



The Resource

Vol. 1, No. 3

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.

FOUNDER: Judith Briles

ADVISORY BOARD:

Katherine Carol / Collin Earl
Greg Godek / Rick Frishman
Brian Jud / John Kremer
Eric Kampmann / Mara Purl
Penny Sansevieri

NEWSLETTER:

Linda Lane, Editor
Shannon Parish, Layout

The Power of Books

Judith Briles, Author U Founder



With the recent announcement that Amazon's eBook sales a la Kindle exceeded the print book sales that we authors and publishers love so well, the "book sky is falling" dooms-dayers came out of the woodwork.

Stop it! Printed books—pBooks—are not going to disappear. There's a significant body of evidence growing that not only are pBooks here to stay, they do some downright wonderful things for readers.

The University of Tennessee has been exploring students' test scores for the past three years. Research led by Richard Allington has found that students who brought "real" books home had significantly higher reading scores than those who didn't. It seems that those who toted books home avoided the "summer slide" that data has shown to impact so many students during the summer hiatus. For lower income kids, the decline is even greater.

Kids are important ... they are our future. In *The Shallows*, author Nicholas Carr's thesis is that the expansion and use of the Internet is a major contributor to a short-attention-span culture.

Those who tout the Internet as the "end all to be all" got some bummer news when Jacob Vigdor and Helen Ladd of Duke's Sanford School of Public Policy examined 500,000 fifth- through eighth-graders' computer usage. The results: the greater the use of home computers and high-speed Internet, the greater the DECLINE in math and reading scores.

Research in over two dozen countries has also shown that kids who grow up in homes that have hundreds of books stay in school longer and do better academically. When you see the modeling factor, it becomes part of your life.

What's interesting about these studies is the timing. Facebook and Twitter belong to this decade. So do the kids in these studies. Is there a direct correlation between the increased use of the Internet, Facebook, and Twitter and the increased school drop-out rate and decline in math and reading scores

Continued on page 4

From Blog to Book

Penny C. Sansevieri



A story circulated back when Van Halen was still touring—part of the whole “aren’t they divas” that fan mags used to love. It started when he insisted that concert venues place a bowl of M&M’s in their dressing room, but the contract stipulated that all the brown ones be removed. Turns out it wasn’t a diva-act at all. Perfectionist Eddie Van Halen and the band had extensive lighting and sound requirements for each performance. If he found brown M&M’s in the bowl, he knew the venue hadn’t read the contract. Things that would directly affect the show were probably overlooked, too. A brilliant move! He was alerted to potential problems before they affected the show. How does this relate to book marketing? What are your brown M&M’s? What checks are in place to help you know whether your marketing is working?

Do you assume that it *isn’t* working when your royalty check arrives and sales are paltry? Perhaps, but is that really so? Consider some numbers other than sales. Does your Web site get traffic? What are people doing when they land there? Your website is your 24/7 sales tool. If it’s not working for you, it’s working against you. How is your Twitter account doing? How much traffic comes to your Facebook Fan Page? Do you notice any trends in your work that correlate to your traffic and/or Twitter sign-ups? If you’re blogging, twittering, and Facebooking without increasing traffic, brown M&M’s are everywhere.

What about speaking or book events? Do you get lots of newsletter sign-ups when you do them? Do you make significant sales? If not, more brown M&M’s. Ask yourself some pointed questions. Are you getting good leads from the event? Are you being asked back? Does speaking help to sell other products or services? Are you doing this for the fame of a speaking gig, or does it really pay off for you? If not, are you doing enough promotion to support the event? For example, you should always promote to local media and any local lists you have.

You need a solid set of triggers. If those triggers aren’t responding as they should, you know you have a bigger problem. Do periodic “sound checks” to make sure your marketing campaign is operating at peak efficiency, and make sure you have no brown M&M’s.

You also need to measure results. It’s one thing to be aware of issues and quite another to track them. Consider Twitter. Its analytic tools include TwitterCounter.com and the list at <http://www.honeytechblog.com/top-50-twitter-tracking-and-analytics-tools/>. Use them.

Review the analytics on your Web site, taking a look at traffic patterns on specific days you push content, such as each time you blog post to Twitter. Check out “unique visitors” as well as where they’re coming from. An analytics report shows how and where traffic is finding you. If the report indicates that 30% of your traffic is coming through your Twitter account, you need to spend more time on Twitter because 30% is a very high number. Looking at traffic allows you to create a roadmap to follow in the future. Dump the useless stuff and do more of what works.

