



The Resource

Vol. 1, No. 4

www.AuthorU.org

Savvy Authors Who
Want Their Books to
Soar Think ...

Author U

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 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 you how.

FOUNDER: Judith Briles

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NEWSLETTER:

Linda Lane, Editor
Shannon Parish, Layout



Everyone is a Publishing Consultant Professional

. . . really?

Judith Briles, Author U Founder

Years ago, I was a financial planner ... before financial planning was a profession. Starting as a stock broker with EF Hutton, I learned that savvy investors did something besides buy and sell stocks and bonds. An early bird in the CFP (Certified Financial Planner) arena, I eventually left Hutton to start my own company, where I specialized in overall financial planning. Then a national study was done on up-and-coming professions ... and being a Financial Planner (now with caps!) was at the top of the list. In fact, the fellow who headed up the study was so impressed with the results that he quit his day job and became a Financial Planner.

Fast forward to today. I've been coaching and shepherding authors for almost 20 years now. But it wasn't until last year that I formally tossed in the day-job towel and embraced Book Shepherding full-time.

Ironically, I'm now hearing more and more people saying that they are publishing consultants. With the explosion in the self-publishing fields, it seems as though everyone and their distant cousin is laying claim to being an expert. But are they, *really?*

The answer is a resounding NO. Someone who wrote a book a year ago is not an expert—or even ten years ago if that's their solo effort. Sure, lessons have been learned throughout the process. Usually, those lessons are one-dimensional, their own experiences. They haven't walked the paths of others that, guaranteed, deliver a variety of twists and turns.

In financial planning, I always warned clients to never, never, *never* trust someone with their money unless that person had been in the "business" for a minimum of five years, be it stocks, annuities, insurance, real estate, commodities, fill-in-the-blank. Why? You want them to make their learning

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Author U Has Moved!

Hilton Garden Inn Denver Tech Center

7675 East Union Avenue, Denver

303-770-4200

Hilton Garden Inn is located between the Marriott and Hyatt hotels—take 25, exit Bellevue East (under 25), left on Syracuse (3 lights)—entrance and parking lot are off Syracuse—hotel abuts Union. No parking fees.



Cartoon by Shannon Parish, www.ShannonParish.com

November 18th Dinner and Program

\$25 for AU Members / \$35 for Non-members (After November 15th, \$5 more)

6.30 pm South of the Border Fiesta

7.00 pm **Facebook Goldmining** with Marty Dickinson starts. Bring your laptop. We have made arrangements for wi-fi.

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curve mistakes with *others* ... and *their* money, not yours. Most people in the “advising” professions don’t survive—80 percent drop out the first year and another 10 percent the next. That’s why I’ve always recommended the five-year mark. There’s a reason they are still there.

The same principle holds true in publishing. You want to work only with someone who knows the path, has worked the journey, has survived through the maze of obstacles and detours that surface. This applies to a printer, publisher, designer, coach or consultant, or anyone else in the book business. Are there new entries into the field? Absolutely! Just think of the electronic publishing world. Even with that, eBooks are not new ... they’ve been around for many years. It’s just now that the world is paying attention.

Don’t get suckered in to someone’s siren call to you. The odds are that they don’t have the depth and moxie to get you through the ups and downs that are sure to come your way. Never, never, *never* trust someone with your publishing issues unless they’ve been in the business for a minimum of five years.

Wishing you all a fabulous Thanksgiving.

Judith

Authoring Within

Team Tango: Setting Yourself Up for Success: Part 2

Katherine Carol



Phase Two: Communicate Your Passion and Vision

Customer Service Principle 2: Define superior service and strategy.

After selecting high-performance vendors and assistants, make sure to check in frequently. Set goals and develop work plans to ensure your team is grasping roles and responsibilities. Specific outcomes and target dates are useful steps in clarifying the particular aspects and nuances of your book. Review often, make adjustments, and reduce mistakes and missteps.

- Do you use action plans?
- Do they foster agreement with all team members?
- Are they reviewed often?

Customer Service Principle 3: Consistency matters, especially when it is excellent.

Develop a comfortable work routine to help define your role and commitment. Technology plays a huge part in an author's work life. Explore its role with various members of your team. Some folks prefer that all communication happen via email; other's feel face to face or phone contact is more effective. Anything that is not comfortable needs to be negotiated. These conversations upfront will prevent problems down the road.

