



# The Resource

Vol. 2, No. 4

www.AuthorU.org

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## Your Author Platform . . .

Judith Briles, Author U Founder



At the *March Dinner and a Program*, the room was buzzing about the ideas and concepts that presenter Dom Testa revealed. I can't tell you how many comments and emails I had stating that it was the best ever.

So ... just what is this thing called a Platform? Should you have one? If yes, how do you create it? Most publishing consultants will say it's about influence ... then they gyrate to all things Internet. It's much more than that.

No Platform can get off the ground if the author doesn't have two things: a *vision* and a *passion*. Otherwise, it just becomes the *soupe du jour*—the soup of the day.

In his presentation, Dom started talking about gravity and how it works in the universe—he admitted to a love of science and being a self-confessed nerd. He encouraged authors to become like a *black hole*. With a brief demonstration using participants, he illustrated the idea that all planetary objects—the sun, the moon, Earth, the stars—sit on a “fabric” of “empty” space. He used a golf ball, cantaloupe, and bowling ball dropped on the center of a heavy cloth held by four volunteers to get the point across. Because of their “mass,” they create gravity. The heavier the object, the deeper it rested in the stretched cloth, illustrating the idea that heavier objects have greater gravitational attraction. Gravity is a natural phenomenon where physical bodies attract one another with a force propor-

## DON'T FORGET!

Prices increase after April 15<sup>th</sup>



**Author U  
Extravaganza  
May 6-7**

**SIGN UP NOW!** [www.AuthorU.org](http://www.AuthorU.org)

Continued on page 2 ....

**The Author's Platform;** Continued from page 1 ....

tional to their mass. The objects known to have the “greatest” gravity in the universe are called black holes.

The point is that you, the author, need to represent become a black hole, creating your own gravity via your Platform and sphere of influence. That in turn creates a domino effect ... attention starts coming your way. People, media, and book buyers ... people ... are talking.

How do you get media outlets like T.V., radio, and magazines to come to you? The million dollar answer is: by creating your Author's Platform.

In Dom's case, he wanted to sell his award-winning YA novels, *The Galahad* series. To do that, Dom created “gravity” by creating his Platform. Simply put, it is based on the ideas that 1) being a nerd is cool and 2) fighting peer pressure in our educational institutions through the creation of the Big Brain Club. The Big Brain Club—Dom's passion—is going big. The pilot program, created in a Ft. Collins school, is now branching out; and schools are coming to him. Media, both local and national, is also coming to him. Book sales are skyrocketing as his covers are featured everywhere. It's all in his Platform M.O.

Your Platform should include these elements:

1. **Know what your message is.** Seems logical and simple, yet too many authors fumble and stumble here. Say it clearly and directly.
2. **Create value in your message.** This is where the *passion factor* comes into play. What is driving you to the point you actually create your book and for what audience?
3. **Target your audience.** Books aren't for “everyone”—who is your book for? ... That niche becomes your fans and book buyers. Unusual or obscure topics will most likely deliver a strike out ... unless you can link them to something everyone is buzzing about.
4. **When you speak or are interviewed, give your listeners a reason to follow you after wards.** Be accessible on Facebook, LinkedIn, Twitter, your blog, YouTube. Coming to “you” is what this is about. If you are speaking, referrals start generating; with speaking, books are sold; as books sell, more speaking gigs develop and media and fans multiply.
5. **Connect to your writing:** Both nonfiction and fiction can have a platform—an excellent example was illustrated at the *Everything “e” BootCamp* Author U did last October. For fiction, check out [www.JCHutchins.net](http://www.JCHutchins.net); for nonfiction, [www.DomTesta.com](http://www.DomTesta.com).

Continued on page 3 ....

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



**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 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

[www.AuthorU.org](http://www.AuthorU.org)

**FOUNDER:** Judith Briles

**ADVISORY BOARD:**

Collin Earl/ Dan Poynter  
 Greg Godek / Rick Frishman  
 Brian Jud / John Kremer  
 Eric Kampmann / Mara Purl  
 Penny Sansevieri/Marcella Smith  
 Susan RoAne, Peggy McColl

**NEWSLETTER:**

John Maling, Editor  
 Shannon Parish, Layout,  
 IllustratingYou.com

**Author's Platform;** Continued from page 2 ....

- 6. Let your passion drive you:** Back to #2—there can be nothing half way when it comes to the passion factor.

Remember: the Platform is a critical element to your book hook—always educate and entertain, and the sales will follow! I will be doing a full program on June 16<sup>th</sup> on taking this critical component a step further ... we will be doing *Hot Seats*.

*Judith*



## Save The Dates!

<b>April 14</b>	Dinner and a Program
<b>April 28</b>	Webinar
<b>May 6 – 7</b>	Author U Extravaganza!
<b>May 17</b>	Webinar
<b>May 23</b>	Monday Night Salon (Paid Members Only)
<b>June 11</b>	Video Shoot
<b>June 16</b>	Dinner and a Program
<b>June 21</b>	Webinar
<b>June 27</b>	Monday Night Salon (Paid Members Only)
<b>July 21</b>	Webinar
<b>July 27</b>	Monday Night Salon (Paid Members Only)
<b>Aug 20</b>	Member BBQ
<b>Sept 15</b>	Dinner and a Program
<b>Oct 22</b>	Fall Boot Camp

**Info:** <http://authoru.org/calendar.html>



### **REMEMBER:** Register for April's Buzz Marketing

**Dinner and a Program by Monday, April 11th.** *Price increases \$5 on the 12th!*

**NEXT DINNER AND A PROGRAM:** Thursday April 14, 2011, at 6.30 p.m. - 9:00 p.m.

## The BUZZ Factor ... How Branding Lights Up Book Sales

by Andy Cleary



As the founder and owner of Orbit Design in Denver, Colorado, Andy Cleary became frustrated early on with the accepted graphic design studio mode of developing marketing materials. He asked, “Are we just designing pretty brochures for the client that can be entered in the next design competition? There has to be something more...”