The Van Halen story can be applied to virtually any industry. Setting up systems so you can be alerted to problems before they arise is always smart. You’ll save both time and valuable marketing dollars.

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. To learn more about Penny’s books or her promotional services, you can visit her web site at www.AMarketingExpert.com. To subscribe to her free ezine, send a blank email to subscribe@amarketingexpert.com

Grooming Your Book to Sell—Pre-Grooming

Linda Lane



The first issue of *The Resource* presented a brief overview of the need to groom your books for the marketplace. Now it's time to explore in detail the steps involved in this process, beginning with pre-grooming. This may seem to leave the topic before we've even begun, but in actuality it lays the foundation for all the work that follows. Before you can groom your work to sell, you need a map, a plan, a guideline to its creation. You need to *pre-groom* it.

When sitting down to write an article or short story, you start with a concept, an idea that you develop into the desired work. Maybe you have researched your subject and jotted down a few notes, or possibly your expertise in a particular field qualifies you to write on the topic. Perhaps you have a fiction piece in mind that begs for expression. In each of these scenarios, the pre-grooming—or preparation to create a marketable work—can be simple and straightforward.

Pre-grooming a book requires a more detailed process. You need an outline, but not necessarily the formal variety you learned in school. For some people it may exist only in their minds. But if you're like me, you need to commit it to paper (or a hard drive) as a visual reminder of the direction you want to take and the points you plan to make. If you want to hit the market with a viable offering that's almost certain to generate sales, you need to analyze the *need* for your work and target the audience that will constitute the majority of your readers.

Fiction and nonfiction requirements for pre-grooming are similar. Research and/or expertise head the to-do list. Following that, you should enumerate the main points under which you might have a number of subheadings. Yours may vary in content, but it could look something like this:

1. Concept/subject matter
2. Goal/plot
3. Character sketches (whether fiction or nonfiction)
4. Mapping the route
5. Creating the opening hook
6. First draft
7. Conclusion that concludes

One difference between outlines for fiction and nonfiction lies in characterization. Real people in real situations inspire and teach you, and you know both the route and the outcome of those who are your subjects. On the other hand, fictional characters, when allowed to tell their own story, often take a direction you do not foresee. Forcing characters into *your* mold instead of allowing them to follow their own path to a logical conclusion results in an unsatisfying, contrived story. What's the lesson here? Good pre-grooming includes flexibility. The journey may take an unexpected turn or two, but the goal of creating a believable, well-written, marketable book remains the same.

Do you have a question about characterization? about pre-grooming? about any other topic related to grooming your book to sell? Let us know, and we will address it in a future article.

Author/editor Linda Lane promotes the creation, publication, and marketing of well-written, quality books from ALL independent and self-publishers. You may visit her at www.DenverEditor.com or www.penandwordpublishers.com.

Under the Covers ... with NZ Graphics

Your Cover and What it Says About You (Part One)

Nick Zelinger



It seems almost silly to overstate the importance of good book cover design. After all, who wants a “bad” cover design for their book? No one, of course. But a larger—more challenging—issue is this: Can I have a great cover that works as a powerful marketing tool while still staying true to Who I Am? (read that: OMG! the marketing department has chosen fuchsia as the main color and a font style that looks like something out of the Magna Carta!)

Many examples exist of successful cover designs that accomplish both (and just as many that don’t). That’s where you—as author, independent publisher—come in.

Research, research, research. Go online and browse book covers. Visit your local book stores and pick up the books, especially ones in your category or genre. See what makes them tick. Which ones are bestsellers? Which ones aesthetically appeal to you? Which ones don’t?

When working with the book designer of your choice, it’s good to have that investigative info under your belt. Most good designers can come up with some pretty amazing concepts on their own. (But like all wild animals, they benefit from some structure and direction!) It’s a true team effort, and the give-and-take between you and the designer makes the magic happen.

So what does your cover says about you? If you already have a plan in place (and you should if you’re the author/publisher), then you need to pay close attention to how you (your product) is and should be perceived. In future articles, you’ll be diving into the meat and potatoes of design in this column—but for now, a good place to start is with you and the vision you’re developing for your book.

