



The Resource

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A Book Publishing News eZine

www.AuthorU.org

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Surfing The Publishing Wave

Judith Briles, Author U Founder



Twenty plus years ago, one of my author friends coined one of my favorite book titles: *Sacred Cows Make the Best Burgers*. It's all about change and slashing through the things that continually hold people and companies back. A few years ago, I ran into Bob Kriegel at a conference where we were both speaking. He was still talking about burgers, and he reminded me of a story he told me long ago about surfing and change. As I think about his works, they fit perfectly with today's author.

Huge "waves of change," are barreling in from every direction and shaking up the basic foundations of everything we thought we knew and know about publishing. There isn't a week goes by that some new tidbit hasn't come to the surface. For some authors, that new tidbit has the capability of capsizing them.

To avoid this fate, you need to apply the following Surfer Rules that can be adapted for publishing:

Surfers Love What They Do ... Be Passionate

The best surfers live and breathe their sport. The most successful authors live and breathe their books, their vision, their commitment. It all starts with the Passion Factor. If you don't have a fire in your belly about your book equally matched with a giant helping of enthusiasm, the waves and riptides of publishing will crush you. The Passion Factor is the high octane of your fuel system. The hiccups you will run into become minor obstacles ... many can even turn into opportunities. The Passion Factor that was observed during the Extravaganza was amazing. The news that we are hearing about our members' successes comes from their passion and commitment.

Surfers Have Flare ... Push Your Limits with Flash

If you do whatever another author is doing, is writing about, is

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speaking about ... what you get is boring. You are bored ... and so is your audience. You've got to bring some pop and pizzazz to your voice and your words. You've got to bring the same pop and pizzazz to your presentations and marketing. Are you up to it?

Top performers in any area are never satisfied, and thus they're constantly pushing their limits. Good surfers are continually trying innovative new moves, new equipment, new places, and going for bigger waves and longer rides. Staying ahead of a wave demands taking risks, trying new approaches, and constantly challenging yourself and those around you. When member Roger Frame committed to a week's training and meeting with top producers in the media, he pushed his limits and came away with a variety of valuable leads and contacts. His *Don't Carve the Turkey with a Chainsaw* is now gathering media attention.

Surfers Wipe Out ... and So Do Authors ... Expect It

If you think you are going to catch the perfect wave every time, you are in for a rude awakening. No one does. Surfers have to be patient. They know when the big one is coming in. They sense it; they feel it; they have prepped for it. So must an author.

If you think everything you will do and that you engage others to do will be perfect—that's an "oh-oh" moment. They aren't. Many authors get frustrated with what they perceive as failure of a marketing plan. Maybe it was; maybe it wasn't. Marketing isn't a one-time shot. It's patience, overtime, commitment, and a game plan. Some marketing works; some doesn't.

Too many times, I've heard authors grumble that their \$300 investment in a marketing opportunity didn't pan out, and therefore, they won't do anymore. Stop it ... and get over it. Maybe the timing was wrong; maybe it was the wrong fit; maybe you didn't do your part. Whatever the maybe is ... get back into the game.

Surfers Look to the Outside ... Authors Must Anticipate What's Coming

The next wave, or the next, next wave could be the "big" one. Authors have to anticipate what's coming along. That's why the authoring commitment creates a lifelong learning opportunity. The huge mistake that most authors make is that they think that once the book is printed/published, the world comes to them. That's where the Wipe-Out factor comes into play. The publishing world

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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

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continues to morph; the Internet delivers a variety of new ideas and opportunities (as well as crashing waves) on a weekly basis.

Once you put your toe into the authoring wave, you now must commit to continuing education. Schmoozing with other authors, attending conferences, absorbing the latest trend—all are essential if you are going to continue to ride the publishing waves.

Member Michelle Marchildon is back at the printers for a few thousand more copies of *Finding More on the Mat*. Her memoir is hot in yogaland, and she is making a few changes for this next edition, incorporating the changes in her field.

Surfers Don't Just Sit There ... Authors Must Keep Scanning the Horizon

If you've ever watched a surfer, you've seen that he starts paddling long before he is in the wave. Publishing is no different. If you wait too long to get into the wave—to get your book going—you will get caught up in the backwash that sometimes knocks you down in the process and stopping you cold. In publishing, the author usually has to get into the wave—move—before it overtakes him or her. Yes, maybe one more interview or one more study will add flavor to your book, but could that be the next book?

It's not uncommon for authors to get caught up in “one for the money, two for the show, three to get ready, three to get ready, three to get ready” ... Catch the wave!

Member Paula Mitchell's *Colorado Wineries* has perfect timing for the summer wine festivals. Not an author to sit still, she is actively participating in wine fests around the state and will be featured in June in a Gabby Gourmet segment on KMGH-TV, the Denver ABC affiliate.

Surfers Don't Surf Alone ... Authors Shouldn't Publish Alone ... Ever!

One of the traits of successful authors and indie publishers is they've learned that they don't, and can't, do it alone. Nor does the savvy surfer surf alone. Determine who you need on your team—book designer, cover designer, printer, editor, writing coach ... whoever else. Get them engaged as you scan the publishing horizon.

Our Premier Partners and Associate members will not leave you alone in the surf! This year's Extravaganza received stellar evals from the food to the content. The investment of just a few hundred dollars was minor compared to what participants from five countries and fourteen states received. The author who wants to stay in the surf will NOW put May 3-5, 2013, on the calendar.

We have new features to be included in a pre-Extravaganza Newbie and Advance session, along with the Author Shark Tank. As top-rated speaker Daniel Hall said, “Author U will be the premier author/publishing conference to come to.” The Exhibitors all said, “This is the place to be.” Twenty-five people have already signed up for next year ... will you join them?

Publishing is an exciting place to be. Your words can feed your family and untold thousands, even millions. It's your future ... and theirs. Get your foot into the sand ... it's a great place to be!



Judith





Mark Your Calendars - 2012 Save the Dates!

MAY

May 24

Dinner and a Program

May 28

Monday Evening Salon

JUNE

June 7, 14, 21, 28

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

June 11

Monday Evening Salon *Newbies R Us*

June 12

Tech Tool Box *Facebook Fan Pages*

June 19

Tech Tool Box *Pinterest*

JULY

July 5, 12, 19, 26

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

July 17

Tech Tool Box *The Wonders of WordPress*

July 23

AuthorU at the Tattered Cover - LODO

July 24

Tech Tool Box *SlideShare Mysteries Revealed*

Note: There is no Dinner and a Program in July

AUGUST

August 2, 9, 16, 23, 30

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

August 11

Member's BBQ

August 18

Is There a Book in You? ... joint venture with University of Phoenix

Note: There is no Dinner and a Program in August.

DECEMBER

December 15

Member's Holiday Dinner Party

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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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Facebook: www.Facebook.com/AuthorU



The Seven Deadly Sins of Book Marketing

By Dan Smith



Competitive doesn't begin to describe today's book publicity market. The booming print-on-demand and self-publishing industries, coupled with mainstream publishers, have flooded the market with thousands of new releases each month. "The LA Times receives 600 to 700 books for review each week," reports Steve Wasserman, book review editor (parapublishing.com/sites/para/resources/statistics.cfm). With an infinite number of books and authors vying for attention from a finite number of media outlets—and the trend of newspapers cutting back on space for book reviews—book publicity is a tough, sometimes brutal business.

While some authors choose to self-promote and a lucky few have full support from their publishers, most authors reach out to professionals for help with at least some aspects of book marketing and book promotion. For novice authors and veteran authors alike, the pitfalls of book publicity are many. In my experience handling over 1000 campaigns, I know what can sabotage success, the errors of both omission and commission that can derail a campaign, and how human tendencies can adversely affect book promotion and, yes, ultimately book sales.

What follows are the Seven Deadly Sins of Book Promotion—the mistakes and actions that can destroy an author's chances to get substantial media coverage and how to avoid these common pitfalls.

1. Sloth

If you think sitting back and watching royalty checks roll in is your destiny, think again. Virtually all authors must "get out there" and be seen and heard. Book signings and tours are not passive events; they require a hunger for success and a kinetic energy level. Interviews can be a gold mine or a disaster for one who puts forth a half-hearted effort. Publicity doesn't happen—you have to *make* it happen.

When an author is not only aggressive, but also willing to put his or her time in a campaign, we, as publicists, are better able to build their exposure and gain consistent local, regional, and nationwide coverage.

One example is a financial client who spent years with my firm. His platform only touches on the topic of hedge funds. However, when hedge fund controversy hit the news, we suggested a current and biting feature release, and he quickly responded with information for us. The result: national coverage, including reporters calling from the *Wall Street Journal* and other top financial publications. Because of his willingness to keep current, he is regularly called by top financial media for expert commentary. His name and his projects benefit from this consistent, credible exposure.

Lazy authors who eschew book marketing strategies and book publicity techniques languish in the million rankings on bookselling sites.