Phase Three: Leading the Way

Customer Service Principle 4: Recognize and Reward Accomplishment

The final stages of getting your book published often are filled with anticipation, pressure, and a budget that can grow tighter by the day. Deadlines loom and tension builds. As the leader of the team, it is your responsibility to find your center, stay balanced, and focus. Your vision for your book is your compass. Refer to it often; otherwise, the details will distract and overwhelm both you and your team. Leadership sees beyond the immediate challenge to the bigger picture and guides rather than forces people to move forward to project completion.

You can browbeat a person into submission. You can get angry—but consider the long term implications when doing so. Remember, marketing and branding happen here first. Most problems arise when we neglect to focus or to communicate. Take responsibility. It gives you the power and ability to respond quickly.

Motivate your team to feel the passion of your project by recognizing team members who work beyond their agreements with you. Encourage others to stay with it. This is a test for you. Pressure comes with being an author—mix-ups happen. Problem solving is a principle of great customer service. The problem itself does not matter—what matters is how well you resolve it. *That* sets the tone for your success. Focus on your team's strengths and your own.

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Beware of “Messengers” Promising False Gifts

Collin Earl



A few weeks ago, I got a call from a podcasting acquaintance, asking if he could talk to me about a little business proposition. Being a lawyer, I'm rarely propositioned, so I thought, "Why not?" This acquaintance proceeded to "pitch" me on eBooks' importance and profitability.

Two hours later, I got off the phone and boiled his business plan down to a single sentence: he *had* no business plan, no idea about distribution, pricing structure, or contractual obligations—nothing. He wasn't even certain about the formatting process for eBooks—the very thing he called me about.

My caller, though basically clueless, did use some of the right jargon. He talked a good game, at least initially. Yet his claim that he was an expert producer of all things "e" was blatantly untrue. His call helped to inspire this message to you: **BEWARE.**

The success of the iPhone, Android, and many Smart Phones like them—in conjunction with the growing tablet market—speak loudly of the increasing e-trend. Did you know that "e-readers" (people who read eBooks) on average read five times more than "non-e-readers"? Consequently, many are jumping on the e-bandwagon. But in a world where authors have become a commodity, not all e-businesses are what they seem.

While less than a year old, many eBook companies are solid. But many are not. The growth of the eBook and the author's enthusiasm create false expectations. Remember the age-old adage that "if something seems too good to be true, it probably is"? Authors with realistic expectations and an understanding of the time and energy involved in eBook formatting are less likely to fall for a marketing ploy like "convert your eBook in three hours." It's not possible. Why?

Here are just a few reasons:

1. Most people don't begin with the Word document, which you need to start the formatting process. InDesign, Quark, and other layout programs are just starting to produce files needed for eBooks, but most authors don't own these programs or know how to use them. Your PDF is normally the final manuscript you have, so you have to "scrape" the text and images and re-format it. This takes time. While some free services online will convert your PDF to a Word document, most of them make the process harder and more complex than it's worth.
2. Each catalog (Amazon, B&N, Apple, etc.) has a different style guide. One size does not and will not fit all. To get your book into every place you like, you must work with the requirements of several different catalogs.
3. Account set up, while simple, takes time. You must go to the different sites and repeat the process step by step. If you want your book in the major publishing venues like the iBookstore, Amazon Kindle Store, and Barnes & Noble, you need to do this at least three times.
4. Formatting time depends on the book's image content and layout quality. The presence of custom fonts, paragraph spacing, and so much more affect the time required. Remember that you are formatting the book to be read in the widest format possible, so less is more. If someone tells you that is not the case and they can

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Gifts: Continued from page 4

do it cookie-cutter style regardless of your book's content and formatting, remember, if it sounds too good to be true, it probably is.

In a nutshell, don't waste your money or time on having someone show you how to format an eBook. The information is online in easy, readable form. Also, avoid workshops that are unlikely to give you the tools you need and are probably a marketing ploy for formatting services. If you want to do it yourself, *do it yourself*. It won't take that long, and you'll have a sense of accomplishment—something we all need once in a while.

However, if you feel you must attend a seminar, check it out before you commit the time and money. A little investigation can save you a lot.