Nick Zelinger is the man behind NZ Graphics. Watch for more on what your cover says from *Under the Covers* in the next issue of *The Resource*. Visit Nicks website at: www.nzgraphics.com

The Power of Books: Continued from page 1

and comprehension? Could the increased use of all things Internet be harmful to a kid’s academic performance ... and eventually career?

If you are a parent, pay attention! If you are someone who requires comprehension or the use of math in your work, pay attention! You just might be in deep doo-doo if you decide that the electronic format is the only way to fly ... read ... do everything.

We live in the Internet vs. paper book era. In my opinion, neither will go away. The Internet is a Godsend for quick research, tracking things down, spreading the word—whatever the “word” is. It’s also an amazing rumor mill, burping up misinformation right and left in a format where gossip thrives.

Books require a bit more vetting and investment. With the exception of a “crash book”—one that is rushed into publication within a few weeks (usually tied to something sensational)—the great majority of printed books are grown and nurtured into a package—one that you can savor and enjoy as you unwrap each page and chapter.

Tap into book power. Accumulate and keep books in your house. (Your kids will thank you.) Learn how the Internet can support book and brand. And *don’t* toss one out for the other.

One last thing: put away your buggy-whip scenario. *Judith*

Try Kitchen Table Writing

Anne Randolph



Any time you allow yourself to “free write”—when you let your energy flow, tell your truth, touch your core—you are *Kitchen Table Writing*.

Why write freely? When you free your writing spirit, you allow it to soar. Whatever flows through your pen hits the page. This is a time to begin your next chapter, develop a character, sort out a challenge, or describe the tree outside your window. The results may amaze you. One writer, astounded at the words on the paper in front of him, exclaimed, “It’s the pen’s fault!” Whether you write fiction, non-fiction, poetry, or brochures, Kitchen Table Writing lets you be fresh on the page.

What is fresh writing? This technique invites you to leave the critic at the door, allows your personal genius to appear, and permits your brilliance to come center stage. The story is already in mind; the article concept, already formed. Just as Michelangelo, chiseling the *David*, allowed the statue that was already there to come through the stone, you allow the piece that already exists to burst forth in all its splendor. Unleashing your genius often produces surprising results, but the distinctions between the mechanical processes need to be addressed.

What is the difference between hand writing and word processing? The tactile art of writing by hand allows energy to flow from the heart to the page because it accesses a different part of the brain. But if you *must* use a computer, you should never watch the monitor during the productive period. Instead, your gaze needs to focus above the screen, out a window, or against a wall. Blank space creates a place for the “mind movie” to play. Still, additional inspiration may be helpful.

Why use start lines to incite creativity? An opening line fans the fire that ignites your words. Once those words begin to flow, you expand on that creativity by moving to the next step—a time frame. Timed writing always pays off because the clock creates commitment. How does this work? Tell yourself you are going to write for 5 minutes, 20 minutes, 45 minutes. By setting and declaring *time*, the writing becomes kinesthetic. And because your body knows how to manage time, it will naturally create a beginning, middle, and end to your piece.

Now grab paper and pen. Sit at the kitchen table. Set the timer, and try writing about one of the subjects below, beginning with the picture. Be sure to allow your genius to play.



Write about things shifting...

Write about spirit...

Write about who you are...or who you are not.

Put the qualities of “the real you” into a fictional character. Have your character do something you would never do.

Are you ready? Get to writing! The clock is ticking.

Send me your story for a prize to AnneRandolph@KitchenTableWriting.com.

Anne Randolph, M.A., M.F.A., has directed opera companies and the Colorado Symphony. She leads www.KitchenTableWriting.com and www.WriteYourLifeStory.org workshops in Denver and at conferences. She has received awards from the National Endowment for the Arts, the National Opera Institute, and has been a stage director in London, Amsterdam, Italy, and New York. Her workbook *Write Hot: Recipes for Kitchen Table Writing* is available at www.AnneRandolph.com.

Authoring Within

Katherine Carol



Writing can be your muse and your master. You have loads of ideas floating around in your daydreams, or your friends and colleagues remark on your incredible experiences and knowledge and say, “You have *got to* write a book!” Ah, the muse—or as The Book Shepherds say, the Publishing Siren—has beckoned you. Her call is one you can’t ignore.

Then enters the master. “Great idea, muse. When are you going to write *your* book?”