2. Pride

If you are promoting a book, prepare for your pride to be pierced a few times. One of the most common book marketing mistakes I've seen authors make is letting a negative book review or a bad interview derail their determination.

The author believes his book is a bestseller; it is his baby, his labor of love. He has great pride in what he has

Continue on page 6 ...

Seven Deadly Sins: Continued from page 5

written, so much so that it has created an excessive belief in his abilities and his book; after all, his relatives and friends love it. When the tough times come, pride begets anger, which begets frustration, which leads to disillusionment.

Authors must go into book promotion knowing not everyone will fall in love with the book. I often ask my clients, “Do you like every book you’ve ever read?”

Roll with the punches, and stay the course. Put your ego on bed rest.

3. Envy

Eight out of ten authors who call me inquiring about publicity tell me they want to be on Oprah. I tell them, invariably, that it’s probably not going to happen for them, that we can and should try, but the odds are akin to the lottery. However, authors see others on the show and are envious. They ask “If that author is on, why can’t I?” or “My book is better than hers!”

Envy serves no purpose in book marketing and author promotion. The only way other authors get great publicity gigs is because they try. If anything, you should learn from them. Watch successful authors carefully, examine their topic, and then examine your own project. We all can learn something from others; I still do, every day.

We helped a self-published, first-time novelist promote her work on vampires. A difficult project? Yes. Impossible? No. Were we able to get her on Oprah? No. Have we been able to tap into the significant subworld of vampire buffs? Absolutely. For eight months, we were able to generate consistent and targeted media coverage. Oprah, while a goldmine for any author, is unfortunately not a realistic goal for most.

4. Lust

How does lust come into play with book promotion and book marketing? I have both an extreme example and more common ones from my firm’s own ‘case files.’

Good book publicity can be intoxicating. Appearing on talk shows, reading articles written about you ... it all makes you feel good—and it should. I always tell authors to enjoy the ride because it won’t last forever. However, letting your good time change you (or bring about actions that have nothing to do with the hard work of promoting your book) can be disastrous. Losing focus—taking your eye off the ball—is a surefire way to run into trouble.

Example #1: During the first conversations with a prospective client—a middle-aged author with

Beautiful on the Inside... Not So Much on the Outside.

You’ve spent months, maybe years writing your book—and it’s perfect on the inside. So why give it a drab exterior?



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



Seven Deadly Sins: Continued from page 6

multiple books—he asked me (and I must paraphrase here) if the publicity generated would “attract” women. He was serious. Needless to say, his campaign lasted only one month. We tried to keep him focused on the steps needed to get exposure for his books, but we couldn’t. We parted company.

Example #2: The more benign type of book promotion “lust” comes in the form of letting success change who you are and make you long for things you never envisioned before. In our firm we call these clients “addicts”; they become so enthralled with success that the book becomes secondary. They seek more and more exposure, not so much to sell books, but to feed their own newly found lust for fame, popularity, and the overwhelming desire to have others simply notice them.

In the end, lust almost always makes for an unhappy ending to what can be a once-in-a-lifetime experience.

5. Gluttony

Gluttony in book promotion touches upon several of the other sins. In its purest form, it is the insatiable desire to “consume” as much major publicity as possible and not being satisfied with each opportunity. Local radio interviews, for example, become unsatisfying, and an author starts to shun them because she wants more and bigger opportunities. A book review in a small newspaper is dismissed as insignificant because she wants bigger newspapers. A local TV opportunity is declined because there aren’t enough viewers to fulfill the need for exposure.

When I run into these scenarios, I see the book marketing campaign slowly start to slowly dissolve because the author is never satisfied and will not appreciate “smaller bites” of publicity while the bigger opportunities are pursued.

Book publicity is like a seven course meal. You start slowly by testing the waters, then move onto the next course. You proceed in a steady, measured manner, enjoying every course while building confidence, momentum, and sales.

Don’t demand all seven courses be delivered to your publicity table at once. Enjoy the entire experience of the meal and be patient.

6. Greed

Like gluttony, greed is the offspring of several other sins—and perhaps the most common sin of book promotion. Here is a classic example:

- An unknown, first-time author comes to my firm. He is nervous, unsure, and wary of what will happen in his campaign, all perfectly understandable and expected concerns. The campaign begins slowly, and a few radio interviews are secured. All is well.
- The campaign starts to achieve momentum. The radio interviews start streaming in. Instead of one a week, we are booking four and five a week.
- Our client has confidence now and is thoroughly enjoying the process, as he should.
- Things start to change. The level of radio interviews takes a dip, and we encounter “the lull,” which happens in most campaigns. Instead of four or five interviews a week, it drops to one or two.
- The author, having become accustomed to many interviews each



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- week, demands more. He is not satisfied with the interviews we satisfied until we reach and exceed the number of interviews we had secure, and he will not be achieved.
- He becomes disillusioned and decides another firm can fulfill his hunger for more and more interviews.

When clients truly understand the nature of book publicity, they are able to roll with the busy times and slow times, knowing it is the cumulative efforts of the entire campaign that count. As publicists, we gauge when the “party is over” for a particular angle, then work with the author to develop new and topical press materials with the goal of maintaining and improving media opportunities.

Greed is what I call a “coffin nail” in a campaign. Once it starts, it is very difficult to control and typically ends in a campaign which veers wildly off track. Greed may be good on Wall Street, but it will bankrupt a book promotion campaign.

7. Anger

Anger comes in many forms in book publicity. I once worked with an author who received a brutal review of his book and was so angry he proceeded to drive over 200 miles to the reviewer’s location, storm into the office, and scream at the reviewer. This was, putting it mildly, a bad move.

The reviewer reacted by contacting reviewers at other newspapers in his company’s chain and urging his colleagues to review the book. Five additional negative reviews appeared in the ensuing weeks.

It is important to keep in mind when promoting your book that you are opening yourself up for scrutiny. In fact, you are inviting it. You want the scrutiny and attention. Assuming everyone will react positively to you or your book is foolish and naive.

The same scenario happens in radio interviews. Many authors don’t realize that “hostile” interviews can make for great talk radio and actually get more listeners curious and interested in your book. If a host starts throwing punches at you on the air, throw yourself into the fight. Trust me, you will have a good time. When your juices get flowing, you will be more animated and colorful, listeners will love it, and books will sell.

We are all Sinners

Book marketing is a distinctly human process. It is an emotional, scary, exciting, and stimulating experience. Authors promoting a book will, at various times, experience both disappointment and excitement. All authors will also be tempted to “sin” at various times in a campaign. As a publicist, I expect this and understand it. I am usually successful at coaxing our authors away from the “dark side.”

As in life, recognizing the sins of book publicity and stopping them before they cause problems is key. Book promotion is more a marathon than a sprint, and because of this, the opportunities to veer into negative promotional behaviors are many.

You can always atone for your sins by getting back on track, enjoying the ride, and realizing you are involved in a wonderful experience.

Dan Smith is the CEO and Founder of Smith Publicity, Inc., a leading book publicity and book marketing firm that has promoted over 1300 authors and books. www.smithpublicity.com, info@smithpublicity.com.



Part 3

Basics of Book Marketing for the Beginning Self-Publisher

By Joel Friedlander



This article is a continuation of the series that started with Basics of Book Marketing for the Beginning Self-Publisher, Part 1 and Part 2. The series is derived from an article written for CreateSpace's new resource, Marketing Central.

In this third and final part of the series, we look at measuring results and the nuances of long-term book marketing.

Measuring Results

In each of the goals I've listed in Part 2, results can be tracked. For instance:

- *For sales*, use the reports you get from retailers or distributors and keep a spreadsheet of results.
- *For readership*, you can send readers to a website or blog for additional information or interaction and use the analytics provided by the site to measure traffic.
- *For authority*, look at whether other people start to quote you and mention your ideas, how often your blog or Twitter posts are forwarded by others, and whether you start to get inquiries from people who want to partner with you to use your new authority for mutual advantage.
- *For revenue goals*, keep track of the profit from your book. You may have acquired expenses in getting your book to market, and by tracking this you'll know exactly when your book becomes profitable.
- *For persuasive goals*, you can track membership numbers or levels of engagement with your ideas as expressed by blog comments, Twitter re-tweets, and the number of subscribers who sign up to receive more information from you.

Nuances of Book Marketing

As you progress with your marketing, you can start to explore even more ways to make your marketing effective. Here are some ideas to get started:

- *PR as a marketing tool*: Strategically using press releases and other media communications can supercharge your other marketing efforts and can be surprisingly affordable—or even free.
- *Audience segmentation*: Understanding the dynamics of the audience you're trying to reach can help create offers or marketing communications aimed at one segment or another of the total audience for your book.
- *Tie-ins as marketing leverage*: Many nonfiction books have potential tie-ins to companies or products. With the flexibility of CreateSpace's print-on-demand manufacturing, you are ideally placed to customize your product for a corporate customer who may buy dozens, hundreds, or thousands of copies of your book for their own promotions.