### More than Pretty

This challenge has become a continuing quest that has led Andy to unique branding concepts and a fascination with the sales process. He characterizes his approach to marketing as “rubber to the road,” and his ideas culminated in his recent book *Genius Simple Branding*.

### The Branding Map™

“We developed a “Branding Map™ process,” comments Cleary, “that literally keeps your entire book, your company, your brand on the same page. Instead of guessing, everyone on your team can move confidently in the direction of True North in its messaging, icons, values, vision ... everything that comprises a dynamic brand that drives book and product sales.”

### Systematic Yes, Traditional No

For Authors, if you want a fresh and at times irreverent look at how your book and your branding of it (and you) drives sales, *Genius Simple Branding* takes aim at a few marketing sacred cows like mission statements (“branding promises are clear water; mission statements are mud”), marketing plans (“Marketing plans are based on fiction; Go-to-Market Strategies are based on action”), direct mail (“for most serious selling applications, direct mail is dead”), and research (“keep your finger on the pulse of your crowd instead”). Even if you disagree, you will gain an understanding of the science of buzz and how to build a brand to drive sales. Buzz builds book sales.

You will come away with answers to these questions:

- What is buzz and where does it come from?
- Does buzz matter to me?
- What are the different types of buzz?
- How does buzz fit into my sales process?
- How do I create buzz?
- What is the relationship of buzz to social networking?
- Is my Brand really the oil well of my company’s future?

Continued on page 5 ....



**Buzz Factor:** continued from page 4 . .

Andy Cleary started out writing anything for anybody for any amount of money. He began with newspapers and insane asylums (similar places but teaching writing in the latter). He has since written articles for the *Rocky Mountain News*, the *Denver Post*, *Rolling Stone Magazine*, and numerous national/international industry magazines; he is also the author of four books and countless marketing pieces for commercial clients. Andy's lifelong passion for branding and sales began in 1976 with a garage full of unsold books. While observing these books sitting on pallets, he realized that writing was not enough. The time for learning how to sell was immediately. He founded Orbit Design in 1983. Andy lives in restaurant-happy Northwest Denver, Colorado, with his wife, two sons, and a pet frog.

Time: 6:30 pm

Program: 7:00 pm

Registration online at: <http://AuthorU.org>

Location: Hilton Garden Inn, Denver Tech Center



serious reviews of self-published books

**CAN'T GET YOUR BOOK REVIEWED BY THE MAINSTREAM MEDIA? It's no surprise. Book review editors are inundated with titles from traditional publishers. But that doesn't mean you can't get a review by some of the same names who appear in mainstream media.**

**BlueInk Reviews** is a new service devoted to self-published authors, offering honest, objective reviews. Founded by Patti Thorn, former book review editor of the *Rocky Mountain News*, and Patricia Moosbrugger, an internationally known literary agent, BlueInk offers reviews penned by professional critics and writers whose bylines have appeared in major newspapers such as the *New York Times*, *Washington Post* and *Chicago Tribune* and senior level editors from major New York publishing houses such as Viking and Crown. Completed reviews run on the BlueInk website, which has special features designed to help publishers and literary agents find promising new material and to help librarians and booksellers discover titles their patrons will be interested in, such as those written by local authors or set in their regions.

The company is accepting orders for reviews at this time. **AUTHOR U members will get a 25% discount** by entering D1G1 in the Key Code box. **DON'T MISS OUT ON THIS CHANCE TO ESTABLISH YOUR CREDIBILITY WITH READERS AND STAND OUT IN A CROWD.** For more information: [www.BlueInkReviews.com](http://www.BlueInkReviews.com).



## Gadgets and Gizmos to Make Tech Life Simpler ...

### Smart Phone Apps for Credit Cards

There are a variety of apps out there for inputting and swiping credit cards for sales on your phone—one that is compatible with iPhones, Blackberries and Droids is Intuit's *Go Payment* system. Simple to apply for (done in minutes), there are no per use fees and the transaction fees are less—ranging from 1.7% to 2.7%. Once you signed up, they send you the gadget within two business days.

<http://intuit-gopayment.com>.

### Custom “Skins” for Your Favorite Tech Tools

Would you like to have the option to upload your own photos or to pick from a wide range of designs for SmartPhones, iPads, etc.? Check out [www.DecalGirl.com](http://www.DecalGirl.com), [www.SkinIt.com](http://www.SkinIt.com) and [www.Zagg.com](http://www.Zagg.com). They wear well and it's an ideal way to spot your laptop in airline security lines.

### Key Ring app for iPhone and Android

This is a nifty free app to gather all those shopping, frequent flyer, and hotel cards that multiply. If the card has a barcode, it will instantly scan it through the phone's camera. The app then creates a scannable card on the screen. If there are any discounts and coupons for merchants whose loyalty programs you belong to, you will be alerted.

### Poken to the Rescue

Have you ever been to an event where you gather up a zillion business cards? Sometimes you may just rubber band them ... putting them in the rainy day file. Or you have a card scanner and you scan them to your management data base. Or you type them in one by one. Poken is the latest gadget that reads other Pokens, and all data the owner wants to share is instantly transferred to Facebook, LinkedIn, Twitter, YouTube, Blogging, emails, phone numbers—whatever you want the contact world to know about you. The recipient merely plugs their Poken into a USB port and ta dah ... all is uploaded.

### Erasing Files on Your Computer

When you delete a file in Windows 7, Vista, or XP, it is typically sent to the Recycle Bin. But what if you want to simply and permanently erase the file for good without sending it to the Recycle Bin?

By simply holding down the Shift key and then pressing the Delete key (or using the mouse to delete it) the file will be permanently deleted. You will probably get a confirming message before the dirty deed is done.