The cranky noise in your head, labeled by my young grandson as the one you should tell to go take a nap, begins with the excuses. You know the one, that negative voice that beats you up regularly. It spouts words like these:

“I don’t have the time to write!”

“Well, actually, I have started, but I haven’t quite finished my manuscript.”

“Who knows when I will get it done?”

A typical response involves blame or denial. Overwhelmed by the dynamics of the whole process, you may demonize time. Why? Writing a great book comes with challenges. Publishing a book with a “wow” demands work and perseverance. All these things require commitment. You have to choose your path and take the first steps, even if they are small steps.

Decisions, decisions. Do you really want to work that hard? Can’t somebody just discover you? You might even put your intentions out there... every day. But the publishing universe loves intention accompanied by *action*. And it all starts with making a decision to commit to your unique publishing path. Learn from others—but follow your own path.

Do you go to New York, write a book proposal, find an agent ... yikes, how do you do that? It all seems a bit overwhelming, so what do you say?

“Maybe I will self-publish. Maybe iUniverse or Lulu, only print a few books at time, just to get my feet wet. Or maybe, I could become an independent publisher.”

Discovering the right path to publishing challenges most authors. The learning curve to writing and publishing a book can, indeed, be intimidating. So where do you start? Discovering your story is a good place, whether fiction or non-fiction. You may think you *tell* a good story, give excellent advice, solve persistent problems—but how does any of this translate into book production and sales?

If you believe your book is an adequate representation of your life experiences, that’s great. You recognize and celebrate your knowledge and wisdom. How do you share that? Your ability to transport readers to a destination that satisfies *their* thirst for knowledge and *their* desire for adventure and escape demands that you tap into your talent for storytelling. Then, at some point after you have stopped demonizing it, you find the courage and the time to ask your friends and family to read your book.

They might like it. They may even love it. But how many successful books have *they* published? The good news: they have probably *read* a great book. Do they know what made it great? Probably not.

Continued on page 7

Is a New York Publisher for You?



On a Friday and Saturday last Spring, 23 Author U members sat down with New York agent Jacques de Spoelberch. Their objectives: brainstorm with him about taking their books to a New York publisher and/or receive general guidance on whether their ideas/concepts click in the eyes of a seasoned literary agent.

Before becoming a generalist literary agent in 1975, Jacques worked as an editor with Houghton Mifflin and then headed the International Literary Management in New York. Today, his clients include authors in historical fiction, contemporary

Southern fiction, suspense, mystery, narrative non-fiction, children, sports, young adult sci-fi, and animal-themed books.

Prior to meeting with members for 20 to 30 minutes each, he read the information they had submitted to maximize the effectiveness of the meeting. Author U members who took advantage of this freebie opportunity for members only appreciated this worthwhile opportunity. Several were encouraged to send him their books and additional information because he was interested in representing them.

Author U Founder Judith Briles has published traditionally and non-traditionally. Nineteen of her 27 books have been with NY-based houses, and Jacques represented several of them in negotiating advances and publishing rights. For her, Jacques is one of the few agents who walks his talk and talks his walk. She's pleased to report that several have signed on for representation.

For some Author U members, it paid to be in the right place at the right time. Nothing happens unless you show up and participate.

Authoring Within; Continued from page 6

Every serious author needs some *professional* assistance, be it from an editor, a layout and graphic designer, or a person who can help set up publishing and marketing plans. Successful books come from *teams* lead by authors. Your team must consist of people who believe in you and your idea *and* have enough experience to tell you that you may be heading down the wrong path.

No, the path itself isn't wrong, but it may not be *your* path to publishing success.

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 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, September 16, with
**Natalie Henley—Social
Media for Authors Isn't a
Fad, it's a Trend.** You can sign
up on the website.

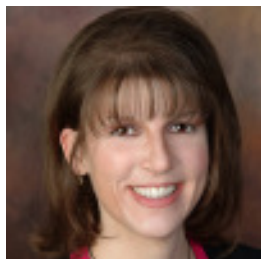


SIGN UP NOW!

www.Meetup.com/author-books-colorado

The Technology and Tips Toolbox

Kelly Johnson



Book Shepherds Dr. Judith Briles and Katherine Carol have declared September to be Social Media month. In support of that, you need to get fired up and wired up!

A lot of wonderful books, products, and services fire you up, so now you need to get wired up for promoting those items online!

For starters, you can look in the toolbox at one resource for promoting and one resource for managing your social media.

