

MEDIA Guest Intro and Questions

Introduction for Dr. Judith Briles

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! Her books, and work, has been featured in over 1,000 radio and television shows including repeat appearances on *CNN*, *CNBC*, and *Oprah*. Print publications include *Newsweek*, *People*, *Time*, *The Wall Street Journal*, *Working Woman* and ... surviving *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!

Please welcome Judith Briles.

Questions

General about publishing:

1. **What has changed in publishing since you first published in the 80s?** (2 min)
2. **What's the difference in the moneys that can be made between a NY published author and a self or indie published author?** (2 seconds to 5 min)
3. **What's a publishing predator?** (1 min ... to a full segment on how to spot and get away from)
4. **Is there a secret to publishing success?** (30 seconds to 2 min)
5. **Why did you leave your NY publisher? And would you go back?** (2 min)
6. **You do workshops that are called Unplugged. What are they?** (1 to 2 min)
7. **How did you start writing?** (2 to 5 minutes)

About Speaking:

1. **What the #1 way to sell lots of books?** (30 seconds to 1 min)
2. **How do you get speaking gigs?** (1 to 3 min)
3. **Is there a common structure to a speech?** (2 to 4 min)
4. **Why does every speech need to connect with an audience?** (1 to 3 min)
5. **What are the steps to set up a speaking career?** (1 to 2 min)
6. **Can you make money?** (1 min to 3 min)
7. **What's the speaking gig you would never want to repeat?** (10 seconds—
although when the answer comes out, you probably want to hear more)
6. **You do workshops that are called Unplugged. What are they?** (1 to 2 min)
7. **How did you start speaking?** (2 to 5 min)