**Author U thanks John Melton** for his monthly Top Hot Tech Tips. John is the President of Top Hat Techs. Authors have computers. Computers get sick—you can't afford to have yours on the blink—John Melton knows how to get them well fast. His website is [www.TopHotTechs.com](http://www.TopHotTechs.com). Call 720-425-8889 or email [JMelton@TopHatTechs.com](mailto:JMelton@TopHatTechs.com)

# You, The Author Rock Star ...

by Shannon Parish



There isn't a man or woman alive who knows everything, has everything, or understands how everything works. Every dream requires a team to make it happen.

As an author, your team consists of a wide variety of team members, not just friends and family. To produce an award winning book, you'll need professionals in the industry—all of which are well worth your investment of time and money as you work with them to create your award-winning book.

You'll hear other authors, published books in hand, speak of how the writing of their book was not the most difficult part of their publishing journey. Instead knowing what to do *after* the book was published and how to recover their investment, were.

One of the best ways to prepare for the future success of your book is to imagine yourself already there. What does that look like? Who are your fans? Where can you be seen and heard, and do you have other products with your book? Are you writing more books? What exactly does it look like to be a Rock Star in your world?

Envisioning your entire Rock Star status is the first step to getting there. Just finishing the writing of your book and getting it edited and printed are but a small part of it. As the Author U Extravaganza approaches, spend time imagining your Rock Star status and jot down notes of who and what you will need to make that happen.

Expecting answers in a setting that offers so many is a given. Knowing what you are seeking is an art. It's surprising how many people wish for success but make no effort to carefully and thoroughly plan for it.

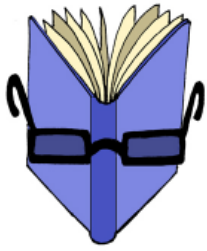
Identifying your needs allows you to scout for the best service provider/team member that you can find—one who will resonate with your goals and vision. Knowing what answers you need for the level you are in will help you to identify just that.

It also helps other people who meet you to know how they can help you because you are already clear and have set your intentions to Rock Star status. This isn't arrogance, it's purposeful intent. If you don't have that, why bother?

Invest your time and money wisely in your future. Quality investments of both will always reap a strong reward when you know where you are going. Plan now to attend the Extravaganza—with purposeful intent. Hands down, it will be one of the best investments you will make in your journey to become an Author Rock Star with a Rock Star team behind you.



**Shannon Parish** has worked with professional speakers, authors and writers, small businesses, and non-profits for over 30 years. She understands the needs and importance of providing a variety of services and loves working with authors and seeing their books flourish. View her artwork at [www.IllustratingYou.com](http://www.IllustratingYou.com) Contact her directly at (720) 295-7409. She is the CEO/President of Symphonic Business Networks at [www.SymphonicBusinessNetworks.com](http://www.SymphonicBusinessNetworks.com).

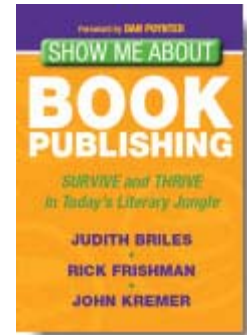


# Book Smarts

## What's Smart Publishing Got to Do with You and Your Book? One Word ... *Everything!*

Publishing is morphing on a daily basis ... If you are a new author, you've got publishing questions. Plenty of them. If you are an already-published author, you should have publishing questions. Plenty of them. *Show Me About Book Publishing* has the answers.

The traditional ways and whys of publishing are broken. Fewer deals, smaller advances, more work, reduced royalties, and not a lot of fun. *Show Me About Book Publishing* is all about the new, new way savvy authors create their books, control its destinies, and are financially successful.



In *Show Me About Book Publishing*, sought-after publishing consultants, veteran authors and independent publishers Judith Briles, Rick Frishman, and John Kremer reveal the whys, how-tos and, don'ts in today's authoring and publishing worlds. They will show you how to:

- **Publish Smart**
- **Avoid Costly Mistakes**
- **Create the Right Team for Your Book**
- **Pre-Sell Your Book**
- **Craft a Platform and a Following**
- **Follow a Timeline that Keeps You on Target**
- **Sell Foreign Rights**
- **Design Covers that WOW**
- **Understand the Dollars and Sense of Publishing**
- **How to Create and Launch Your Book with Pizzazz, Passion, and Panache**

Should you: Traditionally Publish, Self-Publish, Pay-to-Publish, ePublish? ... Which is right for you and your book? *Show Me About Book Publishing* has the answers to the publishing questions you have and those you didn't know existed.

**Judith Briles** is the Book Shepherd—she's the author of 28 books, and she knows publishing from both the traditional and self/independent publishing side. Her in-depth knowledge of niche publishing and marketing adjust leading for an author's success.

**Rick Frishman** is the Book Publicity Guru—he's worked with every major star and author in creating publicity and PR campaigns that have generated author and publishing success. He's the author of multiple books on publicity and networking.

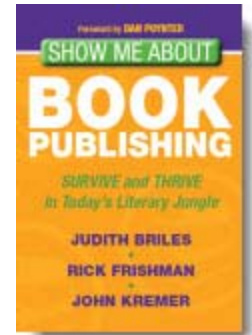
Continued on page 9 ....



**Book Smarts:** continued from page 8 .

**John Kremer** is the Book Marketing Emperor—he's the author of several books, including the international best-seller, *1001 Ways to Market Your Book*. He is the creator of the *15 Million Eyeballs* online marketing program and his website is [www.BookMarket.com](http://www.BookMarket.com)

As your guides, they will show you how to survive and thrive in the publishing jungle without getting lost along the way.