Collin Earl is the CLO of Darkfire Productions. Email him at Collin@darkfireproductions.com



Cartoon by Shannon Parish, www.ShannonParish.com

It's a Party! Ho ... Ho ... Ho ... Saturday, December 11

An evening of schmoozing, eating, and fun. You don't have to bring an appetizer, dessert, chips, or cheese. Just you and your spouse or guest.

For \$15 per person, you get dinner and your choice of beverage.

To celebrate the holidays, we will do the white elephant type of gift exchange, so bring a gift (please, no joke gifts), not to exceed \$15 for you (and your guest). We draw numbers, you select something from the "pile" of treasures, and it's yours forever ... or a few

minutes, depending on whether someone with a number higher than yours wants to take what you have, leaving you to go back to the "pile" once more. It's fun and you never know what goodie you will come away with—Judith still covets the flashlight she got a few years ago at another event.

Time: from 7.00 to ???

Cost: \$15 per person

Dress: comfortable and "holiday"

Place: the decorated home of Judith Briles & John Maling in Aurora

You need to RSVP for this one on the Author U site: www.AuthorU.org

How to Work with the Tattered Cover



Authors love the Tattered Cover ... so do Book Buyers. Getting your book in the Tattered Cover and eventually nabbing a coveted signing takes some work and a bit of planning.

Katie Schmidt has been hired to work exclusively with local authors. As the Local Author Coordinator, she is your first contact. Don't waste your time until you connect with her. The best way to start the ball rolling is to email her directly at Katie.Schmidt@TatteredCover.com and introduce yourself. Katie has created author-friendly hours, knowing that many work other jobs.

When you have book in hand, complete the Author Guidelines found at <http://www.tatteredcover.com/local-authors>. If your game plan is to do an author event, this is a must-do.

You can reach Katie directly on Tuesdays through Thursdays and Saturdays from 12.30 to 9 in the evening. She loves to meet authors, so why not email her and set up an appointment to drop in for 15 minutes and tell her about your book?

Remember the 3 Ps—Pitch, Platform, Plan. Get it down on a max of two pages and include it with a copy of your book for her. Book stores want you to drive people to buy at their store. Let her know how you will do to do that.

Finally, when your book is picked up by the Tattered Cover and you schedule your book signing, be sure to let Author U know so we can put it in our newsletter to tell the rest of the Author U community.



Team Tango; Continued from page 3

When you applying these simple principles and implement a phased approach to working with your publishing team, your reach the pinnacle of publishing—and you create a highly motivated, innovative team working for your publishing success.

Connect. Communicate. Lead.

Katherine Carol is a partner in *The Book Shepherds*. www.TheBookShepherd.com. Her book, *Tango: Dance of Self-Discovery*, and her presentations across the country have helped thousands change their lives and grow their businesses, one step at a time. Her next book, *The Tango of Publishing*, will be co-authored with Judith Briles.

Facebook Goldmining with Marty Dickinson

November 18 dinner and a Program



November continues Author U's theme of all-about-social-media. Get ready for a no-holds-barred evening of amazing strategies and tactics—and a few secrets—of how to use Facebook to support your book so that the social media world stands up and takes notice.

True success of any financial measure for your book, product, or business will be no accident or stroke of luck. In today's economy, you can't afford to shoot darts at a wall in the dark! Facebook is free. Marty will show you how to find gold in them there free hills. Bring your laptop. Along the way, you will learn

- why Google has banned more than 150,000 websites for life in just the past month...and how to avoid being next.
- about the FTC's crackdown on misuse of testimonials and what you need to do to protect yourself from being accused of false claims. The CAN SPAM Act was only the beginning of this.
- what keyword phrases the human population is searching for online and how you can stand in the way.
- how to get 300 minutes of social networking benefit for every 30 minutes you spend.
- the secrets of social networking automation that only those with 2,000 or more Twitter followers even know about.
- the Article Marketing Underground Triangle: how to write an article and use what you've written for explosive reach to more than 100 websites, video directories, and bookmarking sites for outrage traffic flooding whenever you want it.
- *Plus*, Marty will reveal his most closely held secret to managing what should be 10 hours a day of productivity that gets accomplished in less than 60 minutes...every day.



