



The Resource

Vol. 1, No. 4

www.Meetup.com/Author-Books-Colorado

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.

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Is Your Work Your Passion?

Judith Briles, Author U Founder



When authors attend my various Publishing and Speaking Salons, they know what they are writing or want to speak about. They come with enthusiasm . . . and passion. And many show up a bit overwhelmed with the whole process.

It's their passion that fuels their engines and enables them to work one more hour, take one more step to write their "baby" and get it to layout and design and on to the printer. It's their passion that allows them to roll up their sleeves

and create a marketing and promo plan and even speak about it.

If you want to write a book, you've got to love the topic/cause. If it's just something to do, my question to you is this: "Why do it?"

Contrary to popular belief, not everyone should write a book, attempt to create a small press, or become an independent publisher. Maybe someone said "you should," but the real question is "should you?" Does a deep internal drive say, "Yes, your thoughts, your words need to be read, seen, or heard"?

If so, go for it. Embrace and wallow in it. Commit to it with your time, your talent, your energy, and yes, your money. This is an investment that can change the lives of others as well as yours.

I write primarily in the business genre with an emphasis on professional development in the workplace. For the past two decades, 90 percent of my speaking engagements were within the health care sector. It's a niche I developed a passion for but, truth be told, one that I fell into—not by design. It happened when I spoke in upper state New York, and a group of hospital executives heard me. A domino effect ensued that took my words and work to other hospitals. It led to the creation of three books specifically for that industry.

Now, I'm morphing once again. Twenty-seven books later (who would have thought!), I'm leaving health care, an industry that has delivered revenues

Continued on page 4

Oh My Gosh - It's a Ghost! (*Ghostwriter, that is*)

Important Legal Issues to Consider When Hiring A Ghostwriter

Stephen Replin, Esq.



In the world of writing—fiction, non-fiction, scripts, plays, poetry, and so on—authors ask for and/or receive the assistance of others in completing aspects of their creative work. This simple and well-meaning collaboration raises many issues that must be considered and addressed before you should allow any other person to participate in the authoring of “your baby.”

One common form of collaboration in the literary world is the use of “ghostwriters.” These are writers who actually write all or portions of your work. They take your thoughts, ideas, dreams, and experiences and put them into words that compel, confuse, educate, and entertain your readers.

Because of the frequency of this type of collaboration, it is critical to understand some of the main issues of such an arrangement.

#1) Who actually owns the resulting work and its copyright? You? The ghost? Or is it a joint ownership?

The overwhelming preference of my authors is that they should own the work when it is completed because it is their idea, and their money funds the project. Therefore, the contract between you and your ghostwriter must be specific in this regard in order for you to maintain control of the copyright ownership thereafter.

#2) Your agreement must be strong and specific. Also, it must require that the ghostwriter not commit any acts of infringement, invasion of privacy, or defamation in their preparation of the manuscript.

How horrible would you feel if you found out that the person to whom you had entrusted the writing of your idea had copied portions of the works of others in the preparation of your work? Or what if the ghostwriter has maligned another person without knowledge of the repercussions?

It is for these reasons that a well-written agreement with a ghostwriter must include covenants, warranties, and representations of the writer that cover your liability in the event that such claims arise in the future.

Always remember that you are the author and, hopefully, owner of the work. Therefore, you are in the direct line of fire of an unhappy person who feels wronged.

#3) Ghostwriters are building their resumés and reputations. One of the reasons that ghostwriters do what they do is to become well known as writers in their own right. It's a business, and they get paid for it. Therefore, the issue of what type of credit is received on the completed book is very important to all ghostwriters.

This is one area in which you and the ghostwriter can become very creative. The agreement about how to credit the ghostwriter range from “By Jonathan, the Idea Man, with Gloria Jones” to making no reference to the fact that Gloria is/was the ghostwriter for this book. Another common choice is to include the ghostwriter in the acknowledgments at the beginning of the book.



Continued on page 10

Grooming Your Book to Sell—Taking Aim

Linda Lane



Taking aim? This isn't an archery competition or a firing range. However, grooming your book to sell *does* require you to take aim...at your target audience, that is. Sounds simple enough, but is it really? Or do you need to give it a bit more thought?

Let's imagine that you've developed an interest in wild mustangs, done some research on that topic, and have decided to promote your newfound "cause" in a book. How will you present your material to hook your audience?

If you're a writer of children's books, you will want to handle your subject in an appropriate way for young readers. This won't likely include references to dog food companies and glue factories. However, a story about a foal frolicking with the herd in Nevada's wild areas could become a delightful, engaging book for youngsters.