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Long-term Marketing

Being a successful independent author means taking a long-term view. Many marketing efforts take months or years to come to fruition, and as you mature as an independent author, you will start to think of other books you can write and publish to further engage your current audience.

Here are some of the strategies you can put in place that could pay off down the road:

- *Build a media list:* It's never too soon to start building a list of media, editors, influencers, networkers, and mavens in your field.
- *Create relationships:* Interact with other experts in your field, identifying bloggers, book reviewers, and others interested in the same topics you're writing about.
- *Build your brand:* Your brand is how other people view and relate to you. Building your expertise, authority, and influence in your niche is a classic long-term strategy.
- *Gather an audience:* As you continue to publish and market your books, your audience will continue to grow over time, providing a larger and larger platform for all of your books to come.

Do these things, and as the release of your book approaches, you'll be miles ahead in starting to market that book. Communicating, listening to the responses you get, improving your products, and networking within your area of specialty will soon be part and parcel of your independent publishing efforts. And you will reap the success that comes with intelligent book marketing.

Savvy tips for marketing...make sure you read all three parts—they've also been carried in the AuthorU.org Resource newsletter. <http://ow.ly/6ADmv>

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.

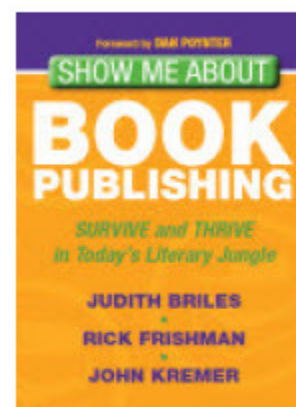
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Make Corporate Sales by Solving Prospects' Problems

by Brian Jud



The golden rule states that we should treat people as we want to be treated. In the world of selling, the golden rule is replaced by the platinum rule, which says we should treat people as *they* want to be treated. How do you know the way your special sales prospects want to be treated? You ask them.

This is the third step in the process of selling books to corporate buyers: Discover your prospects' buying criteria and campaign objectives. (For an overview of all the steps and detailed guidance about the second step, see "How to Make Large Sales to Corporate Buyers," which appeared in the January *Resource*, and "How to Find Potential Buyers in Special Markets," which appeared last month).

Explore Possibilities

Marketing managers in businesses of all sorts and sizes use promotional items—including books—as tools for solving problems. They might see your book as a means of stimulating sales, revenue, or profits. Or they might see it as an incentive that can help their company introduce a new product or enter a new market. Similarly, human resource managers in a wide variety of businesses might use your book to motivate or educate employees.

The point is that, before you can sell your books in large quantities to these managers, you have to find out what problems they want to solve.

Just as doctors ask their patients questions so they can identify the source of suffering before prescribing a cure, you need to ask questions before recommending a book to a prospective corporate buyer.

Arrange a meeting, in person or over the telephone, with each qualified potential customer to get information that will provide fodder for your proposal. You might begin by saying, "I'm not sure if I can help you, but if I may ask you a few questions, we can find out."

Then ask questions such as

- In your last promotion, what went right? What went wrong?
- If you could wave your magic wand, what would you want to accomplish?
- How would you describe the perfect sales promotion?
- If we were to start a promotional campaign today and look back a year from now, what would you want to have accomplished?

Potential customers are generally willing to spend time discussing issues of this sort with someone who seems likely to help them. Most corporate marketing people understand the benefits of brainstorming as a way of generating ideas for future promotions. And as you demonstrate that you are concerned with

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Make Corporate Sales: Continued from page 11

meeting their goals, they will be increasingly confident that you will make an objective recommendation that will work to their benefit.

Your initial contact person will be your advocate in your absence, so it is important for you to establish a good working relationship based on trust from the beginning.

Keep Your Eye on Objectives

Once you have agreed on a clear and precise objective, you can recommend the best way to achieve it, using your book as the centerpiece. Here are examples of the most common goals for corporate promotional campaigns and ways books can be used to achieve them.

*** Keep customers loyal**

Marketing managers know it is less expensive and more profitable to retain an existing customer than it is to attract a new one. Especially when your prospective buyer is an insurance company, a real estate company, a doctors' practice group, or some other business whose customers typically use only one supplier, it makes sense to recommend a promotional program for creating loyalty among customers with an appropriate book.

For example:

Doctors in a group treating people with diabetes might retain patients by giving them a cookbook featuring delicious recipes for diabetics.

Real estate agents might keep clients loyal by giving them a book about interior decorating.

Car insurance companies—or their individual agents—might profit by giving a book called *Licensed to Drive* to parents of new teenage drivers, or by promoting it as a giveaway through high school drivers' education programs.

*** Stimulate additional purchases.**

Many companies sell products and services that consumers frequently buy in small amounts from more than one seller (think of groceries and gasoline). Managers at these companies are usually interested in winning a greater "share of wallet" by giving people a reason to purchase more of their products instead of products from their competitors.

To gain wallet share, a small chain of toy stores might offer a punch-card program with every \$25 spent earning one punch on the card and four punches entitling the customer to a copy of a book in a display featuring your titles.

*** Generate goodwill.**

A book as a promotional item can build goodwill for a company, which may in turn build the company's sales and value. To be specific, a local family-style restaurant might generate goodwill by giving children's books to students in local grade schools who earn top grades, and by including a personal congratulatory note in each copy along with discount coupons for use in the restaurant

Make Corporate Sales: Continued from page 12

*** Inform, reward or motivate employees.**

A human resources manager might decide to use a book to help employees create a safer working environment, to reward them for some achievement, or to influence their behavior.

Suppose, for instance, that your prospect is interested in promoting a healthier lifestyle among employees and that you publish books on that topic. You might propose an educational continuity program to be conducted over three months. During the first month the company could distribute to its employees your book about the health benefits of walking. In month two the company could provide a cookbook from some other publisher that shows busy people how to prepare healthy meals quickly and how to eat when time is limited. The disbursement in month three might provide a journal from yet another publisher for each participant, along with a pedometer.

I used the example of mailing because that is what we did for a large company with 10,000 employees disbursed around the country. They found it easier to mail the items to the employees' homes with the hope of also involving the entire family. Handing the books out personally would certainly work for a smaller company but might be less likely to get family participation.

After all, you are a problem solver. You may not publish cookbooks or journals. But you could probably find some that would work in your continuity program; contact the publishers and ask them to participate in the program and pay you a commission. If you need a source for promotional items such as a pedometer, contact Guy Achtzehn at Guy@msgpromo.com.

Next Step: Preparing the Presentation

The more you know about what a prospective buyer is trying to accomplish, the more likely you are to propose a solution using your book that the buyer will find appealing. Once you have asked questions that uncover needs, established buying criteria, and set objectives, you will need to create a proposal to present your recommendations. This is the fourth step in the process of selling to corporate buyers, and my next article will cover it.

Brian Jud, author of *How to Make Real Money Selling Books*, now offers commission-based sales of nonfiction, fiction, and children's titles to buyers in special markets. For more information contact him at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 270-0343; brianjud@bookmarketing.com, www.premiumbookcompany.com or Twitter @bookmarketing

Whatever it takes
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- 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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Monday Evening Salon

Monday, June 11th Eaglets (Newbies) 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 should you be working with?

Wondering which is the chicken and which is the egg? This Salon is for you. Judith Briles, your guide, 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

Register: <http://authoru.org/monday-night-salons-2.html>

Your Guide to BOOK PUBLISHING

with
Judith Briles
The Book Shepherd



Where authors come to become seriously successful.

Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask

launched live on January 5th. Every Thursday, Judith 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. April's programs include Marketing Books with Brian Jud, Publicity and Book Trailers, Mobile Marketing, and 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**

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



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>

How to Entertain Your Social Media Fans

By Melody Jones



At the risk of being labeled the social media preacher, I can't tell you this often enough: **social media is about relationships.**

Think about your real-life relationships. Do you spout book vs. e-book statistics every time you speak with your best friend? When you talk to your grandmother, do you fill the conversation with all the reasons why she and her bingo friends should buy your book? Do you scream "look at me, look at me!" whenever you accidentally-on-purpose meet your neighbor at the mailbox?

Exactly. You don't. So why do you behave that way when using social media? The biggest thing we are looking for as authors is to sell our books, bottom line. But to create loyal fans, we must also entertain while utilizing social media as part of our marketing plan.

Try these ideas.

Humor

If you are naturally gifted in the funny department, this will be easy for you. Posting humorous one-liners, short jokes, and wry observations on life will get the attention of your fans.

If you need a little help, go on a mining operation to dig up funny stuff from other sources.

- Search for and follow Facebook and Google+ pages with humorous cartoons, funny photographs, and interesting quotes. It's easy to use the share option to post their funnies on to your page.
- Search for funny videos on YouTube and post to your social media accounts.
- Follow funny personalities like Ellen or Jim Carrey and share their stuff.
- Find humorous blogs—tons of them exist—and share content.

