

One of my takeaways is that the success of any conference has 7 essential ingredients:

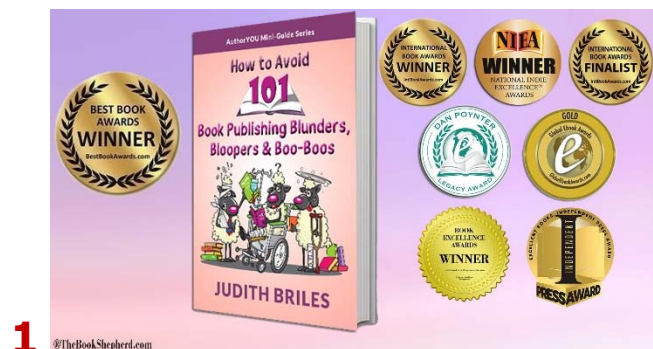
1. the overall *program*
2. the *speakers*
3. the *networking*
4. the *encouragement* attendees experience
5. the *location*
6. the *temperature* in the room
7. the *food*

As a speaker, I can't control the location, temp in room, food, networking opportunities, or the overall program. What I can control is what I deliver as a speaker and encouragement and how-tos to attendees. Of course, I do ask the powers-that-are to deal with uncomfortable temperatures onsite.

In the past two years, I've had the pleasure of keynoting and doing workshops for the Las Vegas Writers Conference, Texas Writers Conference, Alaska Writers Conference, Oklahoma Writers, Upper Peninsula Publishers, AuthorYOU Extravaganza, Northern Colorado Writers Conference, St. Louis Publishers Association, Bay Area Independent Publishers plus countless webinars. In fact, I love to do a "pre webinar" as an "inducement" to get attendees to attend for each group I have the opportunity to present for.

If that sounds like something that would work for you; add to your event; and increase your attendance, I would be honored to get you on my calendar.

My phone # is 303-885-2207; email: Judith@Briles.com; website is www.TheBookShepherd.com; Facebook group: Publishing with the Book Shepherd; LinkedIn group: Author U; and Twitter: @MyBookShepherd



Avoid Book Publishing Blunders, Bloopers and Boo-Boos that will Sink Your Book

Whether you are just beginning the author journey or think you are an old pro, the publishing maze has a few tricks up its sleeve. Contracts can snarl you, marketing can swamp you, and social media can suck your energy. No wonder authors become comatose—no longer, after this highly interactive, fun and “aha” session.

Your takeaways include:

- Identify the 7 deadly sins that too many authors make.
- Learn what the “escape” clause is that every author needs to include in a traditional publishing contract.
- Come away with great tips and tricks to goose up your open rate on blogs and emails.
- Embrace the strategy to deliver “Best Seller” status on Amazon without spending money or gathering up a bunch of gifts as inducements to buy your book on launch day.

2



Ninja Book Marketing to Discover the Force within YOU!

Contrary to what many authors believe, writing the book is only 10% of publishing ... it's the 90% marketing that will make or break book success.

Gone are the days of national book signing tours where an author travels from city to city to meet fans and be featured on TV, radio and in print. Most authors are homebound with their favorite cup of coffee or tea and constant laptop companion. To the surprise of a traditionally published author and bewilderment of the self and indie author, it's up to the author to be in charge of all marketing and publicity.

Whether you are traditional or indie, it's the author who is responsible for the majority of book marketing. That means you. You need to think of your book as a product that you are bringing to the market.

The knowledge, tools, tips, and techniques delivered here will impact every decision you make along the way. Your takeaways will include:

- Create a Plan that's a fit for your buyer and your book.
- Identify which social media platforms to use and which to dump.
- Why and how to use the cyber town hall to position a book launch.
- How to ride the "draft" of competitors.
- How to get your name out there and get recognized while keeping your sanity.
- Discover "freebies" that will tickle your book marketing fancy.
- How to create branding that waves a flag to your buyers.
- How quirky can get followers to open your Tweets, Postings and Blogs.
- How your author profile can kill your book sales and how to fix it pronto.
- Why authors should create a no-brainer newspaper.
- Why QVC and The Shark Tank are important to all authors.
- Why taking a contrarian position can soar media presence and book sales.
- Develop a social media network, making the most of community events.
- Resurrect a limp and tired book (and sometimes author).



3 Have you got a book ... or planning to publish? Now, Create a Speech that Generates a \$1,000,000 and More!

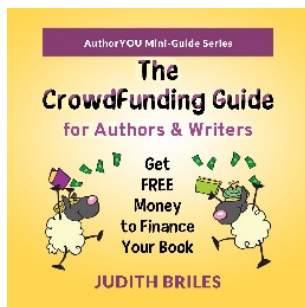
Speaking sells books—lots of them. Savvy authors learn quickly that hoping book buyers find theirs on Amazon or in any other bookstore may be wishful thinking. They learn and embrace the old-fashioned "face-to-face" approach: have a meaningful message; create insight and magic with their words offering entertainment, encouragement or solutions; and woot—book sales pour forth. Immediately and with payment. Speaking: the golden key to book sales.

- How to create a title that attracts meeting planners and audiences.
- How to pitch yourself to the decision maker.
- How to move from “free” to fee and get paid.
- How to identify your key points and create stories to engage an audience;
- How to coattail on current events within your presentation;
- How to hook an audience within the first few minutes of a presentation.
- How to morph a speech to a workshop, webinar or online course.
- How to find groups that want your message; and
- How to create a closing that delivers a buzz.

Attendees will come away with the “Cash Cow” 2-Step!