If you're a writer of young adult books, you can incorporate a little more about the problems caused by and experienced by the wild herds, but you may still want to temper some of the harshness. Perhaps your young protagonist might find himself involved in an adventure that leads him (or her) to locate the mustangs and then learn of someone or some organization that is determined to exterminate them. Without including extensive negative details, you may direct the protagonist to take up the cause of saving the horses and thus tell a great story that is rooted in reality.

If you're a writer of women's fiction or romance, you have several possibilities of developing a genre story that includes considerable material about the horses in a secondary plot. (A romance, in particular, requires the main plot to be the he/she thing.) Animals create a great connection with readers, and you're likely to have a winner if your writing is strong and the editing is professional.

If you're a writer of westerns—Old West or modern day—this scenario is tailored to your genre. You can be explicit about what happens to these animals, how they're protected (or not), and present your thinking on the topic through your characters. Just be sure to let your characters be true to themselves and not be your megaphone (more on this in another discussion).

If you're a writer of nonfiction, you can tell it like it is from your perspective. Include as many details (pro, con, or explicit) as you like to state your case. This issue brings out many people's feelings for or against the preservation of wild horse populations, so you have a great opportunity to sway the thinking of your readers if you write with passion and persuasion.

No matter which genre you choose, you can use the same research material. So take aim, and write your story from the heart. Just keep in mind your target readers. What are their ages? their interests? *your* goals? In which genre can you best present your story? Who will you choose to polish (edit) it to excellence? The right answers to these questions can propel you along the path to success as a writer.

Linda Lane partners with editors Tracee Jackson and Lin Bayhi to become the professional, high-powered Denver Editor. Visit her site at www.DenverEditor.com



REMEMBER: Next Author U Meeting: Thursday, November 18 at 6.30 pm
Dinner and a Program . . . Facebook Goldmining

Is Your Work Your Passion?: Continued from page 1

that most authors and speakers would envy, and directing my energies to authoring and publishing, a field I know a great deal about. I'm one of those rare birds who has successfully (and sometimes not so successfully) published with New York. I've also led publishing associations, crafted and chaired several publishing conferences, created a successful imprint, founded a consulting and project management practice for authors, and developed long-term partnering relationships with most of the experts in the independent publishing market—friendships that were seeded in the 80s.

I know publishing ... and it is a passion. I wouldn't be pouring in the hours to develop *Author U* the way I am without passion. Sometimes, I work odd-ball hours seven days a week to complete a book about publishing that will go to press this year and to present with Brian Jud and Dan Poynter in *Advanced Book Marketing* workshops throughout the country—a passionate commitment to our joint vision. With that same passion, I have teamed up with John Kremer and Rick Frishman to create the *Show Me About* book series that will roll out in November with our first offering, *Show Me About Book Publishing*, an idea that came from a breakfast meeting where we said, "What if ... what if we created a book together ..."

We nailed the series title that morning and came up with a dozen different book ideas between sips of coffee and tea, each building on the other as ideas bounced around the table. And we decided that my book would be the lead, but all of us would be on each book as the trio of authors. We are excited about *Show Me About Book Publishing*—not the normal tome of 500 pages that many publishing books birth at—but key concepts, practical tools, and solutions ... all in a 200-page format.

Next up are *Show Me About Book Publicity and Social Media*, *Show Me About Book Marketing*, and *Show Me About Book Special Sales and Niche Marketing*. Other titles are being considered. We have a vision, a commitment, and a passion for the project.

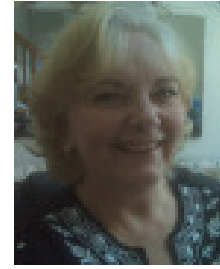
What topics, areas do you know about—either by schooling, life experiences, the school of hard knocks? Are there subjects you gyrate toward or that others tell you that you are a whiz at? Do you have a deep, burning desire to advocate a cause or reach out to help others? Is this what you write about? Publish about? Is this what you are willing to commit the time, energy, and money to support?

Guaranteed ... it's the passion factor that will drive your work, your book, to completion and success. It has mine.

Judith

Shannon Parish

Administrator



Shannon has worked with the professional speaking industry, authors and writers, small businesses,

and non-profits for over 25 years. She understands the needs and importance of providing a variety of illustrations to impart a message and loves working with authors and seeing their books flourish.

A published illustrator and cartoonist, she specializes in pen and ink illustrations that range from simple line drawings and cartoons to the finely detailed technique of stippling that comprise her artistic prints.

Her unique ability to vary style and concept allows customers to choose options that speak directly to their target market and niche.