## Bonus—created just for the Author ...

Buy *Show Me About Book Publishing* on Amazon.com or BN.com in either paper or eBook format on April 19<sup>th</sup> and get

- A free **cartoon** by *IllustratingYou.com* ... value \$100
- A free copy of ***How to Make Real Money Selling Books*** and a free half-hour of consulting with Brian Jud... a \$150 value
- A free copy of ***Poynter's Secret List of Promotion Contacts*** ... Priceless value
- A free copy of ***Literary, Subsidiary Rights, and Foreign Rights Agents***, a mini-guide that lists more than 1,425 literary agents, including 325+ agents that sell foreign rights, 400 that have sold a first novel, and another 50 or so that handle subsidiary rights sales from John Kremer ... value \$30
- A free copy of ***Radio Publicity Manual*** eBook by Alex Carroll, his 177-page bible ... value \$49
- A two-for-one offer from Dan Janal and ***PR Leads***—his service that delivers specific media requests that have been customized for the Author throughout the day. Much more detailed than HARO. Each month you pay for, you get another free ... minimal value \$99

*The list is growing—for less than \$20, you get a variety of items that you can use valued at over \$500.*

Amazon Paper: <http://amzn.to/ewssQV>

Kindle: <http://amzn.to/hY6jX2>

BN: <http://bit.ly/h0f6R4>

Nook: <http://bit.ly/e4SJK5>

# Indexing--A (Very) Brief Introduction

by John Maling



Indexing is both an art and a science. In theory, the best individual to Index a work would be the author because of his or her total familiarity with the subject of the manuscript. The author has the best grasp of the work as a whole and the relationship of the various parts or subunit ideas to that whole. The hierarchy of importance of those parts, and terms illustrating those ideas used, dictates the priority of the terms and phrases to be included in the Index.

An Index is intended to serve the audience, and who better to determine that than the author? (With a modest assist from his or her editor, of course.)

Typically, the Index job is turned over to a specialist who reads the book, creates the finished product, and hands it back to the publisher or author. I've found that the creation of an Index that truly fits the book is created when the Indexer takes the time to work closely with the author. Who best knows the book, its unique words and phrases, or any nuances other than the author?

The next best individual who could be anointed as "Indexer" would be the author's editor, if approved by the author as providing a satisfactory job. That also assumes no serious clashes of opinion occurred, and no one was fired during the process. The problem with author-as-Indexer would be *time*, followed by *patience*, followed by *lack of technique* in performing that exacting task. That goes also for the editor, although, at least attention to detail is a skill to be insisted upon there.

An Index can be created "by hand" in a straightforward way. Start reading the manuscript and develop a card Index of key words, phrases, and ideas as you go along. If the manuscript is in one or another computer format, Word for example, use the powerful "Find" capability of that software program and step through the manuscript, seeking the occurrence of the selected word or phrase and noting the page for each occurrence.

The *art* here, however, lies in deciding the relative importance of the given word or term—what to include and what not to include. Once done with this tedious task, a list of terms and their occurrences is compiled. Voila—the Index.

An adequate software Indexing program turns this task from night into day. Today an author might use *Textract* (version 9) by a Netherlands based company, whereas in the past that same author would have had to index by hand. Very simply described, the program accepts a PDF version of the manuscript and provides a selection of lists based on 10 levels of significance. The greater the level of significance, the greater number of "suggested" terms in the list from a few dozen to thousands (depending, of course, on the size of the manuscript).

Art (and tedium) remain, however. Once a level of significance is chosen, each term in the list must be examined for appropriate inclusion in the Index and possible cross-reference possibilities with other terms. This means examining the term in the text itself for its use in context, possibly in a number of places. Once judged "finished," the program compiles the Index, and it is produced as a document, which can be further edited if and when refinement is necessary. Once that is done, then off to Layout ... after having been reviewed and approved by the author, of course.

A final note: Working with the author during the creation of an Index gives the most satisfactory results from both the Index-editor and the author points of view. Simply put, the author should be the final arbiter for the inclusion of a given term or phrase. The humble Indexer should remain truly humble in this respect.

**John Maling** is a humble Indexer and Editor for clients and Publisher of Mile High Press. He can be reached at [EditingbyJohn@aol.com](mailto:EditingbyJohn@aol.com).

## Author and Speaker Video Shoot

*... for paid-up Author U Members Only*

**Saturday, June 11<sup>th</sup>\* ... All Day**

How would you like a professionally produced video created by someone who has been doing it for over 25 years? Author U has arranged with Mark Camacho of 81 Media International ([www.81MediaInternational.com](http://www.81MediaInternational.com)) to create a Duo Video—with all the snaps, crackles, and pops that Authors and Speakers need to compete in today's market.

Mark knows the speaking business and has been creating speaker demo videos for over two decades. Using all the latest bells and whistles, he will create a professionally edited and produced video that is ready for reproducing and putting on your website. Mark will choreograph the shoot—there will be two to three cameras ... here's what we plan:

An interview with the author (from over the shoulder of the interviewer directly on the face of the Author—estimated edited time will be two minutes ... then a fade out, and then in to the Author turned Speaker in front of an audience ... final tape not to exceed 10 minutes. Or do the speaker first, fading to the author interview... either way works ... it is all done in the editing room.

Does this sound HOT or what! Included in this amazing package is one hour with Judith Briles to get you ready for both—especially the speaking part. Practice makes perfect!

**This amazing day is limited to 16 Authors ... only 16 max per day if we go to overflow. Several spots have already been taken ... do not procrastinate on this one ... \*overflow will be scheduled for the 18<sup>th</sup>.**

**Your INVESTMENT ... \$500**

**You have to commit to the day. Why? Because you are part of the audience. Food will be supplied. Location will be central. Mark will set up the details; this is what he does so well.**

**Questions?** Call Judith Briles at 303-885-2207 to reserve your spot.

*As of this writing, there are only 3 spots left.*



# The Technology and Tips Toolbox

by Kelly Johnson



Print-on-demand—this term, familiar to many authors, describes a method of printing books, regardless of the size of an order, for a set cost per copy. Print-on-demand offers many benefits, including large inventories to be kept in stock or storage.

How may authors use a print-on-demand service for the audio version of their books or a video series they created in support of their books?