Your fearless leader and presenter is **Marty Dickinson**, a 15-year Internet marketing "lifer" and co-author of *Web Marketing All-in-One for Dummies*. Marty doesn't just "write and speak" about Internet marketing. He creates and promotes his own products, manuals, and membership sites with more than 100 of his own websites.

Marty (with his HereNextYear team) is one of Author U's Premier Partners.

The Case of the Missing *-ly*

John Maling



Occasionally, while listening to others, I am jarred. The speaker drops the *-ly* from an *ly*-adverb. It's gone! My warning system, installed long ago by my ninth grade teacher, Miss Shields, rings a bell. Can't help it. Like Pavlov's dog—grammatical salivation!

There are adverbs, not just *ly*-adverbs, that should be dropped from sentences, written or spoken. But when one belongs, honor it; and for heaven's sake, if its an *ly*-adverb, don't "betail" it. ("Betail" is the opposite of "behead.") So what's the problem?

Our writing is contaminated by the Sloppy-Speech-Virus. Troubles addressed by Bud Gardner in *The Craft of Writing and Editing* are degenerative diseases of the pen, contracted from our speech habits picked up from peers, the media—you name it. Professional speakers have learned to be careful. They do use slang and figures of speech from time to time, but they wouldn't think of putting them in writing. In conversation, however, we are sloppy, not careful, don't really care, think however whatever we say is simply great, and take great exception to any negative opinion on the however, if not the whatever. Try to correct someone's grammar in mid-speech and watch the atmosphere change seasons.

To adverb or not to adverb, that is...um... our narrow focus. According to *Webster's Encyclopedic Unabridged Dictionary*, an adverb "is any member of a class of words that in many languages are distinguished in form, as partly in English by the ending *-ly*, or by functioning as modifiers of verbs or clauses, and in some languages, as Latin and English, also as modifiers of adjectives or *other* adverbs or adverbial phrases, as *very*, *well*, *quickly*. Adverbs typically express some relation of place, time, manner, attendant circumstance, degree, cause, inference, result, condition, exception, concession, purpose, or means."

Holy, Moly! If this is too much, try the succinct, "a word or group of words that modifies a verb, an adjective, or other adverb," from *Write Right*, by Jan Venolia, or the definition from my Miss Shields: "how, when, where, or why."

Webster's provides an impressive definition. What a word—so powerful, capable of leaping tall buildings with a single bound! What breadth, what usefulness! But, darn-it-all, Strunk and White in *The Elements of Style* say that most adverbs are unnecessary because "they can be cluttery and annoying." William Zinsser in *On Writing Well* puts it simply, "Most adverbs are unnecessary." Our own Bud Gardner is as severe as any regarding their use and misuse.

Before throwing the baby out, however, consider the power of the *-ly*. Take an unassuming adjective or participle, hang on an *-ly*, and, voila, you have an *ly*-adverb! Before you is the opportunity to broaden, deepen, and enrich your work. But this power, unbridled, can lead to literary disaster. Strunk and White, Zinsser, and Gardner give dire warning ...but...they didn't say that *all* adverbs are unnecessary, just *most*. It's a Taste Committee matter, and because of the complexity of adverb usage, Taste Committee meetings with heavy-duty pruning will be necessary.

There's a difference in the use of adverbs in writing and the use of adverbs in speech. Our speech tends to be loose; this was pointed out to me by Bud. Adverbs are clutter-words in both our written and spoken language, as well as a factor in "bad" writing. They have their place, however, under the umbrella of Style. But literature and the written "media" do not amputate an *ly*-adverb! The amputation of

Everything “e” Was Everything from “A” to “Z”

The Everything “e” Boot Camp was a huge success. All who attended enjoyed a full day of coaching, learning, and many ah-ha moments. Highlights included the masterful presentation by J.C. Hutchins on branding yourself as an author; Do It Yourself Audio tips from Evo Terra, co-author of three Dummies books on podcasting; and an insightful Q&A panel at the end that included Nathan Lowell and Nick Taylor, Collin Earl, and Chris Snelgrove of DarkFire Productions.

Hutchins’ out-of-the-box thinking and ideas he shared with the authors in attendance helped many see their marketing responsibilities and possibilities in a new light. Using examples from his own campaigns, J.C. instructed the audience in cross-promotion, collaboration, and using multiple media formats to involve fans on any level.