You can find Shannon at Graphic Facilitation/Communication/Cartoons/Illustrations www.IllustratingYou.com / or www.ShannonParish.com



Wading through the Alphabet Soup: Decoding the ISBN, LCCN, Bar Code and More

Karen Saunders



As a book cover and interior designer, I often receive manuscripts from clients and prospects that are missing portions of or the entire content of the copyright page. This is the most important page in your book. It contains language that protects your intellectual property; has your copyright date, publishing company contact information, ISBN number, and LCCN number.

ISBN

Some of this information must be obtained in a specific order. The first item on the list to get is your ISBN number (International Standard Book Number). This number is part of a book identification system (sort of like the social security number is for people). Merchants, wholesalers, distributors, libraries, and search engines use this number to locate you (the publisher) and your book. The ISBN number consists of 13 digits, and you may apply for a single number or set of 10 through www.Bowker.com.

Each edition and format (i.e. hard cover, soft cover, e-book, audio book) of your book must have a different number, so if you think you'll be publishing more books or products, it is wise to buy a set of 10. Packages start at \$125. When ordering your ISBN online, once you submit your payment, the number(s) are immediately available to you.

LCCN

Next up is the LCCN number (Library of Congress Control Number aka Library of Congress Card Number). This is a number assigned to the Library Of Congress bibliographic record of your book. The LCCN number differs from the ISBN number in that an ISBN is assigned to each edition or format of your book while the Library of Congress number is assigned to the work itself.

This is a two-step process and can take anywhere from one to two weeks to complete. To start the LCCN application process, go to www.pcn.loc.gov/. The Pre-assigned Control Number program assigns the LCCN number. This is a free service, but you must later mail a published copy of your book to the Library of Congress. Audio books and e-Books are not eligible for LCCN assignment. The LCCN does not copyright your book.

Copyright

Your copyright is secured automatically when your manuscript is created, and your work is "created" when it is on paper – in book format or not. In general, copyright registration is a legal formality intended to make a public record of the basic facts of a particular copyright. But registration is not a condition of copyright protection. You may register your work with the US Copyright office online at www.copyright.gov/ for \$35.

Bar Code

The next item on your list is the bar code. This is the little black and white box with vertical lines that is printed on the back cover of your book. If you plan to sell your book in bookstores or online, you'll need the barcode so

Continued on page 14

Authoring From Within

Team Tango: Setting Yourself Up for Success: Part 1

Katherine Carol



As authors, we partner with professionals such as editors, graphic artists, layout and cover designers, distributors, book shepherds, and other consultants who help us dance to publishing success. Understand the power of these professional relationships and how to work most effectively with them, and you unlock one of the doors to selling your book.

The key question is this: “Are we doing all we can to make these important relationships work?”

In an interesting paradox, we are both leader and follower in this intricate publishing dance. We lead and direct our vision and our goals. We follow the advice of our team and learn from their expertise. Just how you develop a high performance team depends on you—the author.

The larger picture is pivotal in setting up a team focused on achievement—not mediocrity. Our enlightenment comes when we realize marketing starts the moment we engage with our team, i.e., when we click the send button and our manuscript reaches our editor’s, agent’s, or layout person’s inbox. Our word-of-mouth reputation begins as words streak through the networks, virtual and real. People either begin to line up to work with you or run the other way. First impressions are often the only impression.

Most of us have experienced relationships in our lives. Some were rewarding, others not. Relationships develop in phases. So does team development.

Consider this three-phased approach to developing your team.

Phase One: Connect. Remember, each relationship, professional or personal, grows one conversation at a time. Make sure your first one is good. If that doesn’t happen, make sure the second one is great.

Phase Two: Communicating the details. Once the connection has occurred, the relationship grows based on common interest—your book.

Phase Three: Leading the Way. The author focuses on individual members of the team inspiring and sustaining a common vision, following up on progress, and celebrating successful outcomes.

Let’s take a more detailed look at these different phases.

Phase One: Connecting

Finding and developing a great team starts with recruiting. You want people who complement your strengths, shore up your weaknesses, and are honest with you

To this end, ask yourself the following questions. Be kind...and truthful.

- ◆ Do you know the type of people you work best with?
- ◆ Are you really clueless on who is the right vendor for your particular type of book?
- ◆ Do you pay attention to what people are saying about the people they work with?

Continued on page 7

Authoring Within; Continued from page 6

- ◆ Are you looking at award-winning books and checking out the acknowledgement page? Have you called them about your project?
- ◆ Ask for references. Getting started with the right people makes managing your team so much easier.
- ◆ Finally, ask yourself, “What am I doing to attract the right people into my publishing universe?”

Why is this step so important? Team building and customer service go hand-in-hand. Customer service principles help define our approach to team building. Begin with the first principle listed below.

