

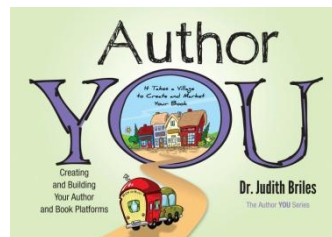
**Immediate Press Release**

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# **Author YOU**

## **Creating and Building Your Author and Book Platforms**

**Judith Briles**



**Are You an Author?**

**Do You Have a Platform?**

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

According to author and publishing expert, Judith Briles, “Every Author, every Book, needs a Platform. It’s the stage, the very foundation of your book and authoring businesses.”

Author and Book Platforms don’t happen overnight. They take time, and there are steps—some small, some large and some in-between—that will transition the author to-be from just an idea to a book that stars him or her as the expert or an amazing story-teller.

Platforms start with a statement of fact: why the author wrote the book; why the author should be the author for it; why the author is committed to its theme/topic; and what value the author brings to the reader. It is done with Confidence, Clarity, Competence and Commitment.

### **Author YOU: Creating and Building Your Author and Book Platforms**

(Mile High Press, ISBN 978-1-885331-41-0, \$45) is an extraordinary and interactive guide and workbook. **Judith Briles**, The Book Shepherd, author and publishing expert, shares insider strategies on how she created multiple bestsellers and award-winning books for herself and hundreds of clients.

Authors can scour the Internet for articles and try to piece together a plan from various bits of advice; they can hire consultants; they can buy Dan Poynter’s books, but if they want to end up with a fully executable, complete publishing and

- more -

marketing plan, all they need is this “step-by-step” guide and workbook to put it all into place. Judith Briles delivers 30+ years of publishing experience in-between two covers. Woven around 22 Activities, illustrated and four-color throughout, **Author YOU: Creating and Building Your Author and Book Platforms** is the guide and workbook designed for Authors at every level.

Authors will discover:

- How to create a successful book plan;
- 22 Activities that will captivate your author and book development;
- How to identify which publishing venue is right;
- How to use simple ways to get to the core of their book;
- How to carve out the time and space to craft their masterpiece;
- How to ID which Internet and social media features will work for their book;
- How to steer clear of the publishing predators;
- What they need to create a successful book launch;
- Multiple resources for funding their book projects;
- How to use a story-board approach to layout their book;

And much more. As Judith Briles says, “The savvy author won’t start the first or next project without it!”

**Judith Briles, DBA, MBA** is a recognized authority in workplace issues and personal and professional development and a master book shepherd.

Her 30 books include *Money Smarts for Turbulent Times*, *Zapping Conflict in the Health Care Workplace*, *The Confidence Factor*, *Stabotage™! How to Deal with the Pit Bulls, Skunks, Snakes, Scorpions & Snakes in the Health Care Workplace*, *Show Me About Book Publishing* and *The Tango of Authoring and Publishing*. *Author YOU: Creating and Building the Author and Book Platforms* is her latest book.

Judith knows the publishing and speaking worlds. To many, she's known as The Book Shepherd. Her books have sold in excess of 1,000,000 copies, sold multiple foreign rights to 16 countries and are multi-book award winners. Judith is the CEO of Mile High Press, has been featured on over 1000 TV and radio shows—from *Oprah* to *CNN* and print media from the *Wall Street Journal* to the *National Enquirer*, columnist for several publications including the *Denver Business Journal*, sought after speaker for conferences and associations. She is the Founder and Chief Visionary Officer of Author U, a membership organization for authors who desire to be seriously successful.

Her websites are *TheBookShepherd.com*, *AuthorU.org* and *Briles.com*. She holds resides in Colorado. Judith can be reached at 303-885-2207 (cell), 303-627-9179 (land) or emailed at [Judith@Briles.com](mailto:Judith@Briles.com).

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