The three amigos of DarkFire delved further into the world of eBooks and helped authors understand how to craft engaging experiences from the beginning of



their projects rather than viewing eBooks as an afterthought. Evo shared his years of experience in producing audio that both entertains and informs listeners and brings another medium to an author’s arsenal of marketing tools. Nathan Lowell offered his experience in moving from the self-published world to working with a hybrid-publisher, including how authors’ goals for their work help to determine their success.

Many commented about the success of the event on the AuthorU Meet Up page and expressed their enthusiasm about executing new ideas gleaned from attending the BootCamp. All in all, it was an event to be remembered ... one of those you had to experience to “get.”



REMEMBER: Next Author U Meeting: Thursday, November 18th at 6.30 pm
Facebook Goldmining with Marty Dickinson

Getting Ahead on Holiday Sales

Penny Sansevieri



I laughed at the “Christmas in July” ads until I promoted my first Christmas-related book. We started the promotion in July, and it was the perfect time. Why? Maybe no one is buying or thinking about December in July, but the holiday buying season is tough. To make any headway, you must start early—not only to capture the December sales, but also to get in front of early shoppers. Once those Christmas ads start to hit radio and TV, consumers (those who like to shop early) begin to gather ideas for their own shopping lists.

When is it too late to start thinking about the holiday market? November is definitely much too late and October is iffy, but if you’re staring September in the face and haven’t done a lick of marketing toward holiday sales, that might be your last chance. Here are some tips to help you get a head start on the holiday buying season.

Events: If you’d like to do events in December, start calling stores early. Many don’t do in-store events after Thanksgiving, but if you have local connections or some independent stores, they might be open to this. Speaking at non-bookstore venues falls under this same category.

Promos: Start the promo roll-out right after Thanksgiving and plan a succession of promotional announcements through late December. If you need to get special pricing on books—or if you’re going to bundle your book with some other items—this will give you ample time for that.

Website: As you begin planning your promos, make sure your Web designer is ready to make any changes your site might need.

Targets: Define your target markets as soon as you can. Know who you’re marketing to and test the market early. Knowing who you are going after will save you costly marketing mistakes (this goes for all marketing).

Ebooks: With all the e-readers that hit the market in the last 12 months—both Target and Best Buy carry them now—you’ll see these products promoted over the holidays. Make sure your book is keyed into this market. Also, consider a special promo. If someone buys your e-book, for example, have them forward you the receipt for a holiday bonus.

Social media: If you’re not on Facebook or Twitter yet, join them. If you are, maximize your efforts and plan to use them to enhance holiday promos. Will you offer specials to your social media “tribe” only? Will you have exclusives just for them? Consider early what your strategy will be.

Exposure: If your exposure online is minimal, ramp it up. Contact blogs and websites, do article syndication, participate in blogs, do guest blogging—all great ways to gain exposure online. Remember, it’s not just about holiday promos; it’s about making sure you are searchable online. If someone searches what you’re offering, you want to come up in the search results. This will help you capture holiday shoppers who haven’t been exposed to you or your message yet.

The key to successful holiday promotion is planning and following through with enough advance marketing so that you’re not spinning your wheels in the fall, wondering why you’re not getting any traction. Early marketing is the best way to maximize your efforts when the busiest shopping season of the year comes around again.

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. Visit her web site at <http://www.amarketingexpert.com>. To subscribe to her free ezine, send a blank email to: <mailto:subscribe@amarketingexpert.com>

Author U's Dues are now due.

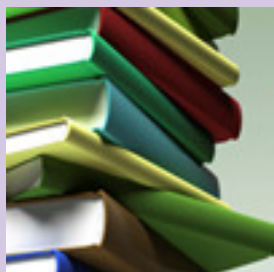
Author U is for the serious author and independent publisher. For only \$49 ... here's why you should be a member:

- *The Resource* Newsletter created 10 times a year.
- All programs are designed for the committed and serious author.
- Reduced attendance costs for monthly programs and BootCamps.
- Attendance at Member only events: Holiday and Annual BBQ
- Book Printing discounts and perks with Sheridan Books, Friesens Corporation, Thomson-Shore, Color House Graphics, King Printing
- Legal assistance for authors and publishers: Replin, Rhodes, LLC
- Printing of flyers, business cards, postcards: Tu-Vets Printing
- Interior Designs for books discounts: WESType Publishing
- eBooks, Audio book discounts: DarkFire Productions
- National Book Distribution discounts: Midpoint Trade
- Graphics and Book Cover design discounts: NZ Graphics, MacGraphics
- Editing services discounts: Editing by John Maling
- Webinar design and implementation discounts: The Webinar Mentor
- Virtual office assistance discounts: Cornerstone Virtual Assistant
- Book and Publishing coaching discounts: The Book Shepherd
- Website design discounts: Here Next Year
- The list will grow!