Social Media Resource #1 (for managing your social media)

NutshellMail (from Constant Contact)

<http://nutshellmail.com/>

NutshellMail (don't you love the names of some of these services?) is a free service that takes copies of the latest updates in your social media accounts and lists them in one email, which is the NutshellMail Update. The NutshellMail Update is then sent to your primary email address based on the schedule you set. The schedule allows you to select the time(s) and day(s) you want to receive the update.

NutshellMail supports LinkedIn, Facebook, Twitter, and MySpace.

Directly from your inbox through the NutshellMail Update, you can do the following:

- Facebook: reply, post on walls, comment, and update your status. You can also receive news feeds, invites to events, friend requests, and messages.
- Facebook Fan Page: you may receive updates on the number of fans, page views, new likes, and comments.

NutshellMail also offers Facebook Fan Page owners the ability to put existing wall content in email newsletters. Here is a link to their 1-minute guide to add a free email newsletter for Facebook Pages: <http://nutshellmail.com/facebook/pages/>

Twitter: view new followers, see your friends and colleagues' latest tweets, and view your mentions, in addition to being able to tweet, reply, re-tweet, and send a direct message right from your inbox.

LinkedIn: receive the most recent updates from requests and connections.

Social Media Resource #2 (for promoting your social media)

TwitButtons

<http://twitbuttons.com/>

Have you been wanting to add a Twitter button or Twitter icon to your website or blog and don't know where other site owners found those images? Check out TwitButtons! TwitButtons is a free service that allows you to add your Twitter ID at the top of the page so the correct code will be generated to connect with your Twitter account for the button or icon you select.

Continued on page 9



DarkFire Productions and Author U present:
Everything "e" BootCamp
 Saturday, October 9
 8:00 am — 4:00 pm
 Doubletree, Denver Southeast (Iloff & 225, Aurora)
Register NOW for Early Bird Rate! Includes Workbook and Lunch

Technology Tools: Continued from page 8

Social media can get overwhelming at times. Remember to take it step-by-step and only try one to two new tools each month to see what works best for you.

"Yard by yard, everything is hard. Inch by inch, everything's a cinch." Author unknown, but application fits.

Now you are fired up and moving toward getting wired up!

Kelly Johnson specializes in working with authors to manage the technical, creative, and administrative projects for their businesses and book projects. She's an article writing coach, does blog and website maintenance, knows how to implement an online shopping strategy, and is the principal of Cornerstone Virtual Assistance. She can be reached at KJohnson@VACornerstone.com, and her website is www.VACornerstone.com.



REMEMBER: Next Author U Meeting: Thursday, September 16th at 6.30 pm
 Doubletree DTC Dinner and a Program . . .

Social Media for Authors Isn't a Fad ... It's a Trend!

Next Author U Meeting: Thursday, September 16, at 6:30 p.m.

Prepare for an action packed evening that is all things social media with expert Natalie Henley. This is not about how to get on Facebook, Twitter, or LinkedIn. ***This is about how to use them to market your books—aggressively and successfully.***

Natalie Henley specializes in search engine optimization & social media marketing. As marketing manager with the Findability Group, she develops customized strategies and Internet marketing campaigns for clients to ensure alignment of each marketing activity to maximize business success.

A pioneer in the social media marketing space, she applies search engine optimization techniques to social media profiles to dominate search engines under high-value keywords. With an extensive background in market research & public relations, she specializes in Internet reputation management and brand-development campaigns. In addition, she has developed quantitative and qualitative metric programs to tangibly measure success in social media efforts.

Her lively and informative presentation will show you how to develop your own search engine marketing strategy & implement easy, non-technical techniques to connect with customers online.

Natalie has spoken to numerous groups, including most recently the Colorado Alliance of Illustrators, and conducts a number of corporate trainings annually on Findability and search engine marketing. She is certified in search engine optimization through nationally-acclaimed Search Engine Workshops.

Currently contributing to Heather Lutze's new book on how to leverage social media marketing for business success, she is also developing the curriculum for Findability University, which will launch in spring 2011.

When: Thursday, September 16, from 6:30 to 9:00

Where: Doubletree DTC (Orchard/25)

Cost: \$25, including dinner (Such a deal!)