Check out Kunaki: [www.kunaki.com/](http://www.kunaki.com/)

Kunaki has been in business since July 2005 and is located in New York. They are a digital CD / DVD manufacturing, publishing, distributing, and fulfillment service that offers full color, cellophane-wrapped retail-ready products.

It is free to create an account with Kunaki. There are no set-up fees, no contracts to sign, no minimums, and you retain full copyright to your product.

Kunaki can also manufacture and drop-ship any quantity to Amazon.

The fastest method to create your product is to download the Kunaki software, which you use to create and upload your product. This method is free of charge. The software does require a PC; however, if you are a Mac user, you may upload your digital text and artwork and mail Kunaki a copy of your CD or DVD for a \$10.00 fee.

Since many retail stores require a UPC bar code, the Kunaki publishing software can add a Kunaki UPC bar code to your product (no fee for the Kunaki bar code). You also have the option to add your own bar code or choose not to add a bar code. A bar code issued by Kunaki may only be used on products manufactured by Kunaki. In addition, if you use your own bar code, you need to embed your own bar code into your package design.

Ready for the price per unit?

For a CD, the product includes

- CD
- Tray card
- 2 panel insert
- Jewel case
- Cellophane wrapping
- Full color printing on disc
- 24 hour rush manufacturing

For a DVD, the product includes

- DVD
- 1 panel insert
- DVD case
- Cellophane wrapping
- Full color printing on disc
- Cover sheet
- 24 hour rush manufacturing

For either the CD or DVD:

Price for 5 or less units per order: \$1.00 per unit

Continued on page 13 ....

**Tech Tips:** Continued from page 12 ....

Price for 6 or more units per order: varies from \$0.75 to \$1.75 per unit  
(Per Kunaki: when demand is low, the price is lower; when demand is high, the price is higher. This system allows them to continuously manufacture at maximum capacity and keep costs low).

A few addition items to keep in mind:

1. Kunaki does not offer discounts and does not bid on jobs or respond to requests for quotes.
2. The price above is the price per unit and does not include shipping costs. To calculate shipping costs, shipping options, and transit time, please visit [www.kunaki.com/prices.asp](http://www.kunaki.com/prices.asp)
3. Kunaki will send 1 free review copy per publisher, not a free review copy per product. However, since you may order 1 product for \$1.00 plus shipping, this is a way to obtain a copy first before ordering a larger quantity.
4. They only offer support by email.

While this service is not a match for everyone, it is a cost effective method for “print-on-demand” for your CD/DVD products.

Have fun exploring the service, and I will “see” you online!

To your success,  
Kelly

*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](mailto:kjohnson@cornerstoneva.com). Her website is [www.CornerstoneVA.com](http://www.CornerstoneVA.com)*



**Is your computer on the fritz?**

**Do you need to get rid of obsolete equipment?**

Contact John Melton to solve technology related problems.

Call 720-425-8889 or email [JMelton@TopHatTechs.com](mailto:JMelton@TopHatTechs.com)





## Have You Registered Yet?

May 6<sup>th</sup> – 7<sup>th</sup>

*Author U Extravaganza!*

*Soaring Your Book  
to the Rock Star Stratosphere*

Information on *AuthorU.org*  
Early Deadline ends April 15<sup>th</sup>

*Don't be late ...* Save \$50

Register now at [www.AuthorU.org](http://www.AuthorU.org)

## Webinars R Us!

*Author U's webinars are designed for Members Only*, Many members are out of state—the live Webinars allow for them to participate with other Author U members. Each will be recorded for later viewing.

**April's topic will be:**

**Publish an eBook Today Using Amazon's Kindle—Complete Step-By-Step**

**April 28<sup>th</sup> 4-5.30 PM MDT**

**February's *Dinner and a Program*** presented by **Nick Taylor** of DarkFire Productions on uploading your eBook to both Kindle and Smashwords format was sold out. DarkFire is working on another program that will focus on expanding your eBook marketing for us in May that will be presented as a Webinar.

**Another pro in the eBook field** who is also a friend to Author U is **Daniel Hall**. Daniel will be doing a free Webinar on Thursday, April 28<sup>th</sup> from 4 to 5.30 PM MDT—watch for more details in separate emails. You can pre-register now at

**Reserve your Webinar seat now at:**

[www.realfastbook.com/judithweb](http://www.realfastbook.com/judithweb)

# Author U Salons Are Coming!

## May-July Dates and Topics Set ...

Beginning in May, Author U will host **Monday Evening Salons**—a two-to three-hour mini-workshop that is delivered in the intimacy of the home or the presenter's place of choice. Maximum number of attendees is 20; there will be no recordings.

The first will be held on Monday, May 23<sup>rd</sup>, in Aurora. The topic will be **Website Makeovers** led by Marty Dickinson. All attendees will be in the Hot Seat—bring laptop—your website will be on screen—Information and Registration will be posted on the Author U website.



The second will be held on Monday, June 27<sup>th</sup>—the topic is **Everything You Wanted to Know about Getting Reviews** with Patti Thorn, former Book Editor for the *Rocky Mountain News* and partner in *BlueInkReviews.com*.

The third, is on Monday, July 27<sup>th</sup>, Presented by Sally Stitch, one of the most successful magazine writers in Colorado. If writing for magazines and making money doing it is in your game plan, then you want to be at this Salon. The following topics will be addressed: how to drill down in your niche, how to tweak queries, how to connect with the editor decision maker, how to get paid, how to negotiate fees, and much more. It's all yours at **Everything You Need to Know about Creating and Selling Magazine Articles**. The date is **Monday, July 25<sup>th</sup>**.