Plus, at renewal, you will receive via a PDF, Judith's entire Resource section (37 pages of contacts, websites, and detailed book and publishing info) from her next book, co-written with John Kremer and Rick Frishman, *Show Me About Book Publishing*.

Renew now at www.AuthorU.org

Member Kudos



Several Author U members have received nationwide recognition.

John Maling's *Have You Ever Held a Mountain?* was the winner in USA Book News Awards for Gift and Specialty category and a finalist in Inspiration Poetry. This book is a terrific gift for the holidays.

Dr. Lynn Hellerstein's *See It. Say It. Do It! - The Parent's & Teacher's Action Guide to Creating Successful Students & Confident Kids* is a finalist in USA Book News Awards in multiple categories: Education Pre K-12, Education/Academic, and Parenting/Family: General.

Her latest book, *See It. Say It. Do It! ORGANIZE IT!* is officially out. She's had great response from teachers & parents.

Doug Koltavy has won three finalist awards from USA Book News for *The Legacy of Beezer and Boomer*: Best New Non-Fiction; Animal/Pets: Health; and Self-Help: General. He also landed first place in Writer's Digest Self-Published category. Quite a month!

Dan Clemens announces the birth of his new book, *A Perfect Season: A Coach's Journey to Learning, Competing and Having Fun in Youth Baseball*. In this heartwarming baseball story, he shows how and why baseball should be about three things: kids should learn about the game and themselves, kids should be competitive, and, above all, kids should have fun. *A Perfect Season* isn't a how-to guide. Instead, Coach Clemens uses 65 personal journal entries to show his son's season was perfect ... but not in terms of wins and losses. His players learned, were competitive, and had fun. It's the perfect book for youth coaches—or anyone who's a parent of a young athlete!

Midpoint Trade will partner with Dan and *A Perfect Season's* official launch in February.

Dom Testa's newest Galahad book, *The Cassini Code*, hits stores on November 2nd. The official launch party, on November 20th at the Highlands Ranch Tattered Cover, begins at 1 pm.

Barbara Sternberg is thrilled that her massive biography: *Anne Evans-A Pioneer in Colorado's Cultural History: The Things That Last When Gold is Gone* is now at the printers.

Michael Sawaya has sent his fully revised *Turbulence in the River* to the printers.

Allidah Hicks and **Bonnie Knuti** are thrilled to announce that *When Crisis Strikes ... What To Do, What To Say, How To Help* is finally at the printer's and will be available early in December.

Michael Sabbeth is pleased to announce *The Good, The Bad and The Difference: How to Talk with Children About Values* has just been printed and now available.

His book presents a template for teaching moral reasoning skills and ethics to young children. It is divided into four sections. Section I defines *good*, introduces the measurement tool, the Moral Measures, and presents several moral reasoning skills. Section II offers detailed discussions about four ethical principles: Autonomy, Beneficence, Justice, and Sanctity of Life. Section III offers detailed discussions on

Missing: Continued from page 8

the *-ly* occurs in speech by the licenced malpractitioner. He or she can be anyone, friend or foe, amateur or professional.

Take a favorite of adult and adolescent masses, TV newscasters, and the rich and politically powerful: “*real good*.” “That’s a *real good* issue for us to take on at our next Board (or Cabinet) meeting.” I believe the intent is “...a *really good* issue...;” *real* in “*real good*” is intended to modify good, which calls for an adverb. Instead we used an adjective. If you’re going to drop the *-ly* from *really*, one could say “a *good, real* issue,” and we would understand. *Real* in that usage is an adjective modifying “issue,” not an adverb modifying the adjective *good*.

Or a simpler example: “I feel *different* about that.” How do you feel? *Differently!* On the other hand try “I have a *different* feeling about that.”