Principle 1: In order to get great customer service, you must provide great customer service.

For the author, that means being respectful of a vendor’s time, following up quickly, being clear about your expectations, respecting your vendor’s expertise, and being pleasant to work with.

Consider taking a more systematic and conscientious process to manage your team’s experience with your book.

- ◆ Ask yourself, “What can I do to make their job easier?”
- ◆ “Do I clearly express my vision for my book?”
- ◆ What they will see, hear, and feel the moment you contact them? Do they hear pleasant voice? Is the communication respectful? Or do you present an image of an author who is scattered or is doubtful about his potential publishing success?
- ◆ Are your files organized?
- ◆ How do you follow-up, check the details?
- ◆ How do you show your appreciation for a job well done?

To illustrate my point, think of Disney World. The magicians at Disney are masterful creators of experience. They intend to manage every minute of your time in the Magic Kingdom—even while you wait in line. With music, the smell of foods from exotic places, water ballets, and beautiful gardens everywhere—and that doesn’t even include the rides! I think you get the picture.

Their approach creates customer loyalty, and that is exactly what you want to do—create *vendor* loyalty. Your vendors are first fans, the ones most likely to be your first word-of-mouth advertising. What little you spend here will pay off big in terms of building a foundation for your book launch.

Next issue: Part 2 begins with Principle 2. Don’t miss it!

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 life and grow their business, one step at a time*. Her next book, *The Tango of Publishing*, will be co-authored with Judith Briles.

The Next Author U Meeting

Thursday, November 18, with
**Marty Dickinson—
Facebook Goldmining.**
Learn how to become wildly
successful in utilizing
Facebook Social networking.



SIGN UP NOW!

www.Meetup.com/author-books-colorado

The Technology and Tips Toolbox

Kelly Johnson



Change is in the air with the arrival of the fall season. Several clients and colleagues shared with me recently that they are ready to make some technology changes in their businesses, and the first “out with the old, in with the new” item is going to be a computer. Now I know we could have a very lively debate on whether the new computer should be a PC or a Mac, but the resource I am sharing this month offers programs for both Mac and PC.

While you are excited about having a new computer, you may be feeling some dread at having to install your favorite free programs again, such as iTunes, Firefox, Safari, Adobe Reader, etc. This task can be very time-consuming if you need to visit each site, locate the download link, and then install each program individually. However, this no longer needs to drain your time because you can now install the most popular free software programs from this site: Ninite (www.ninite.com/) Some of the programs include iTunes, Google Chrome, Skype, Safari, Audacity, Adobe Reader, Thunderbird, Java, Firefox, Dropbox, and Picasa.

Based on the programs you select from the menu, Ninite installs the software quickly with default settings and says no to browser toolbars. Ninite also checks your computer to install the latest version of each program. There is no Ninite software to install; all it does is automatically download and install the programs you select. Ninite (for personal use) is free of charge. They also offer a Pro version that has a \$20/month fee.

One item to note: the Ninite site does not provide an explanation of each software program. If you do not recognize a name or are not familiar with a program, you will need to conduct some research online to learn about it.

Now that you have a resource to save time when installing your favorite free software programs, you will be up and running on your new computer in no time. (Don't forget to send me an email to let me know how you are enjoying your new computer and which programs you installed from Ninite!)

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 kjohnson@cornerstoneva.com and her website is www.cornerstoneva.com.

Author U has growing pains ... and is moving

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 is off of Syracuse—hotel abuts Union. No parking fees.

Dinner and a Program costs: \$30 for AU Members, \$40 for Non-members

6.30 South of the Border Fiesta and Chocolate!

7.00 **Facebook Goldmining** with Marty Dickinson starts. Bring your laptop. We have made arrangements for wifi.

Thursday, November 18 - Facebook Goldmining



DarkFire Productions and Author U present: Everything "e" BootCamp

Saturday, October 9
8:00 am — 4:00 pm

Doubletree, Denver Southeast (Iliff & 225, Aurora)

Register NOW for Early Bird Rate! Includes Workbook and Lunch

Speakers Everything "e" BootCamp



JC Hutchins is an award-winning fiction and nonfiction storyteller, with 15 years of professional writing experience. His two Novels – *7th Son: Descent* and *Personal Effects: Dark Art* – were published in 2009 by St. Martin's Press. Hutchins is a successful New Media storytelling pioneer and marketer, best known for his innovative use of written fiction, podcasting, video, and fan-fueled crowdsourcing to create thriller stories, which he distributes online. With more than 5 million episodic downloads of his fiction to date, Hutchins is one of the most popular "podcast novelists" in the world. His work has been featured in *The New York Times*, *The Washington Post*, *NPR's Weekend Edition*, *Fast Company*, *Starlog*, the BBC, Time.com, AdWeek.com, Wired.com UK, and BoingBoing.net.