**Author U Salons are available to Author U members only. A light summer meal will be included; cost will be \$27. Location will be in Aurora.**

### In summary:

**May 23<sup>rd</sup>** *Website Makeovers*

**June 27<sup>th</sup>** *Everything You Wanted to Know about Getting Reviews*

**July 25<sup>th</sup>** *Everything You Need to Know about Creating and Selling Magazine Articles*

**Author U will be dark in August with the exception of the annual Member and Family BBQ August 20<sup>th</sup>.**



## Welcome to our New Members!



**Bonita Joy Yoder** is a licensed attorney and real estate broker in Colorado and Kansas. She is the author of *The Heart and Soul of Real Estate: A Spiritual Path to Abundance*, which combines material and spiritual principles to transform real estate investing into a conscious spiritual, wealth-filled adventure. Bonita integrates over thirty years of real estate investing experience in her writing, coaching, and teaching. As an edutainer, she puts her magic and ventriloquism skills to use entertaining as well as educating audiences at conventions, conferences, and trade associations.



**Mike Hamers** has 25 years' of experience as a designer and illustrator. At Lightspeed Commercial Arts, he has been helping entrepreneurs grow their businesses with effective graphic design and branding that makes sense. He offers a range of services including book cover design and interior layout & production, logo design, illustration, design for flyers, post-cards, bookmarks & marketing materials, and print management. Mike has won numerous national and international awards for his book covers, logos, and product packaging.

Mike can design a selection of unique cover concepts for you to choose from or work with you to produce your exact idea the way you want it done. He will give you what you want, on time and within budget! See his portfolio samples at [www.Lightspeedca.net](http://www.Lightspeedca.net) and can be reached at 303-527-1222. ***I've Got You Cover'd... from front to back, concept to completion, we design and produce effective book covers and more.***



**Penny Holguin**, Children's author, speaks to educators, parent groups, and others about the escalating tide of bullying (which begins in preschool!). She addresses the neurology of learning and how simple acts of kindness taught repetitively and rewarded publically can make huge shifts in behavior that have a transforming impact on young children.

Her picture book *Sarah O'Hara~Gift of the Fairy Wings* has won three national awards. She was inspired to write it because her ADHD daughter had difficulty picking up on social cues. A background in visual arts, aided by Penny's understanding that lessons told through story and character were a much more effective way of teaching children, helped bring her book to life. *It's about Sarah O'Hara, who receives a pair of fairy wings for her birthday. She's anything but a princess when she bullies her classmate. Ultimately, Sarah discovers the most important gift of all—that it takes more than a pair of fairy wings to be a real princess.*



**Tonia Boterf**, business coach, specializes in helping Boomers start and/or grow their businesses ([www.FocussedBusinessSuccess.com](http://www.FocussedBusinessSuccess.com)). She also works with Boomers who are caring for Aging Parents ([www.HelpWithAgingParents.com](http://www.HelpWithAgingParents.com)). Tonia is very passionate about both these very different businesses.

She says, "I am a prolific writer of articles and e-books on aging parent issues and now have a large print book that is filled with solutions for caregivers and seniors who face many challenges as they try to improve the quality of life for both. I'm looking forward to learning many new things from Author U and its members, connecting with others, collaborating with others, and being a resource. I'm especially looking forward to attending the May 6-7 event."

If you wish to contact me, call me at 617-895-0249 or e-mail me at [tonia@thepracticalexpert.com](mailto:tonia@thepracticalexpert.com)



## Welcome to our New Members!



**Kristin Moeller** thrives while “disrupting the ordinary” and inspiring others to do the same. A highly respected coach, author, speaker, and radio show host who holds a master’s degree in counseling, Kristen has more than 21 years’ experience in the field of personal development. Her Best-Selling book, *Waiting for Jack: Confession of a Self-Help Junkie – How to Stop Waiting and Start Living Your Life*, explores our pervasive human tendency to wait and look outside ourselves for answers. Jack Canfield of *Chicken Soup for the Soul* fame wrote the foreword to the book. Kristen is the creator of Author Your Brilliance™, which empowers authors to find and express their voice, as well as the Executive Publisher for Imbue Press. Her non-profit, the Chick-a-go Foundation, provides “pay-it-forward” scholarships for transformational educational training programs, reaching people who otherwise cannot afford such opportunities.



**Ann Louise Ramsey** is an award-winning author who lives in Western Colorado with Honey, her Cocker Spaniel, fulfilling her dreams of writing, illustrating, and publishing children’s picture books. In addition, she creates Happy Dog Art greeting cards and Ann’s Animal Artistry and playing her fiddle at local Contra dances and jam sessions. Two of her ‘story-poems’ are the stories in her children’s picture books, *Me, the Tree* and *Just Be You*.

Ann Louise Ramsey and Honey have made numerous library and school visits in Colorado, inspiring creativity in others with book readings and the sharing of her creative ideas on computer graphics, writing, and publishing.



**Betty Motsenbocker** has over 25 years’ experience working as a National Executive Recruiter with the largest recruiting company in the U.S., which has over 800 offices world-wide. Betty has worked with 1000s of candidates and 1000s of corporations since she started her career in the early ’80s. Her specialty has been recruiting quality candidates and giving real guidance in preparing them for interviews with Fortune 500s/2000s, as well as with start-ups. She has never believed in “*just sending out a resume*” and “hoping” someone will interview her candidate. Her new book is a powerful tool for anyone wanting to “**Soar Above the Crowd**” and “**Land the Job of Their Dreams.**”



**REMEMBER:** If you are a new member - send Judith your photo and bio.  
If you are a Member with news - send your news to Judith!





## Member News

**Collin Earl** and **Chris Snelgrove** have just released their first book, *Harmonics: Rise of the Magician*—available in both paper and eBook format.

**Joan McWilliams** is thrilled to share the news that her book, *Parenting Plans for Families After Divorce* is at the printers with Friesens doing the honors.

