

Hello ...

My latest book in publishing is **How to Create a \$1,000,000 Speech** that has been revised and will be released in April 2022 as **How to Create a Million Dollar Speech**. My personal memoir is *When God Says NO*, originally released in 2019 and fully updated/revised in 2021. I've authored 42 books—three categories: personal finance in the 80s and 90s; behavior/toxic workplaces in female dominated workplaces in the late 80s to 2010. Since 2010, I've focused on authors, publishing, and writing. In the fall of 2022, **The Author's Walk: Finding Your Voice to Create Publishing Success** will be released.

I've made my living with *my published words* and *my mouth* for over 30 years, speaking from the platform in all 50 states, 17 countries, and on land and sea—small groups of less than 20 to large groups with 5,000. In person, over 1,500 presentations; online, over 500. Whew!

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 YOU*; and Twitter: *@MyBookShepherd @AuthorYOUBooks*.

MEDIA Guest Intro and Questions for Dr. Judith Briles

Introduction



Dr. Judith Briles, the award-winning and best-selling author of 42 books, including **Author YOU: Creating and Building Your Author and Book Platforms**, **Snappy Sassy Salty Success: Wise Words for Authors and Writers**, **The Crowdfunding Guide for Authors and Writers**, and **How to Avoid Book Publishing Blunders**, and **How to Create a Million Dollar Speech**, **The Author's**

Walk: Finding and Using Your Voice to Create Author Success will be published this fall. Her personal memoir is **When God Says NO: Revealing the YES When Adversity and Loss Are Present**.

To Date, her books have been translated into 17 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*. Judith has worked with over 1,000 authors and created 500 plus best-sellers. Print publications include *Newsweek*, *People*, *Time*, *The Wall Street Journal*, 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! Her podcast, *AuthorU-Your Guide to Book Publishing* has generated over 9 million downloads for listeners since inception in 2016.

She's with us today to talk about _____.

Please welcome Judith Briles.

I look forward to being with you.

On Zoom or Skype (I'm at Judith.Briles), on phone 303-885-2207, or in studio. My email is Judith@Briles.com. Based in Colorado, I'm on Mountain time.

Questions with Dr. Judith Briles **303-885-2207**

About Publishing

- 1. What has changed in publishing since you first published in the 80s?** (2 min to answer)
- 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. You say that there are 4 key factors in determining if an author should publish with a traditional publisher versus on your own. What are they?** (2 –7 min)

4. **What's a publishing predator?** (1 min ... to a full segment with tips on how to avoid)
5. **Is there a secret to publishing success?** (30 seconds to 2 min)
6. **What's the most important element to publishing success?** (1 to 3 min)
7. **What are the stages and timelines of publishing?** (3 to 7 min)
8. **Why did you leave your NY publisher? And would you go back?** (2 min)
9. **You do workshops that are called Book Publishing Unplugged, Book Marketing Unplugged and Speaking Unplugged. What are they?** (1 to 3 min)
10. **How did you start writing?** (2 to 5 min)
11. **Is being on a bestseller list important?** (2 to 5 min)

Questions with Dr. Judith Briles
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About Book Marketing

1. **You say that a website is essential ... why?** (1 to 3 min)
2. **If you would name two items every website must have, what are they?**
(1 to 3 min)
3. **Why do you call social media the townhall for book marketing?** (1 to 3 min)
4. **What social media platforms should authors use?** (2 to 5 min)
5. **What are some of your favorite online tools for book marketing support?**
(5 to 10 min)
6. **What tips do you have to pitch books online?** (5 to 10 min)
7. **Are bookstores the best place to do an event?** (1 to 3 min)
8. **Are book awards worth entering and what should an author do if one is won?**
(1 to 3 min)
9. **What about Amazon ... should an author pay for ads?** (1 to 3 min)

10. **Amazon best seller campaigns ... are they worthwhile ... what are the steps?**
(5 to 10 min)
11. **Take my listeners through the steps of setting up a book launch** (5 to 10 min)

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 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)
8. **You do workshops that are called Unplugged. What are they?** (1 to 2 min)
9. **How did you start speaking?** (2 to 5 min)
10. **How does someone determine what to charge for speaking?** (1 to 4 min)
11. **What should a speaker charge?** (1 to 3 min)

About Overcoming Adversity

1. **You've had two children die. How did you get through every parent's nightmare?** (1 to 4 min)
2. **You talk about the gifts you received after your son died. What were they?**
(1 to 4 min)

3. **You liken your life to a rose ... what does that mean?** (1 to 2 min)
4. **You have tips on what to say or do for anyone who is grieving. Please share.**
(1 to 4 min)
5. **What should not be said to someone who is facing adversity or grieving?**
(1 to 4 min)
6. **You have tips to work through adversity. What are they?** (2 to 4 min)
7. **You have been broke and broken. What did you do to survive and comeback?**
(1 to 4 min)
8. **You say that pain is inevitable, misery is not. What does that mean?**
(1 to 2 min)
9. **Invariably, most come to a point where life is miserable. Are they the same for everyone?** (1 to 2 min)
10. **Tough times happen. How does someone deal with them and grow through them?** (1 to 3 min)
11. **What should people say to someone who is dealing with adversity?** (1 to 4 min)