Heartstrings

Show no mercy when pulling heartstrings. Your fans love a good, warm and fuzzy story, photograph, or video. Stories about rescued animals always do the trick, as do triumph-over-all-odds stories and help-others-in-need stories. These are readily available on news sites, animal sites, and YouTube.

Photographs

Fans love anything visual, so give them what they want by posting photographs.

- Take close-up photos of everyday objects and ask your fans to try to identify the item.
- Post photos of yourself doing something interesting, crazy, unique, or scary. Dyeing your hair pink, purple, and blue can meet all of those criteria, for example.
- Search for photos, or take your own, of interesting scenarios and ask your fans to caption them. Spice it up by offering a freebie for the funniest one.
- Ask fans to post their own photos. Set a theme or run a contest, and then make the best photo your Facebook cover photo for a week or give them a prize. If you are a fiction writer with unique characters, have your fans dress up as your characters and post photos.

Your fans will love you even more when you entertain them by using social media, and well-entertained fans are buy-your-book fans.

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



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<http://authoru.org/associate-service-providers.html>



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Monday Evening Salon - For Members Only

June 11th from 6 pm to 9

Eaglets (Newbies) 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 should you be working with? Learn these things and more!

The Technology and Tips Toolbox

Did You Know...

You Can Share Your Tweets Outside of Twitter?

By Kelly Johnson



Embeddable, Interactive Tweets to Post on Your Website or Blog

As many of you know, I am the first to “geek out” over a new online tool or resource. I find learning new programs and tools allows me not only to “stretch” my brain, but also share this knowledge with my clients to see how it may provide new systems or time-saving processes to their business. As valuable as it is to learn new things, I have to remind myself at times that current systems and programs that have already been learned need to be revisited periodically to see what new features may have made an appearance. I was recently reviewing my Twitter account settings, and I was pleasantly surprised to discover a new feature in Twitter I had not realized was available. The new feature? Embeddable, interactive tweets allow you to embed a tweet on your website or in a blog post to continue conversations and share information with more people in your online community.

What else is really cool about embedded tweets? They have interactive features, which provide a visitor to your site the option to conduct the following actions from the embedded tweet: (1) to follow the tweet author, (2) to view the Twitter profile of the tweet author, (3) to reply to and retweet the tweet, (4) to mark the tweet as a favorite.

An additional benefit of embedding tweets on your site is that Twitter includes a pop-up window so the site visitor remains on your blog or website.

Ready to embed a tweet on your site or blog?

Here are the steps:

1. To embed a tweet, you will use the HTML code Twitter provides for each tweet. You can embed this code on your website or in a blog post.
Item to Note: if you are not familiar with HTML coding and where to place coding on your site, you may provide these steps to your web master and have him/her embed a tweet(s) for you.
2. Go to the tweet on <http://www.Twitter.com> that you would like to embed on your site. (You can embed any tweet you see in a timeline.)
3. Click on Open or Expand.



Continued on page 18

Share Your Tweets: Continued from page 17

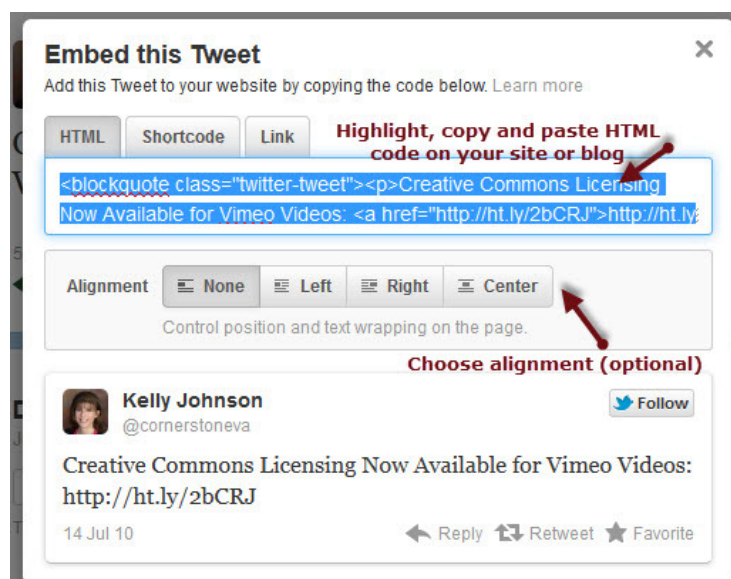
- Click Details.



- Click Embed this Tweet.



- You may choose the alignment for the tweet (left, center, or right).
If you choose "None" for the alignment option, the embedded tweet will use the block quote style that has been set for your site or blog.
- Click in the HTML coding box and highlight the code displayed.
- Copy the HTML code and paste it on a web page or in a blog post (under the HTML option in your blog post).



Share Your Tweets: Continued from page 19

Now that you know **HOW** to embed a tweet, **WHY** would you want to embed a tweet? Consider these ideas:

1. Testimonials or comments people posted to Twitter about your service, programs, and products can be embedded on your site or blog.
2. Share comments people post to Twitter during an event (or about your event).
3. Expand on a conversation in Twitter in a blog post.
4. Summarize a conversation from a Tweet chat in a blog post.

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.



The Annual Author U BBQ



The Annual Author U BBQ for Members and Family is slated for August 11th from 5 pm to ??? Catch up with the Author U community, eat great food, and enjoy the garden. It's a freebie ... just bring a dish to share. Author U supplies the main food and drink.

Are you following Author U?

Don't be left out!

Make sure you follow Author U on Facebook, Twitter, and our Blog.

Encourage others who are interested in writing, authoring, and publishing to do the same.



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Facebook: Facebook.com/AuthorU

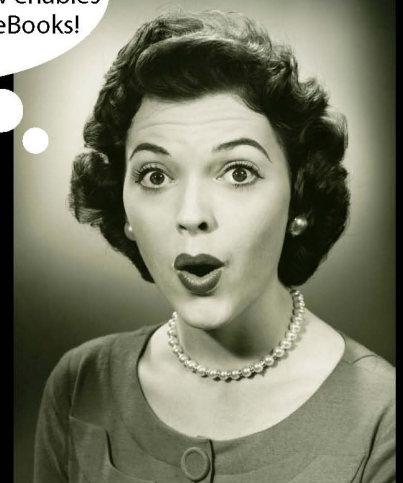


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New Members



Ann Whitehead Nagda has traveled around the world, researching her fiction and nonfiction books. The author of 16 books for children, she has a degree in mathematics and decided to write “kid-friendly” math books when her daughter was having problems with math concepts. ***Tiger Math: Learning to Graph from a Baby Tiger*** won a Colorado Book Award in 2001 and was selected as an Outstanding Science Trade Book for Children.

After writing her latest math book, ***Cheetah Math: Learning about Division from Baby Cheetahs***, Nagda volunteered at the De Wildt Cheetah Center in South Africa and worked on efforts to protect cheetahs in the wild. Her fiction chapter books, ***Dear Whiskers*** and ***Meow Means Mischief***, have been on many state award lists. Her most recent fiction chapter book, ***Kevin Keeps Up***, will be released in the fall of 2012.



J V Crum, III, MBA, JD, MS Psy, is a self-made entrepreneur millionaire, author, speaker, coach, and founder of Conscious Millionaire Institute, LLC, “Create Higher Profits with Integrity.” He is a professional speaker on leadership, integrity, and entrepreneur success, and through Conscious Millionaire provides individual and group coaching programs, trainings, and products for entrepreneurs and small business owners. JV is the author of the upcoming book ***Conscious Millionaire: The Formula for Creating Wealth***. He is also the founder of Conscious World Foundation, Inc, a 501c3 that trains youth to become future leaders. The non-profit conducts programs that help youth organizations develop and implement projects that give back to their communities. His website is www.ConsciousMillionaire.com



Frank Victoria was born and raised in Chicago and now lives with his wife in Oak Lawn, a suburb of that city. He served in the Marine Corps and graduated from Northern Illinois University with a BA in journalism. He was a professional magazine writer and editor for more than twenty years, his last position being Editorial Director of three magazines covering the oil marketing industry. With seven local and national awards for his writing and magazine design to his credit, he was also published in *Parade Magazine* and the “Perspective” column of the *Chicago Tribune*. In 1990, he made a career change into education and for sixteen years taught American History and government in the Chicago Public Schools. He retired in 2007 and is currently working on two novels, two screenplays, and a non-fiction book on what ails American education.



Cassandra Louise Aldridge was born in Oklahoma City, Oklahoma, graduated from Texas State University and holds a Bachelor of Arts degree in Psychology with a minor in Sociology. She has worked with children for more than 25 years and loves helping people. Cassandra moved around a lot as a child—most assumed she was a military brat. Her mother was a victim of domestic violence leading her to move 21 times by the time she was 18. She herself was victim of domestic violence, and child abuse. Like so many before her, she use to copied/wrote quotes from school walls and doctor’s offices; any where she saw them as means of encouragement and aspiration to have a life free of violence. What interested her most about writing were the escape, freedom, and hopes that she could transcribe on paper and believe it could come true.