**Brian Jud** is presenting *Attend the Sell-More-Books-With-No>Returns Workshop* at the Wyndham Garden Hotel, Philadelphia Airport, on April 30, 2011. Get a FREE MP3 player loaded with book-marketing information with early registration. This will be an interactive day with customized help for selling your books to non-bookstore buyers. For more info, visit [www.tinyurl.com/46tm9v7](http://www.tinyurl.com/46tm9v7) or contact [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com). 860-675-1344

**Patrick Griffith** is one of only 250 quarter finalists in Amazon's Breakthrough Novel for Young Adults. *The Chronicles of Landon Wicker: The Search for Artemis* is starting to garner attention! One of the judges wrote, "I think it is an excellent excerpt: I want to read it all right now! But the best part is the author's use of words to create striking images. I feel like I am in the apartment, drenched in the oppressive heat and charged emotions of this dysfunctional household, with Landon. I love the use of books as infrastructure and decoration for this home. The author brings these characters to life with such a concise vision."

**Tina Proctor** and **Donna DeNomme** will speak at the Women's Ministries Tea Talks at MileHi Church on April 10th. Cost is only \$10—their topic: Today's Sparkle, Tomorrow's Brilliance.

**Philip Varley** has completed *Failure Is Not an Option: The 12-Step Plan to Turnaround Success* and sent it to the printers. Designed to specifically deal with turning a company from demise to profitability, he brings a long résumé of success to the many companies he's worked with.

**Judith Briles** presented an evening workshop at the DaVinci Institute in Louisville, CO, on March 22nd. Her topic: Is There a Book in You? was delivered to a maxed-out room. It has been rebooked for the fall.

April 19th will mark the Amazon and BN launch for her book co-written with John Kremer and Rick Frishman, *Show Me About Book Publishing*. Watch for the announcement—there will be a variety of freebies especially designed for authors that will be given out to every purchaser.

**Susan Piergeorge** has finished her book, *Boomer Be Well: Rebel Against Aging through Food, Nutrition and Lifestyle*. The interior was designed by Ronnie Moore of WESType and cover by Nick Zelinger of NZGraphics

**Barb Tobias, Lynn McLeod, Kathine Carol** and **Judith Briles** will have a special program:

Hats Off To Inspiring Women ... A Unique Book Signing Event

When: April 26, 2011 Time: 5:30 p.m. – 8:00 p.m.

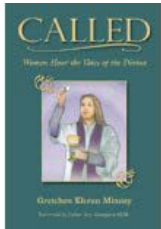
Where: Red and Jerry's at 1840 West Oxford, Sheridan & Colorado 80110 / 303-783-0655





## Member News

### BOOK AWARDS ARE STARTING TO COME IN ...



**Melanie Mulhall** received top EVVY honors for her editing of Gretchen Klotten Minney's book, *Called—Women Hear the Voice of the Divine*.



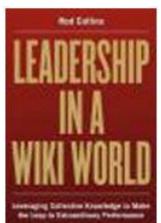
**Nick Zelinger** took the second place EVVY for his Layout and Cover Design of *I'll Be There to Write the Story* by Maria Weber.



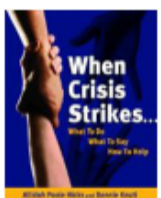
**Mike Gannon** received a third place EVVY Award in both the Memoir and Inspirational categories for his wonderful book, *If These Ears Could Sing*. Member **Karen Saunders** coordinated the team that brought Mike's book to life.



**Polly Letofsky** was honored to have received the first place EVVY Award in Memoir and third place for Travel for her best-selling book, *3MPH: The Adventures of a Woman's Walk Around the World*.



**Rod Collins** took first place honors in the Business EVVY category for his book, *Leadership in a Wiki World*.



**Bonnie Knuti** and **Allidah Poole Hicks** hit a home run. Their book, *When Crisis Strikes: What to Do, What to Say, How to Help* won first place in the EVVY How-to category, and it took top honors with the best over-all score of all books entered.

# Five Mistakes Authors Make That Cost a Fortune

## *(and How You Can Avoid Them)*

by Penny Sansevieri



When it comes to books, promotion, and book production, I know that it can seem to be a minefield of choices. While I can't address each of these in minutia, there are a number of areas that are closely tied to a book's success (or lack thereof).

Here are five for you to consider:

### 1) Not understanding the importance of a book cover

I always find it interesting that an author may spend years writing a book and then leave the cover design to someone who isn't a designer, who doesn't have a working knowledge of book design, or who has no knowledge of the publishing industry. Or worse, they create a design without having done the proper market research. Consider these facts for a minute: shoppers in a bookstore spend on average of 8 seconds looking at the front cover of a book and 15 seconds looking at the back before deciding whether to buy it. Further, a survey of booksellers showed that 75% of them found the book cover to be the most important element of the book. Also, sales teams at book distribution often take **only** the book cover with them when they shop titles into stores. And finally, please don't attempt to design your own book cover. Much like cutting your own hair, this is never a good idea.

### 2) Trusting someone who has limited or no track record

When you hire a team, make sure you ask the service provider for his/her track record. Often I see an author who successfully marketed a single title and who now feel he has all the marketing knowledge they needed to help you market yours. Unless you are in similar markets, I would avoid this at all costs. You want people who have worked in the industry and know the needs of the market beyond just one title. You also want someone who has some history. Ask for referrals and success stories. I give references all the time to potential new clients; but when I am the one interviewing a new service provider, I will ask for referrals but never call them. I mean who's going to give you a bad referral? I want to see that they have some names they can give me; then I'll go online and Google them to gain some insight into their history and online reputation.

### 3) Listening to people who aren't experts

When you ask someone's opinion about your book, direction, or topic, make sure they are either working in your industry or know your consumer. If, for example, you have written a young adult (YA) book, don't give it to your co-workers to read and get feedback (yes, I know some YA books have adult market crossover appeal, but this is different). If you've written a book for teens, then give it to teens to read. Same is true for self-help, diet, romance. Align yourself with your market. You want the book to be right for the reader. In the end, that's all that matters.