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4



Crowdfunding 101 for Authors and Writers

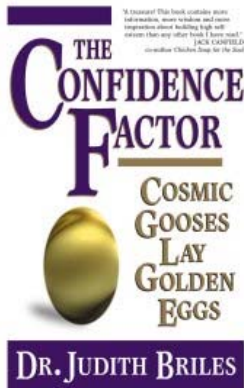
It takes a village to create a book ... and money. Money for editing; money for cover design; money for interior design and layout; money for marketing; money for publicity; money for printing books; money for education to become a savvy author; money for ...

Yes, it takes money. Thousands of dollars. Unless you have plenty of money to fund your book; an awesome friend or relative that loves what you do and is glad to write checks to support you and your journey; or you win the lottery ... you need to noodle ways to underwrite your book project(s).

Crowdfunding is a way to get money ... other people’s money that comes to you as a “gift.” Oh, you will pay taxes because you will report it as revenues ... but you don’t have to pay it back. That’s a Happy Dance for today.

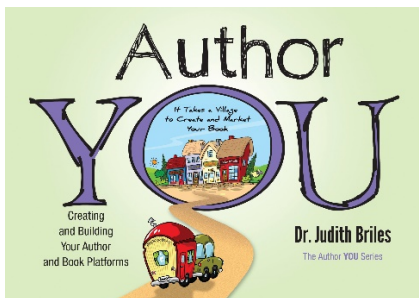
Your take-aways include:

- Learn what Crowdfunding is and how it can work for you.
- IDing which source to use and how it works and how you get paid.
- How to structure your campaign and manage your roll-out.
- How to create perks/rewards that deliver buy-in.
- Create a Crowdfunding GamePlan.
- Timelines and how to develop partners to support your quest.
- Using Virtual Assistants to do preliminary and ongoing campaign work.



5 **DR. JUDITH BRILES** Creating Confidence as an Author & Writer

Based on the best-selling book, *The Confidence Factor—Cosmic Gooses Lay Golden Eggs*, writers and authors will learn that confidence is acquired, not inherited; and it usually comes from the pitfalls—the cosmic gooses—of the writing life. Woven around the *6 Steps to Building Confidence*, this stimulating and humorous speech is guaranteed to motivate and inspire audiences. With confidence, anything is possible. Laugh and learn as Dr. Judith Briles weaves the **6 Steps to Building Confidence** to open or close your conference. This **keynote/general session** has consistently received outstanding evaluations.

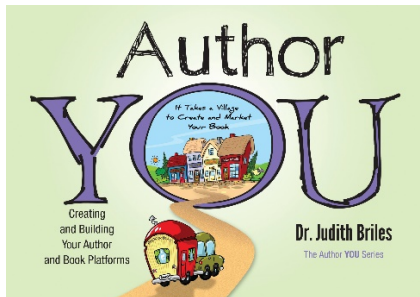


6 **Author YOU** Creating Author and Book Platforms

Most authors think that a Platform is all your social media contacts. Wrong. Platforms consist of three critical elements. With them in place, the people can, and will come. Your book buyers. Based on the IndieFab award for Book of the Year in Publishing/Writing *Author YOU: Creating and Building the Author and Book Platforms*, participants will learn:

- How to create the Author and Book Platforms
- The critical elements of every Author and Book Platforms;
- Why you should know intimately who your reader is before you starting writing;
- How to bring value to the reader;

- How to build spin-offs to expand your base.



7

If Publishing Is in Your Midst ... Which Option is for YOU and YOUR Book?

Amazon changed the publishing field—a great thing for so many newbie authors who didn't think a New York publisher or an agent would ever give them a moment's notice ... and it's also not so good a thing.

Does it make sense to seek a traditional publishing contract? Or, does it make sense to look at alternatives, including self-publishing?

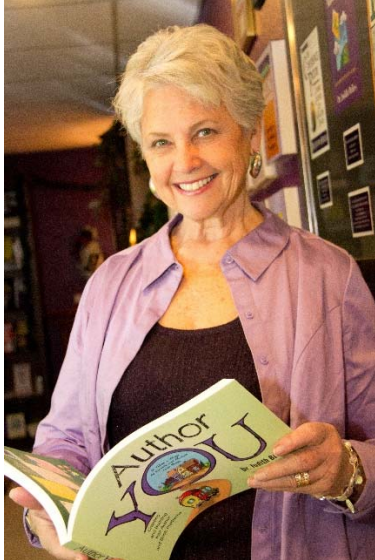
What are the differences between traditional, self, independent, paid-to-publishing, hybrid and vanity publishing?

Publishing continues to morph ...

- Do you know what your options are?
- Have you created your Author's Platform?
- What about a Book Platform?
- Do you know how to avoid the publishing predators and do you know who they are?
- Do you know the dollars and sense of publishing?
- Do you know that a book, the right book, can accelerate your career and skyrocket revenues?
- Do you know which publishing option is the right fit for you and your book?

You will after this presentation.

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Dr. Judith Briles, the award-winning and best-selling author of 36 books, including ***Author YOU: Creating and Building Your Author and Book Platforms, Snappy Sassy Salty: Wise Words for Authors and Publishers, The CrowdFunding Guide for Authors & Writers,*** and ***How to Avoid Book Publishing Blunders, Bloopers and Boo-Boos.*** Her latest, ***How to Create a \$1,000,000 Speech,*** was just released.

To date, her books have been translated into 16 countries with over 1,000,000 copies sold! Judith's books, and work, have been featured in over 1,000 radio and dws including repeat appearances on *CNN, CNBC,* and *Oprah.* She has worked with over 1,000 authors and created 500 plus best-sellers. Print publications include *Newsweek, People, Time, The Wall Street Journal, Working Woman* and ... *The National Enquirer!*

Based in Colorado, she is the founding Partner in The Book Shepherd, a book and publishing consulting and project management firm that works with authors at all stages of their book to create a book they never regret!

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