Cassandra is currently working on publishing ***Coming Out of My Den of Demons***. This book is about her living as a Christian and understanding homosexuality. She believes God has a plan for homosexuals to be a part of the Christian community. She was an active member of a church for fourteen years and recently Cassandra recently started her own company called Open Vessel. The concept is that she is open to being used by God in any way He sees fit. She has been a foster parent and adopted a child. Cassandra has a gift of bringing calm from chaos and being a great organizer.

New Members



Susan L. Harvey has an extensive background in human resources leadership, working in higher education, nonprofit, and corporate settings. She has broad experience designing, managing, and implementing human resources, education and training, and administrative programs and functions. She currently provides training and career and personal mission coaching in a number of venues and has run her own training company and women's organization.

Her strong community involvement includes work with the Urban League of the Pikes Peak Region; University of Colorado, Colorado Springs Black Student Union; and the National Association of African Americans in Human Resources. Susan has a Master's degree in Teaching & Learning and is currently pursuing her doctorate in Adult Education. She is married and has three children and one grandchild. Her personal mission is to live a healed life; and to promote, inspire, and support the journey of inner healing and fulfilled purpose in others. Her first book will be based on her blog.



Dianne Maroney is a Clinical Nurse Specialist in Psychiatric/Mental Health Nursing. Her career and life experiences have given her unique insights as to the psyche of individuals and society. She coauthored *Your Premature Baby and Child* (Berkley, 1999) and has published many professional and lay articles in various medical and public journals. Dianne frequently travels and speaks to educate health professionals and the public on the impact of early life experiences on the infant, child, family and society.

Her compassion and life's work brought her the idea of *The Imagine Project*. Writing one's story using the term Imagine... was an original idea of hers that began over 15 years ago. In order to give a broader and more profound voice to families, she asked preemie parents to share their experience using this format. Hundreds of parents found this technique to be very powerful and healing. Dianne has transformed this idea into a book called *The Imagine Project: Ordinary People with Extraordinary Lives*. She has compiled stories from 35 people from across the country. Each person tells their story using the Imagine... format. Every story is enhanced with profoundly introspective photographs, stories in their own right. Dianne is self-publishing the book which will be in the bookstores in early 2013.



Skye Baloo - After qualifying as an Economist, Skye Baloo owned and maintained several international businesses in the areas of Antiques, Construction, and Property Investment, working in both Western and Eastern Europe, the US, and England.

Whilst juggling this busy schedule, she qualified as a licensed Psychotherapist and has worked extensively with disadvantaged children, women in need, as well as within her busy private practice.

On noticing that too many people die never having truly lived, she took four years off to research intensively in the field of motivation to look at how she could integrate the strategies of the great thinkers to help people make positive changes in their lives far more quickly and successfully than previously possible.

Her book, *What Would You Do if You Knew You Couldn't Fail*, due to be published later this year, is a collection of the rare techniques she unearthed on her quest to discover how to live the life of your wildest dreams.

Be a Friend, Invite a Friend!

Extravaganza Buzz ...



Graphic Recordings by Shannon Parish,
www.IllustratingYou.com

Judith's big hair - singing and partying

**“The 2012 conference was wonderful!
I felt energized, encouraged, and inspired!”**

- Lois Hjelmstad

**“My sincere thanks for organizing a great conference.
I appreciate you!”**

- Phil Knight, Director of Sales, Color House Graphics, Inc.

“The Extravaganza was FANTASTIC!!!”

- Molly Holewinski

“Wow!”

- Doug Krug, author, *The Missing Piece in Leadership*

“I just wanted to say thank you for the entire conference this past week! Before I came to the conference I felt like I was barely keeping my head above water in a giant pool in the middle of nowhere. The conference gave me the knowledge, connections, and support to move forward and feel like I am swimming comfortably and I can see the beautiful edge :)” I look forward to more events from AuthorU and to working with you at some point along the way.” - Dianne Maroney, *The Imagine Project*

“Author U Extravaganza 2012 was a fantastic event featuring presenters who are the best of the best in their fields of expertise. It was content-rich, and I left with a binder of useable information, concrete steps to take, and a plethora of ideas to push me to that next level. I’ve not seen any other writer or author conference highlight the latest information on mobile marketing, video strategies, and how to milk Kindle and Amazon for all they’re worth. In fact, I learned so many little details that add up to a big money-making, success-inducing strategy that I can’t wait to come back next year and brag about how well I’ve done. In addition, the networking opportunities were numerous and productive, and I look forward to successful partnerships and new friendships. Well worth the cost.”

- Melody Jones, *Social Media Management Services*, www.melodyjonesonline.com

Extrava(WOW)za 2012 Recap

By Melody Jones



John Kremer

Extravaganza 2012 was a huge success with 150 attendees and 29 exhibitors attending 2½ days of high-content presentations, individual sessions with our guest experts, and numerous productive networking opportunities. Great food and great fun rounded out a successful conference.

Diving right into our theme, “It Takes a Village to Create and Market Your Book,” we opened with a special Thursday evening John Kremer session on marketing your book that delivered a variety of ideas and tools so that authors could navigate the publishing and marketing waters with less turbulence.

IBPA president Florrie Binford Kichler kicked out off our first full day with useful info about indie publishing. Her biggest tips: learn daily and persevere. Marketing books never ends.

Steve Harrison, co-creator of the Quantum Leap Program for Authors and Experts, rocked the house with a fun and dynamic presentation on how the world’s most successful experts got that way. We defined our dreams, learned 10 high-impact strategies for success, and came away with 5 critical shortcuts to save us time, money, and frustration.

Brian Jud, Author U board member and non-bookstore marketing expert, presented useable information on book marketing for fiction with a focus on craft fairs and summer festivals. He paid special attention to the introverts among us with specialized tips on marketing from your comfort zone.

Well-known social media expert Georgia McCabe commanded attention with two content-rich sessions on branding your book world, using social media. She allayed our fears about social media by reminding us it’s just marketing with a different tool set and guided us through inbound marketing, fan engagement, mobile marketing techniques, and the social media ROI cycle.

Friday night, Judith put on her dancing shoes—and her dancing wig (see what you missed?)—and led us into a classic rock dancing frenzy with the Thin Ice Band, fronted by our own Nick Zelinger.

Bright and early Saturday morning, our Sunrise Eye-Opener Expert Panel gave us fast-paced tidbits and ideas to spur us forward on our marketing and publishing journey.

Author U board member and web marketing expert Marty Dickinson helped us navigate the Google maze, revealing that Google looks for



Judith Briles and Brian Jud



Judith and Florrie Binford Kichler

Continued on page 24...

Extrava(WOW)za: Continued from page 23



John Maling and Kathleen Flanagan

200 components when deciding where to place your website pages in its search index. Attendees came away with excellent on- and off-page SEO tips, as well as insight into Real-time Influence, for making their website visible in Google.

Mobile Mary, aka Mary Barnett, CEO of Brilliant Mobile, enthusiastically led us through how to create a marketing platform with your phone, an absolute must-do for author success. Staggering statistics revealed by Mary: half of all Internet searches are conducted by phone, and searchers spent \$119 billion via mobile devices last year. She showed all how to start a marketing campaign for their books. Throughout the Extravaganza, Mary and Judith had attendees put in the AuthorU code and over 50 prizes were given away via phones.

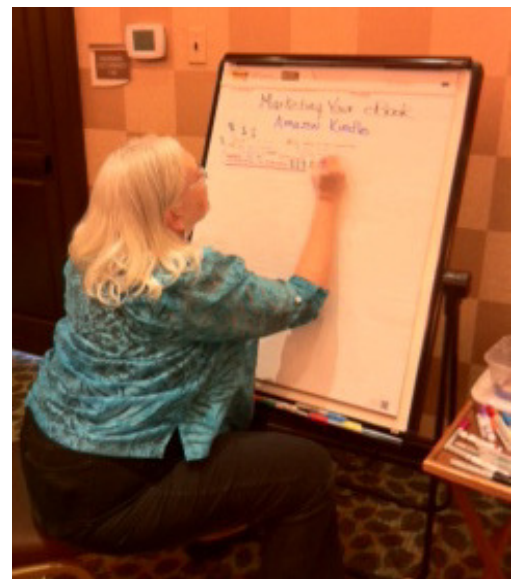
Nick Zelinger, CEO of NZ Graphics, introduced information from concept to production on how to create a book that rocks. Attendees left with detailed and valuable do's and don'ts about cover design and interior layout, and he gave us tools and tips on how to let your designer know what you want—even if you don't.