Nathan Lowell has been a writer for more than 40 years, and first entered the literary world by podcasting his novels. His sci-fi series, *The Golden Age of Solar Clipper*, grew from his long time fascination with space opera and his own experiences shipboard in the United States Coast Guard. He holds a Ph.D. in Educational Technology with specializations in Distance Education and Instructional Design. Nathan also holds an M.A. in Educational Technology and a BS in Business Administration.



Evo Terra is the co-founder of Podiobooks.com and the co-author of *Podcasting for Dummies* and *Expert Podcasting Practices for Dummies*. Evo has a rich history of experiences. Over the years, he's been a nationally syndicated radio show host, run \$30M advertising campaigns, directed a \$250M ecommerce program, and has been an author, editor, consultant, coach, and mentor. As a consultant, he helps entities connect with customers in our growing digital world.

November 18 Dinner and a Program



Facebook Goldmining

Marty Dickinson

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 wildly 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!
- ◆ 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 to this!
- ◆ what keyword phrases the human population is searching online for 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 once and use what you've written for explosive reach to more than 30,000 websites, video directories, and bookmarking sites for outrageous 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.

Ghostwriting Legalities Continued from page 3 ...

Ideally, the relationship that evolves with your ghostwriter should be strong enough to establish the special synergy that allows the ghostwriter to write in your "voice." Therefore, in most circumstances, my clients opt to give full credit to the ghostwriter for their skilled work product and dedication to the project. The exact verbiage, location, relative size of the credit, and so on can be anything that is reasonable to the two of you.

In these situations and more, it pays to seek good advice from an attorney who is knowledgeable about such issues. This is not an area in which to skimp on spending the relatively few dollars necessary to tie down ownership, credit, compensation, control, and the many other issues that may arise in this context.

Stephen Replin, Esq., is a partner in Replin, Rhoades & Roper, LLC., www.ReplinRhoades.com. He specializes in trademarks, copyrights, and contract law. You can reach him at 303-322-7919 and sreplin@ReplinRhoades.com. Replin Rhoades is a Premier Partner of Author U.

eVolution ...

Nick Taylor



The last few years have seen major changes in the publishing industry. One of the largest changes is the adoption of the eBook. These books come in an electronic format that can be read on an eReader or on a computer.

Amazon reported that it sold more “e” versions of books during the 2009 holiday season than print books. The last few months have also seen record sales that exceeded eBooks. This didn’t seem likely to happen for several years.

Why are eBooks doing so well much sooner than expected? There may be a number of reasons, but they include the following:

- ◆ We are in a global recession and people are strapped for cash to spend on entertainment.
- ◆ eBooks are traditionally cheaper than print versions, plus there are no shipping costs.
- ◆ For the first time, people are trying to be more environmentally conscious, and eBooks are about as “green” as it gets.

An eBook requires no paper or ink or even shipping. This makes it perfect for the environmentally conscious bibliophile. Besides, this “green” solution also happens to be an economic solution. However, is that the main reason they are growing at such a prodigious rate?

It’s more likely that the eReaders themselves and the new retail environment are having a great impact on eBook sales. With the above reasons why eBooks are in vogue, one must wonder why are so many are turning to eBooks; but once they go over to the model, they are buying more eBooks, according to Jeff Bezos, Amazon’s CEO, when he addressed a crowded room at BookExpo.

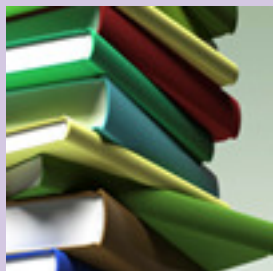
Why have eBooks exploded? It’s elementary, Watson. One of the largest factors is the eReader. For a long time, the biggest name in the eReader industry has, hands down, been the Amazon Kindle. With its electronic ink and built-in store, the Kindle and its store made an industry. The store has been expanded to include other devices that support third party apps, similar to the Apple iPhone and iPod Touch. Third party devices make up a large majority of Kindle Store sales, but the Kindle itself has also done phenomenally well. It has been followed by several other devices, including the Barnes & Noble Nook and now the Apple iPad, to name a few. The more devices buyers/readers can select from, the more it becomes a trend rather than a fad.

The common thread with these devices and the apps that support them is the ease of use and instant gratification. You can format the page to whatever you like, and they are all very simple to use. Even more important for the companies, the shopping itself is simple.

No more do readers have to go to the bookstore or wait for a shipment to arrive. With just a click, you’re on the store; and with another click, your new book is ready to consume. In a manner similar to credit cards and online music stores, the realization that you are spending money comes only when you look at your bank or credit card statement. But you are spending, and it’s so easy to do.

