next Generation Indie Book Awards!



Self-Help: Motivational

The Business of Wanting More: Why Some Executives Move from Success to Fulfillment and Others Don't by Brian Gast



Business: Marketing & Advertising

The Mobile Marketing Handbook, Second Edition: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns by Kim Dushinski

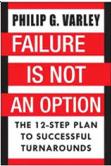


Member News



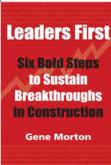
E-book: Children's Fiction

The King's Ransom (Young Knights of the Round Table)
by Cheryl Carpinello



Business: General

Failure is Not an Option: The 12-Step Plan to Successful Turn-arounds by Philip G. Varley

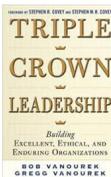


Business: Management & Leadership

Leaders First: Six Bold Steps to Sustain Breakthroughs in Construction by Gene Morton



The Missing Piece in Leadership: How to Create the Future You Want by Doug Krug



Triple Crown Leadership: Building Excellent, Ethical, and Enduring Organizations by Bob Vanourek and Gregg Vanourek



Women's Issues

Chasing Rainbows: My Triumph Over Ovarian Cancer by Luci Berardi



TIPS



Alert: The Tablet vs. eBook War

IHS iSuppli reports that after “spectacular” growth during the past few years, the e-book reader market is now on an “alarmingly precipitous decline,” all thanks to the growing popularity of tablets.

It’s estimated that eBook readers will drop 36 percent in 2013 to less than 15 million units and another “drastic” 27 percent in 2014 to under 11 million units. By 2016, IHS iSuppli predicts that the eBook reader market will total approximately 7 million units—that’s a two-thirds loss from peak sales in 2011.

Moral: Make sure you are making your BOOKs available in the Tablet marketplace.

<http://cnet.co/VBrU15>



Tablets vs. Tablets ... Amazon’s Kindle and B&N Nooks are in the Rings!

Look for a variety of “specials” and “discounts” cropping up. Apple’s iPad doesn’t venture down discount lane; Nook and Kindle brands will chop and slash, offering specials throughout the year.

<http://cnet.co/Z1DAi>



New Book Services provides a unique service for Author U members who will use a book launch and/or strategy for getting books into specific bookstores, and libraries. Take advantage of their FREE e-book and bookstore strategy consult.

Free Bookstore, Amazon and Library readiness consult – A \$295 value with any sales service purchase.

Also, All members who purchase any services before December 20, 2012 will receive a 15% discount.

Amy Collins (518) 261-1300
New Shelves Book Distribution

amy@newshelves.com Email

www.newshelvesdistribution.com Website

<http://twitter.com/NewShelvesBooks> Twitter

<https://www.facebook.com/newshelvesdistribution> Facebook



**Cell Phone Soakings—What to Do ...**

Nineteen percent of people drop their phone down the toilet.

<http://bit.ly/WuPsnZ>

Author U Advisory Board Members Offer Tips:



From John Kremer:

4 Simple Strategies to Engage Your Website Visitor—

1. Engage visitors with great content. Your website content should be fresh, concise, targeted, and valuable.
2. Engage visitors by giving them status. Offer exclusives, use creativity, and engage them in competitions.
3. Engage visitors with your personality. Be yourself, communicate regularly, and use humor.
4. Engage visitors with a usable website. Offer an intuitive interface, keep it simple, and improve steadily.

<http://bit.ly/Vmmjfg>

**Why Videos and Video Marketing Rocks—YouTube Can Create Revenue!**

This infographic highlights how channel owners are monetizing YouTube and keeping viewers engaged. Twenty percent of respondents claim to be making a full-time living from their YouTube activities.

<http://bit.ly/TAjLMf>



From Dan Poynter:

Are Your Photos Available Online via Google Images?

Add as many photos to your online profiles as allowed. Import them into your Facebook, Twitter, LinkedIn, and other social media accounts.

Most social media sites accept up to six photos. Within days, your photos will show up in Google\Images.





Do You Have the Edge? Every Author Needs One!

Author U Extravaganza 2013!

May 2 – 4

Over 2½ jampacked days, you will be working with amazing book-marketing strategists, publicists, Internet gurus ... all in an intense workshop environment ... Bonus Session on Thursday, May 2, will be with Joel Friedlander, known as the Book Designer and a master blog strategist. Eagle (advanced) and Eaglet (newbie) workshops will begin Thursday noon and end just before Joel's session. All workshops will be in a deep dive matter. Block the dates on your calendar for 2½ days that will create a leading edge over your book competition! Author U feeds the "belly" and the "brain." Most meals included. The Full Agenda will be posted in January on the website. **BONUS:** You may register family members or co-workers at a discounted fee*** who are not already Author U members.

Early Bird Extravaganza • Reserve Your Spot Now for 2013

Joel Friedlander Create the Edge that Hooks Your Readers (this will be HOT!)