Effective Marketing on a Shoestring Budget: The Social Media Marketing Factor in the Findability Formula



Natalie Henley

So you've setup your brand on Twitter & Facebook – now what? Social Media Marketing may be cost effective, but where is your return on investment? This session is not a “how to setup Facebook,” and it's not about the basics. During this presentation, Natalie is going to “pop the hood” and help you make your social media marketing campaign shine.

What you can expect:

- Tools and strategies you can immediately put to work for your social media campaigns.
- An easy, non-technical approach to Search Engine Marketing for social media, including conducting keyword research to target your audience online.
- Actionable tips & tactic recommendations based on the social media accounts of fellow group members.
- Plenty of time for questions.

If you want to see a real return for the time you put into Social Media Marketing, this session is for you.

This session is based on advanced applied strategies to the *Findability Formula, the Easy, Non-Technical Approach to Search Engine Marketing* by Heather Lutze.

“Hotseat” Special Opportunity

We want to give the opportunity for a few group members to get live tips & strategies based on the platforms they have already setup. If you would be interested in being in a “hotseat,” please contact Natalie Henley at nmarlett@findabilitygroup.com or 303-841-3111 with a link to your social media platform/s. We are looking for group members who have either Twitter, Facebook, LinkedIn, YouTube or a blog setup.

Also, do you have any burning questions? Feel free to email them to Natalie Henley, and she will make sure they are either covered during the presentation or in the Questions section at the end of the presentation.

Member Kudos



Laura Whittemore and Dr. Mary Ann Keatley finished their book, *Understanding Mild Traumatic Brain Injury (MTBI): An Insightful Guide to Symptoms, Treatments, and Redefining Recovery*. Released in August through Amazon's CreateSpace, it's a how-to guide written for anyone who has sustained a head injury, concussion, or MTBI. Since MTBI is often unidentified and misunderstood, this book is an essential reference for all. Information in layman's terms on brain trauma can be found at www.BrainInjuryHopeFoundation.org.

Judith Briles spent Labor Day Weekend working through the first run of the layout for *Show Me About Book Publishing*, available in November. She will be speaking for the DaVinci Institute and is creating a webinar for the University of Phoenix's faculty on publishing. Later in the month, she will be the featured speaker for a hospital leadership retreat. Copies of her book, *Stabotage!* have been pre-purchased for all attendees.

Seth David Chernoff has gone back to print on a *Manual for Living* and is kicking off a nationwide talk radio blitz in September. Website is www.ManualForLiving.com.

Barb Tobias launches the nationwide *Tossed & Found* book tour after Labor Day. Calling it the *Frugal is Chic* tour, it starts in Georgia and Alabama. Be on the lookout—it's heading to Colorado! Follow Barb on www.AmericasThriftTalkDiva.com.

Linda Lane has updated her Web sites and is working to complete them. Visit them at www.DenverEditor.com and www.PenAndSwordPublishers.com. The goal is to promote writer awareness of the need for professional editing to help raise the quality of independently published and self-published books.

Polly Letofsky will be signing her new book, *3 MPH: The Adventures of One Woman's Walk Around the World* at the Tattered Cover, Highlands Ranch on September 14, 2010, at 7:30 p.m. Polly is the first American woman to walk around the world—across 4 continents, 22 countries, and over 14,000 miles—by foot as an awareness campaign for breast cancer. Survivors and well-wishers around the world came out to walk with her. Her website is www.PollyLetofsky.com.

Kathy Fortune is just starting her professional speaking business and writing a book, *Irresistible Impulses*, that some call "Color Purple meets Silence of the Lambs." Visit her website at www.KathyFortune.com.

Barbara Stratton is thrilled to announce the birth of her first book, *Your Child: It's Up to You*. Her website is www.BarbaraStratton.com.

More Member Kudos



Rod Collins' new book, *Leadership in a Wiki World: Leveraging Collective Knowledge to Make the Leap to Extraordinary Performance* was launched in August after receiving an excellent recommendation from Dan Poynter. *Leadership in a Wiki World* is a practical guide for business leaders who are ready to embrace the new management challenges of our fast-changing times. More at www.Wiki-Management.com.

Barbara Joye's self-help book, *The Creating Formula*, has been accepted by New Leaf. New Leaf is the major distributor to spiritual and metaphysical bookstores and shops. Barbara is now working with them to include her *Journal of Trusting* and is building some joint marketing plans to generate interest and excitement about her book. Her third book is in editing. Barbara's website is www.TheShirftGuru.com.