Nick Taylor is a principal in DarkFire Productions a company that does everything “e.” DarkFireProductions is a Premier Partner of Author U. He can be reached at Nick@DarkFireProductions.com. Visit the website at www.DarkFireProductions.com.

Member Kudos



Deb Windrum reports that her first book, *Harvest the Bounty of Your Career*, gathered a Silver in the Nautilus Awards, Gold in the Living Now, and Gold in the EVVY book awards. Her website is www.HarvestTheBounty.com .

Linda Lane has updated her Web sites to promote writer awareness of the need for professional editing to help raise the quality of independently published and self-published books. Visit them at www.DenverEditor.com and www.PenAndSwordPublishers.com . If you have an article that would advance

this goal, you are invited to share it by emailing it in the context of the email to FamilyBookHouse@aol.com .

Monica Strobel has launched a website for her upcoming book, *The Compliment Quotient*. Monica calls *The Compliment Quotient* a “busy woman’s blueprint” to more joyful living and zestier loving with an overlooked, underestimated yet powerful tool, the compliment. As her book goes through the self-publishing process, Monica is spreading *Complimentology* to all in her Compliment Quotient Blog. Why not adopt one of her tips and give yourself a compliment the next time you sit down to work on your own book (“I am a creative, effective writer”)! www.ComplimentQuotient.com.

Lynn Hellerstein received another excellent review for *See It. Say It. Do It!* in the journal, *Optometry & Vision Development*.

Debra Gano is thrilled to announce that she has been selected as the new CEO/President of BYOU, LCC, a new self-esteem apparel line to empower girls to **Be Your Own You!** Through positive-messaging clothing, a girls’ self-esteem social network (www.BeYourOwnYou.com), an Internet rewards system (like Webkins), and self-esteem programs, the message of Heartlight Girls continues to encourage girls to be their authentic selves.

Launching the BYOU brand is co-owner and teen superstar Cymphonique Miller! You’ve seen her on Disney’s *Next Big Thing*. Debra’s book, *Beauty’s Secret*, has won multiple awards and was the perfect tie-in to make the BYOU connection happen. **Deb Windrum** reports that her first book, *Harvest the Bounty of Your Career*, gathered a Silver in the Nautilus Awards, Gold in the Living Now, and Gold in the EVVY book awards. Her website is www.HarvestTheBounty.com .

Linda Lane has updated her Web sites to promote writer awareness of the need for professional editing to help raise the quality of independently published and self-published books. Visit them at www.DenverEditor.com and www.PenAndSwordPublishers.com . If you have an article that would advance this goal, you are invited to share it by emailing it in the context of the email to FamilyBookHouse@aol.com .

Randi Levin is pleased to announce the publication of another fabulous cookbook—an alternative approach for helping parents avoid raising severely overweight and obese kids with ease and affordable flavor! **LOVE MORE, FEED LESS: A Tasty Path toward Avoiding Childhood Obesity will be available in mid-October. Website is www.TheMuffinLady.com .**

More Member Kudos



Monica Strobel has launched a website for her upcoming book, *The Compliment Quotient*. Monica calls *The Compliment Quotient* a “busy woman’s blueprint” to more joyful living and zestier loving with an overlooked, underestimated yet powerful tool, the compliment. As her book goes through the self-publishing process, Monica is spreading *Complimentology* to all in her Compliment Quotient Blog. Why not adopt one of her tips and give yourself a compliment the next time you sit down to work on your own book (“I am a creative, effective writer”)! www.ComplimentQuotient.com.

Julia Hubbel’s first book has landed! *WordFood: How We Feed or Starve Our Relationships*, has just been printed. She’s started on her second book. www.WordFood.com.

Penny Holguin is excited about her upcoming book-signing event at Barnes and Noble, Broomfield. She was able to book a ‘story time’ (noon) and signing on the same day as the Santa breakfast at the mall, November 13th. She’s also put together a new Animoto video that’s posted on youtube.com and linked to her updated website, www.SarahOhara.com.

Kim Rowley’s debut novel, *Primal Whispers*, rocketed from #420,000 on Amazon’s Best Seller Rankings to a high of #1,852 by the end of the first day of sales. VISIT: www.KimRowley.net to learn about Kim Rowley & *Primal Whispers*.

Judith Briles and **Katherine Carol** have been in the studio creating the audio book for *The Tango of Authoring and Publishing* that will be available next month.