Author of *A Self-Publisher's Manual*, graphic designer, book designer, and guru of creating a blog from scratch and how to grow it to 40,000 followers in two years will deliver an extensive, 4-hour Deep Dive Workshop on the late afternoon of May 2nd. Joel also blogs about book design, self-publishing, and the indie publishing life at www.TheBookDesigner.com. Dinner included.

Cevin Breyerman What in the World Is Happening to Publishing?

If anyone knows the inside skinny on what's happening in the publishing world, it's Cevin Breyerman. Publisher of *Publishers Weekly*, the bible of publishing trade, our Keynote.

Greg Godek

Joan Stewart

Nancy Jutten

Carol McManus

Daniel Hall

Georgia McCabe

Beth Zeisnes

Dan Janal

Peggy McColl

Patti Thorn

Brian Jud

Judith Briles

Matthew Bennett

How to Sell Books by the Truckload without Selling Your Soul

Internet Marketing Strategies That Will Make You and Your Readers Howl

How to Edge Out the Competition to Get Media Attention

How to Maximize Your Edge Using LinkedIn

The Master of the Webinar Reveals All

How to Create Your Author's Edge with Social Media

Apps, Gadgets, and Bells and Whistles to Soar Your Publishing

PR is PR ... Learn from the Master of *PR News* to Create the Edge You Need

The Latest and Greatest on the Amazon Bestseller Campaigns

Getting Book Reviews that Support Your Sales

Creating a Video (onsite live—make them while you are at the Extravaganza!)

Platforms & Marketing—Who, What, Where, Why, When, and How

How I Sold 5,000,000 Copies ... and Strategies for How You Can, Too!

Location:

Marriott Renaissance on Quebec in Denver

Reserve your spot now! \$200 down. Balance due March 15th

Register family members or co-workers who are

not already Author U members for half price.

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



Count me in for the Author U Extravaganza 2013!

\$200 reserves each spot — non-refundable. You may register additional friends, colleagues, or family members who are not already Author U members for half price. **Most meals are included.** Dinner and Entertainment Friday night.

Are you kidding ... I wouldn't miss this ... I want to save \$125 now ...

I'm registering for EVERYTHING: Deep-Dive session w/Joel Friedlander on the May 2nd, 3rd and 4th

_____ @ \$395 (AU Member) or _____ @ \$485 (Non-Member)**
_____ @ \$225 (AU Member) or _____ @ \$275 (Non-Member)*** (discounted)

****first registration each additional*****

Pre-Extravaganza Eaglet and Eagle Workshops on May 2nd from 12:30 to 4:30.

_____ @ \$95 (AU Member) or _____ @ \$125 (Non-Member) Eaglet-Newbie
_____ @ \$95 (AU Member) or _____ @ \$125 (Non-Member) Eagle-Advanced

**Author U membership is \$89 per year

*** discounted fee for each additional family or company attendee who is not an Author U member.

Registration immediately increases on January 1st to:

AU Members:	\$395 _____	Non-Members:	\$485 _____
Joel Friedlander Dinner Workshop	\$ 75 _____		\$125 _____
Friday only	\$200 _____		\$260 _____
Saturday only	\$190 _____		\$240 _____
Eaglets-Newbie	\$ 95 _____		\$125 _____
Eagles-Advanced	\$ 95 _____		\$125 _____

_____ @ \$200 each for Reserved Spots

Balance due March 15th

Name(s) _____
 Address _____ Zip _____
 e-Mail _____
 Cell Phone _____ Day Phone _____
 Credit Card # _____ Exp _____ CVV _____

**Checks should be payable to Author U, a 501(c)6 organization
 Send Registration to Author U Staff today: Fax to 303-627-9184 or mail to**

**Author U
 % Judith Briles
 14160 E Bellewood Dr. ~ Aurora CO 80025**



Author U is Us ...

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

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

- *The Resource* Newsletter, published online 9 times a year
- All programs designed for the committed and serious author
- Reduced attendance costs for monthly programs, BookCamps and Extravaganza in May
- Attendance at Member-only events: Holiday and Annual BBQ
- Book Printing discounts and perks: Sheridan Books, Four Colour Print Group, Thomson-Shore, Color House Graphics, King Printing, Total Systems Printing
- Legal assistance for authors and publishers: Replin; Rhodes, LLC
- Printing of flyers, business cards, postcards: Tu-Vets Printing
- Interior Designs for books discounts: WESType Publishing, NZ Graphics
- eBooks, Audio book discounts: Greystroke Creative, Author Fulfillment Services
- National Book Distribution discounts: Pathway Book Service, Book Masters, Midpoint Trade
- Graphics and Book Cover design discounts: NZ Graphics
- Editing services discounts: Editing by John Maling, Patti Thorn
- Web site design and implementation discounts: Here Next Year, IllustratingYou, Amber Ludwig
- Virtual office assistance discounts: Cornerstone Virtual Assistant, 123Employee
- 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!



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

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

Join or Renew now at www.AuthorU.org

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

Author U is a proud Member of



**Join or Renew Your
Membership Now!**