Founder of BookBrewer Dan Pacheco walked us through real world examples of what his highest-selling authors do day in and day out to build and engage online audiences, drive sales through creative pricing, and how newspapers are selling books at levels that Amazon can't match. Dan shared information on digital rights managements and why e-books must pass a certain test to get accepted by e-reader retailers.

Janita Cooper of Master Video Disc and Design discussed video production, showing the audience several examples of video book trailers by successful authors. Presenting a wide range of books, subjects, and author personalities, Janita showed us that anyone can make a compelling video that sells books and products.

And finally, Daniel Hall, bestselling author and speaker, took the audience on an amazing high-energy journey through advanced Kindle strategies and marketing. He shared his own statistics on his highly successful bestselling titles, specific information on techniques used to increase book sales dramatically, and tied it all in with how to leverage social media for most success.

Extravaganza 2013 is already in the works with another incredible line-up of experts. We'll dive deeper into each subject with a minimum of a two-hour workshop for each session, bring back individual one-on-one sessions with the pros, and create a new track that will start Thursday afternoon at 12.30 and run till 4.30 for Eagles (advanced) and Eaglets (newbies)—and deliver an amazing Deep Dive Dinner Workshop with Joel Friendlander on everything you wanted to know about creating a stellar and killer blog and didn't know what to ask from 5:30 to 9:30. During that session, we will introduce the new Author U special feature, Author Shark Tank ... and so much more. Take advantage of a special discount right now to reserve your spot. We expect to be sold out ... the Exhibitors are already committing ... are you ready to ... for you ... and your book?



Shannon Parish, graphic recording

Register for next year's Extravaganza and SAVE! May 3-5, 2013

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

How to Monetize “Free”

By Penny Sansevieri



These days, everyone talks about free content. “Give it away!” they say, but does this really work? Yes and no. As with anything, there has to be a strategy.

Last Saturday I was on my morning run through our neighborhood, and I noticed a number of garage sale signs (that’s tag sale for those of you back east). One of the signs had a sign beneath it that read: We have free stuff! As I ran through the neighborhood I passed that house and noticed they put all their free stuff in the “Free zone” and already, even at that early hour, hoards of people were migrating there. I passed the other garage sales, which were doing OK but not great.

Clearly the one with the free stuff pulled more people, but did it actually *sell* more merchandise? Yes. I checked in with the sale after my run to find most of the good stuff gone (note to self: shop first, exercise later). When I talked to the homeowner, she said the free stuff went fast; but as I noted each time I passed by, it wasn’t junk stuff—it was actually good enough to make garage sale shop-

pers feel like they got a real deal. If it’s junk and it’s free, it doesn’t really matter.

What’s the lesson here? Free stuff can help you sell more of the paid merchandise, but you have to be careful because some people just want freebies and that’s fine. But they are not your customers. Here are some tips to help you maximize the use of free:

1. **Why free?** The first question you should ask yourself is why are you doing this? If you aren’t sure, then free might not be right for you. Free content should be offered to help further your message, build a list, and get new people into your marketing funnel. If your model isn’t set up this way, maybe it should be. If you aren’t interested in this kind of a marketing model, then free probably isn’t your thing.
2. **Define how free can help:** Figure out why you want to give free stuff. As I mentioned above, getting clear about your model will help determine if a free product is even worth your time. If it is, then you need to figure out how it will help you. For example, we have a lot of free stuff on the Author Marketing Experts, Inc., site (www.ameauthors.com), but the free for us is designed to build trust. Distrust is rampant online, particularly in the book promotion and publishing industry. There are a lot of scams out there, so trust is important. Our free stuff builds our mailing list, yes, but it also builds trust.
3. **Make sure it’s really free:** A lot of people have content that is purported to be free when it’s *not* really free. What I mean is that you get a sliver of it, not even a piece really worth mentioning, but the stuff you want is something you have to pay for. If you want to do free, make it free. Find something of value, and give it to your customers.
4. **Make it something your end user wants:** As I’ve mentioned a few times, make sure the free is something people want. If it isn’t, you won’t bring in the right crowd of people (you’ll end up just getting the freebie hunters), and you won’t build your mailing list as fast. For example, give your readers something really substantial like an e-book or tips or a workbook. Virtually any electronic product is easy to create and deliver. When I changed our freebie on the Author Marketing Experts,

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WebSites,
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and more ...



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** Author U Members
 receive discounts!*



Share Your Tweets: Continued from page 25

Inc., website, we quadrupled our sign-ups. So, what was the freebie? **52 Ways to Sell More Books**. Now, as an author, isn't that appealing to you? Exactly my point.

So, what if you've written a fiction book? Well, consider this: 83% of Americans want to write a book, so what if you gave them a free how-to guide? You don't even have to create this yourself—you could partner with someone who has already created this. If you don't like that idea, consider (for those of you in the historical fiction market) doing a did-you-know piece on the history you're referencing in your book. The idea here is to give value and to give your readers something they will care about. Also, whenever possible, give your readers something they need to keep so it will remind them of you and your book: tip sheets, workbooks, reference charts. All these keepers can keep you top of mind.

5. **Take names:** You should never give free away without asking for an email address. I see people do this all the time; they have a ton of free stuff but never collect e-mails. If that's the case, the freebies you are offering may be of great value to your end user, but they won't matter to your marketing. Get e-mails. It's called an ethical bribe. You get something (their e-mail) and give something (the free stuff).
6. **Make it easy to get:** Don't make free difficult. What I mean is make it easy to get your free stuff. If people have to jump through hoops, they won't do it and the free stuff won't matter. For example – put your free stuff on your home page, or at least have a link to it—though I recommend using free stuff as an ethical bribe (as a way to get sign-ups for your newsletter). When you ask for their email, make it easy. A simple click or two is all it should take. Then don't ask for too much information. If you ask me for my address, birthday, and whatnot, I doubt I will want your free stuff that badly. Shorten the staircase. If you make it complicated, it's not really free. Just bait. If you bait your consumers in this fashion, you'll lose them.
7. **Make the free stuff work for you:** If you give away something, make sure it works for you. When we make our free stuff available, we always make sure to remind folks who we are and what we do. For a while we had a free Twitter e-book that always went out with our product catalog imbedded in it.
8. **Call to action:** Make sure that your free stuff has a call to action. You are collecting names and e-mail addresses and building your list and that's great. But what do you really want

... Continued on page 27

Share Your Tweets: Continued from page 26

people to do? Define what you want them to do, and then include your call to action in the free stuff. Let's face it, it's a good piece—designed to help your reader—but it must also help you. It's ok to promote your book on the last page or encourage folks to do a consult with you if that's what you offer. You can also offer specials and change these periodically in the giveaway.

- 9. What will you give?** People often ask me what you should give away, and I say, it depends: Who is your market and what do they want? Now, on our site you'll see ***52 Ways to Sell More Books***, which is an e-book we offer when you sign up for our newsletter. Do our folks want that? You bet. Why? Because they are authors and authors want to sell more books. A special report or e-book always makes a great freebie, maybe you have a white paper that you did on the industry; if so, offer it as a freebie.
- 10. Follow up!** The best kind of free stuff is, as I like to call it, the gift that keeps giving. Auto responders are a great system that's often underutilized when it comes to marketing. If you are collecting names and then never contacting your prospects again, what's the point? Our ***52 Ways to Sell More Books*** is delivered over several weeks, and then when we're done, we deliver more quality content. People need to be reminded—and reminded again. Now, you can also funnel folks into your newsletter as I mentioned earlier. I do both. We have the auto responder and the newsletter. Think it's too much? Maybe, but our market wants information. Define what your market wants and then give it to them. If a newsletter and an auto responder is overkill, then scale it back. No one knows your market like you do.

The real key here is that free stuff can work well for you in so many ways, but free stuff without a goal is just free. Great to get free stuff, right? But then how is all of this hard work going to pay off for you?

If you still aren't a believer of free, try it for 90 days and see if it doesn't change your life. If you do it right, free will monetize your audience like nothing else will. The biggest reason is that in an age of pushing things on consumers, your audience really wants to sample what you have to offer before they buy. Free is a great way to do that. It's also a great way to stay in front of your audience, build trust, and develop a loyal following.

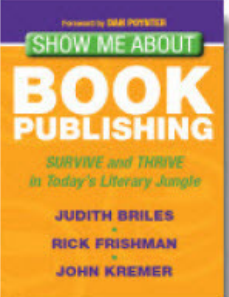
Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert and an Adjunct Instructor with NYU. She is a member of Author U's Advisory Board. To learn more about Penny's books or her promotional services, you can visit her web site at <http://www.amarketingexpert.com>. To subscribe to her free e-zine, send a blank email to: <mailto:subscribe@amarketingexpert.com>

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June and July Tech Tool Boxes ...

Tech Tool Boxes are 3-hour intensives from 3 to 6 p.m. and are limited to 10 attendees. Bring your laptop. You will get direct one-on-one coaching from Kelly Johnson and Judith Briles.