Suzann Robins will be speaking at B&N, 92nd & Sheridan, on Sat., Nov. 20,

2-4 p.m., on her new book, *Exploring Intimacy: Cultivating Healthy Relationships through Insight and Intuition*. She will help you discover your “inner rainbow” and provide tips for better communications in all relationships.

On Sept. 30 she appeared on TruVue Blog Radio with Roland Hines on Love vs Respect in Relationships—Live at 6 p.m. mountain time. She is busy with speaking engagements on both the East and West coasts,

including presenting at two psychiatric rehab conferences, her 25th Reunion from Mills College, and the Unity Church of Dallas.

Suzann has also created two new children’s books: *Discovering Rainbows* and *Building Rainbows*, which will be illustrated by our own Shannon Parish. Find her website and blog at www.SuzannRobins.com.

Her book and several Rainbow Products can be purchased at www.WildIrisMarket.com/mall/. Click on Vendors: InnerVisions and RainbowResources, LLC

Kate Sanks encourages everyone to mark their calendars for October 19th when she will launch a special Amazon.com buy day for her book, *Deeply We Are One*. It offers simple tools to feel better, ways to create inner peace, why you’re so important, and how you’re connected with life!

You’ll receive wonderful gifts when you purchase *Deeply We Are One* on **October 19th** at www.Amazon.com. And know you’re also giving yourself the gift of creating inner peace! Go to <http://www.joyfulradiance.com/landingpage.html> for details.

Jane Stanfield’s *Where Is She Heading* shares that she is processing input from my pre-readers on my first eBook (packing tips for volunteers of course!), scheduled to go to DarkFire Productions in October, and getting ready to present to 175 ninth graders next week.

BookSmarts



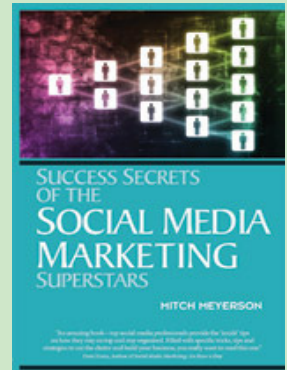
If you have a book, if you are trying to position yourself as the expert, then ***Success Secrets of the Social Media Marketing Super Stars*** by Mitch Myerson is for you.

Social Media is morphing on a daily basis. Twenty-two key topic areas are covered.

You will come away with priceless secrets, strategies, tactics, and insights of the media elite. In your hands will be

the coach's handbook that includes a detailed list of resources; plans of all areas, including the social networks, blogs, web TV...even mobile marketing; best practices; and a list of top things that work consistently. One of the bonuses is a list of major snafus that are made—and how to fix them.

Myerson is the author of *Guerrilla Marketing on the Internet* and *Mastering Online Marketing*. Written in an easy format with plenty of “aha” callouts, you will want to immediately add ***Social Media Marketing*** to your author bookshelf.



Alphabet Soup: Continued from page 5

merchants can scan the book for pricing and other information. The ISBN number is imprinted in the graphic, and the price can be embedded or printed above it. Your cover designer may order this for you for \$10-\$20. Within a few hours, the bar code is emailed as an eps file that the designer inserts into the back cover layout.

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Copyright 2010, author's name or publishing company

or

© 2010, author's name or publishing company

You should also include a statement regarding copyright infringement. Here is a typical statement:

All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the publisher.

Include your publishing company contact information and your website address. You may also add credits to the cover designer, interior page layout designer, and editor.

Contact your editor to help you pull together a complete copyright page for a polished professional book.

Karen Saunders and her team of award winning designers help authors and small business owners design their books, build their brand, launch their website and market their business. She is the author of Turn Eye Appeal into Buy Appeal: How to easily transform your marketing pieces into dazzling, persuasive sales tools! Contact: www.MacGraphics.net, 303-680-2330, 888-796-7300, Karen@macgraphics.net

Saturday, October 9 Fall BootCamp



Everything “e” is coming ... and you should be there. Continuing Author U’s blitz on all things “e” for authors and publishers this fall, the Saturday, October 9, BootCamp is co-sponsored with Premier Partner DarkFire Productions. Our presenters ALL started their publishing journey non-traditionally on the Internet. Each has met tremendous success with mega sales. Some have been aggressively courted by New York houses, signing significant deals that any author would covet.

Saturday, October 9, is the date, and Doubletree Denver is the place if you want to learn how to create a roadmap to Internet book sales success.

EVERYTHING “e” BOOTCAMP AGENDA

7:45 – 8:15 Registration

8:15 – 9:45 TransMedia Jungle Marketing with JC Hutchins

Join New Media storytelling pioneer and marketer JC Hutchins as he shares his experience of navigating through the TransMedia Jungle as an award-winning author. Find out what works and what doesn’t, as well as how to avoid the inherent pitfalls of fads and ride the wave of success building trends.