Lynn Hellerstein is on a roll. Her *See It. Say It. Do It!* continues to rack up sales and gather national acclaim. The eBook version is now being launched. *See It. Say It. Organize It!* is next up with print bids being sought as you read this. Her website is www.LynnHellerstein.com.

Pat Williams and her partner, Larry Perry, have published the second issue of the *Quarterly Accounting and Auditing Reference Guide*. The Reference Guide is designed for accountants in small and medium size accounting firms. It's a subscription service updated every quarter with all that's new in the accounting profession. You can review the issue on Pat and Larry's website, www.CPAFirmSupport.com.

Suzann Robins will be speaking at Barnes & Noble at 92nd and Sheridan on Saturday, November 20, at 2:00 p.m. on her 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 will appear on TruVue Blog Radio with Roland Hines on love vs. respect in relationships—live at 6:00 p.m. mountain time.

Suzann has also created two children's books: *Discovering Rainbows* and *Building Rainbows*, which will be illustrated by our own Shannon Parish. Her website is www.SuzannRobins.com.

Bob Tipton reports that he shipped 1500 pounds of his book *Jump!* to Midpoint Trade on Tuesday. Yes, fifteen hundred books! That's a lot of paper. His website is www.RobertSTipton.com.

Debbie McCulliss has started a new Meetup group, Medical Authors—Writing for the Health of It! Information can be found on www.Meetup.com/Medical-Authors

Katherine Carol and **Judith Briles** are working on *The Tango of Publishing* and getting ready to hit the studio to record portions for an all new interactive audio series. Their website is www.TheBookShepherd.com.



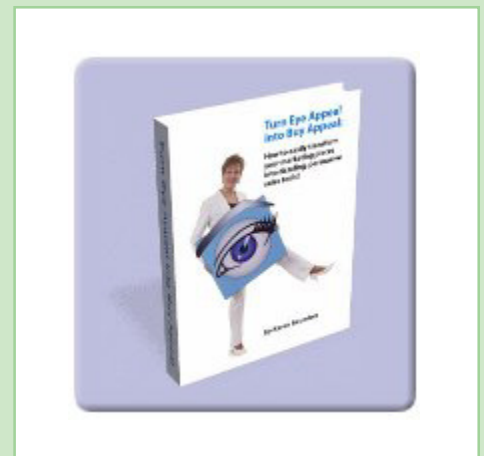
BookSmarts

When you enter the authoring mode, graphics become part of your life. From how the book cover is designed to layout to all the marketing and spin-off products, you need to develop an eye for graphics. That doesn't mean you do them—it does, though, mean you embrace a style that works for you and your book, one that carries your message and reflects your brand.

Author U Premier Partner member Karen Saunders created *Turn Eye Appeal into Buy Appeal: How to easily transform your marketing pieces into dazzling, persuasive sales tools!* Karen is a multiple-award-winning graphic designer. What works with *Turn Eye Appeal into Buy Appeal* is its easy-to-read instructions that help you design eye-catching informational and marketing pieces with great graphics and compelling content.

Within its 136-pages are 200 full-color illustrations and details that will be appreciated by anyone with tight deadlines. Among its many suggestions, the book demonstrates hundreds of short, to the point techniques for creating better page layouts, selecting harmonious colors, and working with your graphic designer and printer. It's conveniently organized in 11 sections:

- Good Marketing Requires Good Design
- Make Visual Elements Memorable
- Writing Persuasive Content and Making it Flow
- The Best Typography for Design and Readability
- Laying Out Your Pages with Style
- Design Solutions for Specific Projects
- Working with Digital Imagery
- The Role of Color in Your Design
- Getting Graphics Files Ready to Print
- Answers to Your Printing Questions
- Resources



As Dan Poynter said, “Rarely does a graphic designer come along who has mastered marketing principles as well as proven design concepts.

“Let this design pro lead you through these colorful, informative and valuable pages. This is a ‘must’ read for anyone who creates printed materials. It will be your constant reference. Karen has hit the nail on the head with *Turn Eye Appeal into Buy Appeal.*”

We agree.

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 (Iliff & 225, Aurora)

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

Author U Members

\$ 99 until September 17th

\$129 until September 30th

\$149 October 1st or later

Non-Members

\$149 until September 17th

\$169 until September 30th

\$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