Case closed.

John Maling is an award-winning Author and Editor and Co-publisher of Mile High Press, Ltd. He specializes in Fiction and Non-fiction as well as Indexing. He can be reached at EditingByJohn@aol.com and/or (303) 885-4460.



REMEMBER: You can find us on Twitter and Facebook too!

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Member Kudos, continued ...

seven virtues and skills beginning with the letter ‘C,’ –Character, Choices, Compassion, Competence, Conscience, Consequences, and Courage. Section IV offers in-depth discussions on three topics—the Kitty Genovese murder, the allegory of the egret and the scorpion, and the array of ethics and virtues found in athletes and presents them as metaphors for our lives. Section IV ends with “All

Roads Lead to Home,” which describes the unique importance, legitimacy, and expectations of parents as moral leaders.

Jim Rohrer has two books in his unique bi-book now at the printer: *Never Lose Your Job ... Become a More Valuable Player and Improve Your Bottom Line ... Develop MVPs Today*

Jim Hall has a book signing at the Tattered Cover, Highlands Ranch, November 18th at 7.30 pm. His book, *Parachuting for Gold in Old Mexico* continues to get rave reviews.



BookSmarts

Fast Company recognizes Mari Smith as one of the fastest rising social media stars today. In its words, “She’s the Pied Piper of the Online World and a veritable engine of personal branding and a relationship marketing whiz.”

She co-authored (with Chris Treadaway) *Facebook Marketing: An Hour A Day*, and her book is the perfect fit to continue the truckload of information Author U members have been receiving on the “e” world.

Packed with smart tactics and invaluable tips, this unique book shows you how to leverage everything Facebook has to offer, from events and applications to pay-per-click advertising, analytics, *Facebook Connect*, and much more.

- Understand how and why Facebook has become the leader in the social media landscape.
- Develop your strategy and identify/use the numbers that matter.
- Learn how to establish a winning corporate presence with Fan pages.
- Create a following with welcomed content, Facebook ads, contests, events, and more.
- Use Facebook Connect to add social media features to your website.
- See what’s working with your target audience by using analytics to monitor and test your results.
- Use Microsoft Excel dashboards for tracking and reporting results.

Plenty of case studies illustrate successes, as well as snafus and mistakes. Find out what to do and what not to do with this hands-on guide. Get it for your personal book, become a Fan of Mari’s on Facebook, and get her Tweets. Savvy tips come your way daily.



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“Meet the Pied Piper of the online world, Mari Smith, a veritable engine of personal branding and a relationship marketing whiz.”

~Wendy Marx - FastCompany.com

Red Hot Internet Publicity Boot Camp

Saturday, January 29, 2011

- Would you like your book to be known all over the Internet?
- Would you like to know how to maximize your book's exposure on the Blogs?
- Would you like to learn how to become the "go-to" expert in your field in Googleland?



Saturday, January 29th, is a must-do on your calendar. It's a hands-on day designed to start your authoring year off. Author U's Advisory Board member Penny Sansevieri will present a dynamic and interactive full-day BootCamp that is designed to create red hot publicity for you and your book. Penny is the book publishing columnist for the *Huffington Post* (the most-read paper online) and author of several books, including *Red Hot Internet Publicity*.

Fans, Followers, and Friends - How to Maximize and Monetize Social Media

So now you're online and being "social" ... what's next? Well, it's time to gather your followers back to your website. Not online yet and wondering how to get there? This daylong session will teach you all that and more!

Whether you're seeking fans, followers, or friends ... learn how to leverage the essentials of Facebook, Twitter, and YouTube that you've been introduced to over the last few months for book success! This BootCamp will take you through the important steps to not only get a presence on these high traffic social media sites, but monetize them as well.

You'll learn the importance of your message on social media, your website and its call to action, and how you can be certain that your site is marketing for you, even when you're asleep!

This is the perfect event to kick off the New Year! Workbook, continental breakfast and lunch included.

Member Rates:

Early Bird until November 30th: \$99
 December 1st-December 31st: \$119
 After January 1st: \$129

Non-Member Rates:

Early Bird until November 30th: \$119
 December 1st-December 31st: \$129
 After January 1st: \$159

Sign up NOW at: www.AuthorU.org