9:45 – 10:15 Break

10:15 – 11:45 All Things Audio with Evo Terra

Co-author of *Podcasting for Dummies* and *Expert Podcasting Practices for Dummies*, Evo Terra has been podcasting since before anyone heard what a podcast was. He will reveal All Things Audio to enhance your online presence and connect with customers and fans in the explosive digital world.

11:45 – 12:45 Lunch

12:45 – 2:15 eBook eVolution Experience

Collin Earl, Chris Snelgrove, Nick Taylor

The Three Amigos of DarkFire will layout how the world of eBooks is an eVolving eXperience that every author should understand and capitalize on.

2:15 – 2:30 Break

2:30 – 4:00 Panel Q & A with JC Hutchins, Evo Terra, Nathan Lowell, Collin Earl, Chris Snelgrove, & Nick Taylor

Joining our other presenters, Nathan Lowell brings over 40 years of writing experience and joins the Everything “e” cast for an open-floor panel to answer all your questions.

Date & Time: 8 – 4, Saturday, October 9th

Location: Doubletree, Denver Southeast (Iliiff & 225, Aurora)

Cost: Register NOW for Early Bird Rate! Includes Workbook and Lunch.

Author U Members

Non-Members

\$ 99 until September 17th \$149 until September 17th

\$129 until September 30th \$169 until September 30th

\$149 October 1st or later \$189 October 1st or later

Note: If you are a Non-Member, the difference between Member and Non-Member rate will be added at the door. The Meetup website doesn’t allow for the difference between the two.

Cancellation Policy: There is a \$50 cancellation fee until October 1st. After that, there are no refunds.

Register NOW at: www.Meetup.com/author-books-colorado

Prime Time at the Distribution Mini-BootCamp



Eric Kampmann, CEO and President of
Midpoint Trade Distribution and Beaufort Publishing in New York.

On June 19th, more than 60 members of Author U spent their morning with Eric Kampmann, CEO and President of Midpoint Trade Distribution and Beaufort Publishing in New York. Not only did they get a “101” of what’s happening in publishing today, but they came away with a game plan on when distribution is critical and when it is not, how to set up a relationship, and who the players are. Participants received a detailed workbook to take home along with one of Eric’s books on publishing know-how.

You could hear the buzz move from table to table in anticipation—author’s taking a stand, mustering up the courage for the one moment that can and often does change an author’s destiny

Why? After his information-packed presentation, Eric met with 20-plus authors (Author U members only) for the next six hours in 15 minute intervals. Each had the opportunity to brainstorm with him about his/her book, hoping to imitate the success of Midpoint’s bestselling authors.

Preparation, timing, and perhaps a fantastic book all came together quickly for Mara Purl and her *Milford Haven series*, Lynn Hellerstein’s *See It, Say It, Do It!* and NSA member Bob Tipton’s business book, *Jump!*

Several other authors are submitting information to Eric and the Midpoint Team for distribution representation.

Eric Kampmann is on the Advisory Board of Author U. He brings depth and richness to the authoring and publishing fields. Not only is he an author in his own right and owner of his own publishing company, but he was a key executive with major publishing houses before he created one of the top book distribution companies for small and independent presses.

Las Vegas and Halloween ... Why Not?!

Author U is pleased to announce a special offer for all its members.

Rick Frishman's Author 101 University has its annual Las Vegas event at the end of this month. From October 28 through the 31, you will have the opportunity to learn from many of today's publishing masters at Rick's jammed-packed event.

Imagine a gathering of some of world's most sought after marketing and publishing experts ready to give you the "keys to the kingdom" to



- ◆ get your book published;
- ◆ sell your book to a publisher;
- ◆ promote yourself using low-cost means online to catapult your sales & exposure;
- ◆ make your book a bestseller;
- ◆ transform your business into a mega success

It's not a dream, all this can happen.

You'll hear top publishing and marketing experts reveal tools and techniques to get your book published and double or triple your income as an author or publisher. But this program is not just for established or aspiring authors. It is for entrepreneurs, small biz owners, speakers, and just about anyone else looking to meet and learn directly from some of the bestselling authors and experts in marketing.

You can get all the details for speakers at the Author 101 University website—Author U's Judith Briles will be speaking on her new book co-authored with John Kremer and Rick Frishman that will be launched at the event, *Show Me About Book Publishing*.

Author U members get a special discount if you act by the 15th. Save \$200 or take a friend for half price. Just put "hilton" in the promotion code.

Get your fingers warmed up ... here's the link to type in:

<http://www.webmarketingmagic.com/app/?af=128950>

See you in Las Vegas!