June

Do you have questions? Are you still wondering how the heck to create and use the Facebook Fan Pages? Do you want to get going on Pinterest and get the crowd to find you? Tech Tool Boxes are limited to 10 participants. You bring your laptop—snacks supplied. Kelly Johnson and Judith Briles are your guides as you get direct, one-on-one coaching from them. Tech Tool Boxes are for paid-up Members Only. Register on the AuthorU.org website.

June 12th 3 – 6 pm Creating Your Facebook Fan Page(s)

Have you got questions about Facebook? Did all the chatter about the new Timeline put you into stall mode? Are you still wondering how to create and use the Facebook Fan Pages? Come join us to learn how you can create and manage your own Fan Pages site! When you leave, your Fan Page will be up and ready for applause.

One session only: \$75; both Facebook Fan Pages and Pinterest for \$125

Location: Judith's offices in Aurora

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

June 19th 3 – 6 pm Creating and Developing Your Pinterest Site

Are you on Pinterest? Should you be? Come join us to learn how you can create and manage your own Pinterest site! Make sure you have photos/graphics, etc., on your computer that you can use—you will use them and others to build out your site. You bring your laptop—we will supply snacks. Kelly Johnson and Judith Briles are your guides as you get direct one-on-one coaching from them.

One session only: \$75; both Facebook Fan Pages and Pinterest for \$125

Location: Judith's offices in Aurora

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



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July

Word Press is a key platform for websites and blogs. July will focus on all the ins and outs, apps to use, and insider tricks to make yours soar. Slideshare is a terrific way to get your words and visuals out. You'll learn the how-tos and launch your channel. Your lap top is a must have—plus make sure you have plenty of graphics/photos in your picture file to pull from to enhance your work.



July 17th 3 – 6 pm The Wonders of WordPress

Both the basics and in-depth options will be covered in a one-on-one formatting that becomes the perfect hands-on detail. Want to learn how to add a post or page to your WordPress site? Images and Links? Change the look? Want your Blog synched and running smoothly? Interested in discovering which widgets and plug-ins are for you and what they can do?

Come join us to learn how you can manage and update your own WordPress site!

July 31st 3 – 6 pm SlideShare Basics and Strategies

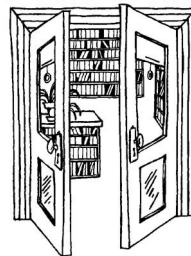
SlideShare has 60 million monthly visitors, 130 million page views, and was recently voted among the World's Top 10 tools for Education and eLearning. In addition to presentations, SlideShare supports documents, PDFs, videos, and webinars. Embed your uploads to blogs and websites, install the SlideShare application on your LinkedIn and Facebook accounts, upload presentations publicly or privately, and discover their free, 1-click web meetings using Zipcast.

It's official ...

Tattered Cover is coming to DIA in 2014!

Hold July 23rd for a very special program located at the Tattered Cover in LoDo. With the Tattered Cover hosting, Author U members will get a special preview of the Espresso Book Machine and what the Tattered Cover Press is all about. Details to come—just get the evening date on your calendars.

Tattered Cover Book Store



www.tatteredcover.com



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

Dr. Judith Brites 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" AuthorU, TheBookShepherd and DrJudithBrites on Facebook and follow on Twitter.

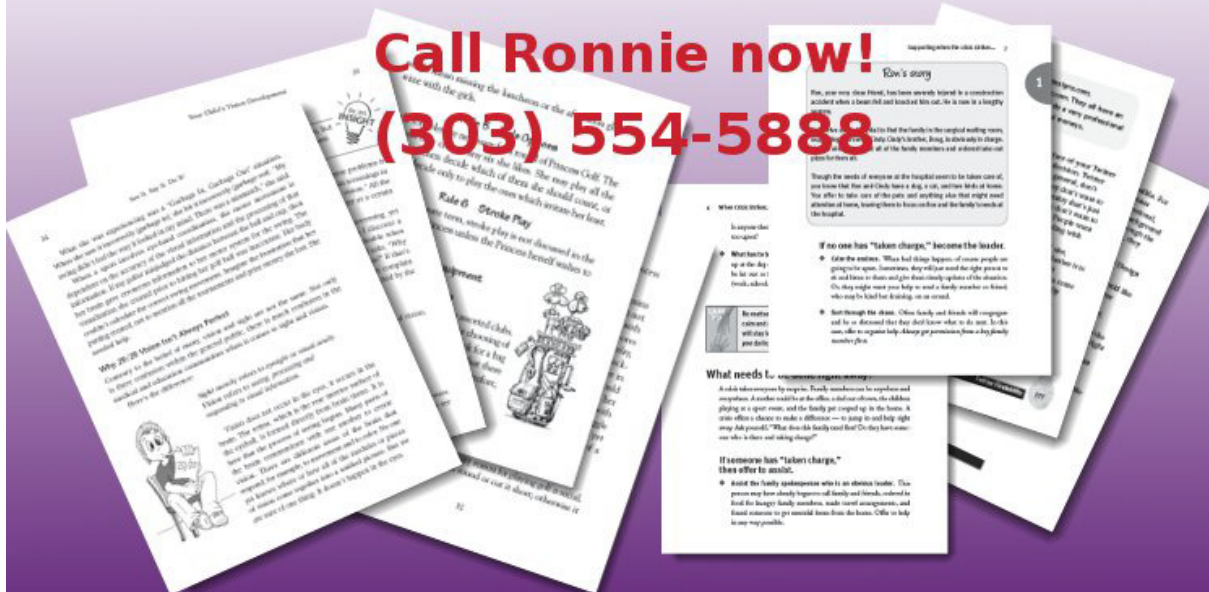
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Premier Partners



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

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



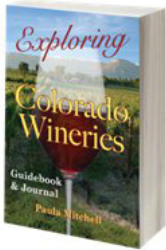
- The Book Shepherd
- Brian Jud's Premium Book Company, LLC
- Color House Graphics, Inc.
- Cornerstone Virtual Assistance
- Editing By John
- Four Colour Print Group
- HereNextYear, Inc. Web Services
- IllustratingYou – Creative Services
- Melody Jones / Social Media Management Services
- Midpoint Trade Publisher Services

- New Media Fluent
- NZ Graphics
- Pen & Sword Writing Coaches
- Replin, Rhoades & Roper, LLC
- Sheridan Books
- Thomson-Shore
- Total Printing Systems
- Tu-Vets Corporation
- WESType Publishing Services



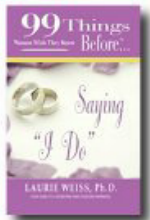


Member News



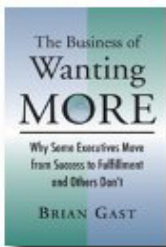
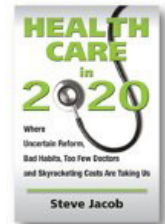
Paula Mitchell was the author in Durango the weekend of May 4 - 5 at the Durango Wine Experience event—the *Durango Herald* featured her and the hot-off-the-printing-press *Colorado Wineries* on the front page of the Arts & Entertainment section...an invaluable piece of advertising! Author U's Premier Partner Four Colour Print Group created a beautiful color spray of all the photos and printing; member Nick Zelinger of NZ Graphics did the layout and cover design. Kudos to all.

Flash: Pat Miller, aka the Gabby Gourmet, will be featuring *Colorado Wineries* in a Channel 7 news segment on Wednesday, June 6th, at 11 a.m.!



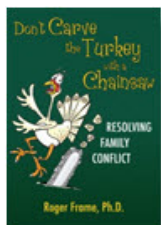
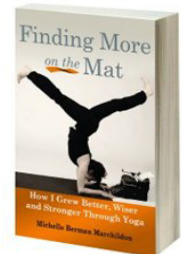
In *99 Things Women Wish They Knew Before Saying ... "I Do"*, Author U member **Laurie Weiss, PhD** answers the 99 most important questions and challenges every woman considering marriage faces. It's hot off the press!

Steve Jacob is the author of *Health Care in 2020*. In the past 6 months, he has had 90 Op-Ed features throughout the country. Steve shared his tips on how he did it at the Extravaganza Brainstorm with the Pros sessions. He has two more books in the works.



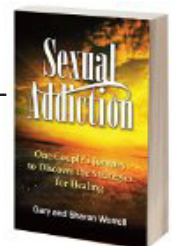
Brian Gast has sent *The Business of Wanting More* to Sheridan Books for printing and Total Graphics Systems is doing the galleys. Nick Zelinger of NZ Graphics created the cover, and Ronnie Moore of WESType Publishing Services did the interior design, including charts, and Shannon Parish of IllustratingYou did the illustrations, Judith Briles served as the Book Shepherd. The buzz is starting to build in the business community on this one!

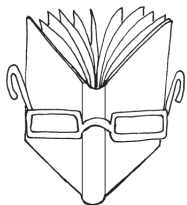
Michelle Marchildon has gone back for a second printing in just four months! *Finding More on the Mat* is hot, hot, hot! Michelle was voted Colorado's top Yogi—you will find that *Finding More on the Mat* is sassy, spicy, and salty. A fun read—think of Michelle as the Erma Bombeck of the Mat.



Dr. Roger Frame has just returned from New York and working with Steve Harrison on his just released book, *Don't Carve the Turkey with a Chainsaw: Resolving Family Conflict*. He has also made his fifth appearance on Gary Pozsik's radio show, *Health, Wealth, and Happiness*, out of Columbia, SC.

Gary and Sharon Worrell did their first talk on their just released *Sexual Addiction: One Couple's Journey to Discover the Strategies for Healing*—ALL books were sold out and re-orders taken for their next which will be released this fall. Nick Zelinger, NZ graphics did the cover; Ronnie Moore, WESType Publishing Services, Inc. did the interior design and layout and Judith Briles acted as Book Shepherd.





Member News

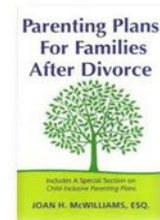


Barbara Sternberg won the Bronze IPPY award for the West-Mountain; Best Regional Non-Fiction category for her book, *Anne Evans: A Pioneer in Colorado's Cultural History*. Barbara is also thrilled to report that the Joint Exhibit about the Life and Contributions of Anne Evans at the Denver Western History Department and the Byers-Evans House Museum Galleries was a huge hit. Of course, her wonderful award-winning book is part of it. The Exhibit will be on display until August 29 with a few panels also at Central City. Come learn about this remarkable woman who did so much for Colorado and huge kudos to Barbara Sternberg for publishing the first book on Anne Evans. *Anne Evans* has recently enjoyed a second printing.



Gene Morton was delighted with his recent book review via BlueInk Reviews on his just published, *Leaders First: Six Bold steps to Sustain Breakthroughs in Construction*. Nick Zelinger of NZ graphics did the cover and interior layout, Sheridan Books printed, and Judith Briles acted as Book Shepherd.

Joan McWilliams is a multi-award winning author. *Parenting Plans For Families After Divorce* has won several. The latest is a second place EVVY in the Parenting category.

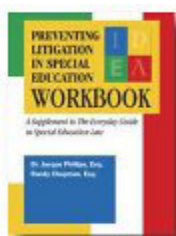


Kitty Migaki has received many acclaims for her book, *Alphabet Denver*. Recently, she and her team (Karen Saunders of MacGraphics) received an EVVY Merit in the Layout category.

Nick Zelinger is not only a cover and interior designer—he's an author and a multi-award winning book designer. His book, *Another Nightmare Gig from Hell* received a Merit in the Non-fiction/Experiences category.



Suzi Strike's book, *Lucy Dakota: Rocky Mountain Beginnings*, is a finalist in The Colorado Book Awards program—winners will be announced in Aspen on June 22nd at the Aspen Summer Words Literary Festival. She also received a Merit EVVY award in the Juvenile category.



Mary Anne Harvey reports that The Legal Center has a new publication, *Preventing Litigation in Special Education Workbook* authored by Randy Chapman and Jacques Phillips. It took first place EVVY awards in both the Parenting/Family and Workbook categories.

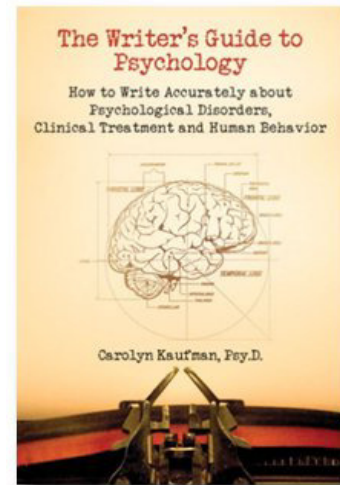


Book Smarts

A Writer's Guide to Psychology, How to Write Accurately About Psychological Disorders, Clinical Treatment and Human Behavior

by Carolyn Kaufman

If you are a fiction writer who needs an “assist” in describing behaviors and psychological disorders in your characters, this book is for you. If you are non-fiction but include descriptions of disorders and behaviors, this book is also for you. According to Kaufman, most of us get our ideas about psychological disorders from the media, and she says that these are often wrong. She offers a quiz to test your knowledge before you go into the book.



If you have a creepy character, this book will deliver insights into what makes him or her tick. You have the right labels and medications to ID with each. Kaufman probes into many of the current best-sellers (James Patterson for one) and shreds diagnoses, meds, and characters—wrong labels with the wrong actions.

A Writer's Guide to Psychology, How to Write Accurately About Psychological Disorders, Clinical Treatment and Human Behavior is an ideal companion for anyone who needs descriptions of disorders. If there's psychology in your story, be sure you're getting your psych right! Also included is a detailed index.



For more information contact Brian Jud

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F 860 270 - 0343

brianjud@bookmarketing.com

<http://www.premiumbookcompany.com>

TIPS



From Steve Harrison, Extravaganza speaker: *The Dr. Oz Show* is one of the most-watched hours on daytime television. He takes a practical, easily understandable approach to medicine. He also stocks his show with experts in a variety of fields. How can you become one of those experts? Here is the [list of topics](#) that producers are considering for future shows. <http://www.doctoroz.com/be-on-the-show>

If you have an expertise in one of those fields—or if you have clients who would be willing to talk about their experiences on TV—contact producers. Be sure to include your credentials and include links to your media clips. Good luck!



New Word Cloud You can cut and paste text into a new word cloud tool and out pops a “word cloud” that enlarges the words used most frequently. Take any text—including from your website where you’ve already created it—and make sure you use plenty of your keywords people have used to see you out. Go to www.TagCrowd.com

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Book Reviewers on the Web This list includes industry standards, literary blogs, off-the-beaten-track blogs, and the more opinion-driven book bloggers. <http://robinmizell.wordpress.com/book-reviewers/>

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Top 20 bloggers on the web

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Facebook: Don’t post “Why?” questions, people don’t like them because it’s intrusive. If you must pose questions, use “when,” “where,” “should” and “could”—you’ll get a better response.

TIPS



Travel Alert: There are increased reports from travelers that their iPhones and other technology are being “snatched” by thieves when they are taking pictures, reading on trains, waiting for buses, even stealing off a table in a restaurant —then fleeing into crowds. Summer is coming and many of you will be planning vacations. Be careful with your gadgets. Use the autolock feature so that your personal data can’t be accessed if you are separated from any of them.



View your E-Book on an e-Book reader! Tip from Gary D. Hall, Greystroke Creative

If you’re planning on having your print book converted into an e-Book, be sure to download a **free e-Book** reader to your computer (I recommend **Adobe Digital Editions**) or get an actual device such as a Kindle or Nook. Unless you have a lot of experience, it’s nearly impossible to judge the style or appearance of an e-Book by looking at the raw files formatted to reader files. (.mobi or .epub)

The e-Book files are formatted to flow freely across different reader platforms—from screen sizes of nearly 10" down to the iPhone’s 3.5" screen. Also, since e-Books are digital and the reader selects the font and font size, they do not have the ability of style that print books have.

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www.tatteredcover.com

It’s official ... Tattered Cover is coming to DIA in 2014!

The Tattered Cover has signed the agreement ... several mini stores will be built at Denver International Airport debuting in 2014. So overdue! <http://bit.ly/KIVHrg>



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

Your Guide to BOOK PUBLISHING

with
Judith Briles
The Book Shepherd



Where authors come to become seriously successful.

Did you miss one of our radio shows?

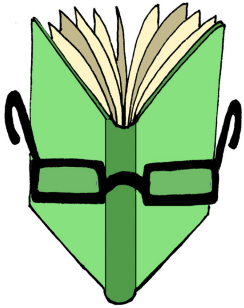
Listen to any of the previous shows either on your computer or via iTunes. Always packed with useful information for the author who wants to succeed. Past shows are listed on the home page of *Your Guide to Book Publishing*.

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

Reserve Your Spot ...

Every Author Needs the Edge ... Discover and Implement Yours

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



May 3rd Deep-Dive Dinner Workshop with Joel Friedlander, author of *A Self Publishers Companion* from 5 to 9, and new for 2013 will be a Eaglet-Newbie session from 12:30 to 4:30 along with an Eagle-Advanced session at the same time. Scheduled workshop speakers include Joan Stewart, Dan Janal, Greg Godek, Daniel Hall, 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, Early Bird rate on the www.AuthorU.org website.

Tech Toolboxes are scheduled for June and July

Facebook Pages, Pinterest, Keywords, WordPress, and Slideshare. Sign up early—Tech Tool Boxes are limited to 10 participants. Register on the Author U website.



Book Launch Sites

by Shannon Parish

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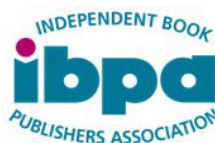
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