#### 4) Trusting Oprah to solve all your problems

Getting on Oprah, is an article in and of itself but let me say this: the quickest way to turn off a publicist is to use the “O” word. Why? Because anyone worth their salt knows how tough a road the Oprah pitch can be. Not just that, but sometimes authors will become so myopic and obsessed about this show that they lose sight of other, maybe better opportunities. And trust me on another point: someone (friend, co-worker, family, spouse), somewhere will tell you “You should go on Oprah;” and while you might be 100% perfect Oprah material, the only people who can determine if you should be on her show are her producers. Shoot for the stars, dream big, but remain realistic about your campaign. Otherwise, you’ll spend a lot of time and a lot of money chasing a potentially elusive target.

#### 5) Planning for the short term only

There’s a fallacy that exists in publishing and it’s this: “instant bestseller.” Anyone who has spent any amount of time in the industry knows there is no such thing as “instant,” and certainly the words “overnight success” are generally not reserved for books. Book promotion should be viewed as a long runway. In otherwords, you should plan for the long term. Don’t spend all your marketing dollars in the first few months of a campaign. We find this especially true for self-published titles that need a little more TLC than their traditionally published counterparts. We offer campaigns that last 90 days, but that’s not because we think 90 days is all it will take to make your book a success; it’s because we find it’s a reasonable time to get started, get a foothold, and start your progress down the runway of success.

*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: [subscribe@amarketingexpert.com](mailto:subscribe@amarketingexpert.com).*

**HAVE YOU REGISTERED YET?**

**May 6<sup>th</sup> – 7<sup>th</sup>**

**Author U Extravaganza!**

**Soaring Your Book  
to the Rock Star Stratosphere**

**Early Pricing ends April 15!**

Register NOW at [www.AuthorU.org](http://www.AuthorU.org)

# Author U is Us ...

Our new website is up and running ... Have you explored it yet at [www.AuthorU.org](http://www.AuthorU.org) ? Author U is for the serious author and independent publisher. Its programs and BootCamps are all designed to create, promote, and turn you and your book(s) into the success you want.



## For only \$49 ... here's why you should be a member:

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- Printing of flyers, business cards, postcards: Tu-Vets Printing
- Interior Designs for books discounts: WESType Publishing, NZ Graphics
- 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 and Patti Thorn
- 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
- Distribution with Midpoint Trade and Book Masters
- The list continues to grow!

Plus, at renewal, you will receive a Bonus via a PDF of 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*.

All of us at Author U look forward to the expansion of our community. Tell your friends ... \$49 is a very small amount to invest for your success.

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Direct Payment Link: <http://tinyurl.com/4cw4w7d>

## Meet Author U's Advisory Board



**Dan Poynter** is an author of more than 100 books, including *The Self-Publishing Manual*. He's been a publisher since 1969 and is a Certified Speaking Professional (CSP). He is an evangelist for books, an ombudsman for authors, an advocate for publishers, and the godfather to thousands of successfully-published books.

His seminars have been featured on CNN, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*.

The media comes to Dan because he is the leading authority on book publishing. He travels more than 6,000 miles each week to share, inspire, and empower writers, publishers, and professional speakers through keynotes and seminars. Reach Dan at [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com).

See [www.youtube.com/watch?v=mWl0fnBu7bs](http://www.youtube.com/watch?v=mWl0fnBu7bs)



**Eric Kampmann** is President of Midpoint Trade Books, one of the leading sales and distribution companies for book publishers. Midpoint has built its reputation on an innovative and powerful sales strategy that is designed to help independent publishers compete successfully in the trade book marketplace. Eric is also the publisher and president of two publishing companies: Beaufort Books and Moyer Bell. He is the author of three books: *The Book Publishers Handbook*, *Tree of Life* and *Trail Thoughts*.

Eric has always been known as an entrepreneur and innovator. He is proud of the fact that Midpoint has become known as a company that knows how to compete with the biggest publishers while maintaining the feel of a small and very personal sales and distribution organization.

He has taught courses on book publishing at Harvard, Columbia, NYU as well as numerous publishing and writers conferences.



**Mara Purl** is the award-winning author of both fiction and non-fiction. Her *Milford-Haven Novels* have won fifteen literary awards, including the Benjamin Franklin, Indie Excellence, USA Book News, and ForeWord Book of the Year and have made her a spokesperson for Women's Fiction.

Mara has a multi-faceted career. As a writer, she has eight published books and was a journalist for *Rolling Stone*, the *Financial Times of London* and the *Associated Press*, to name a few. She has written or co-written several screenplays, teleplays, radioplays, and is a published essayist. As an actress, Mara is best known for her continuing role on NBC's *Days of Our Lives*, and her one-woman show (co-written with Sydney Swire) won a Peak Award. And as a producer, she created *Milford-Haven U.S.A.*, an ongoing drama that enjoyed a listenership of 4.5 million on BBC Radio. She currently produces audio books of her own and other authors' works, several of which have won audio awards.

As an author, Mara created her branded author tea events. She has been a speaker and panelist at numerous book festivals, has addressed scores of service organizations, is a past president of the Colorado Independent Publishers Association, a board member of Women Writing the West, and a member of the Author's Guild. Her website is [www.MaraPurl.com](http://www.MaraPurl.com), and she can be reached at [MaraPurl@aol.com](mailto:MaraPurl@aol.com).



**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. Her company is one of the leaders in the publishing industry and has developed some of the innovative Social Media/Internet book marketing campaigns. She is the author of five books, including *Red Hot Internet Publicity* which has been called the "leading guide to everything Internet." AME is the first marketing and publicity firm to use Internet promotion to its full impact through The Virtual Author Tour™, which strategically works with



social networking sites, micro-blogs, blogs, book videos, and relevant sites to push an author's message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market.

AME has had nine recent books top the bestseller lists, including *New York Times*, *USA Today*, and *Wall Street Journal*. To learn more about Penny's books or her promotional services, you can visit her web site at [www.AMarketingExpert.com](http://www.AMarketingExpert.com). To subscribe to her free ezine, send a blank email to [subscribe@amarketingexpert.com](mailto:subscribe@amarketingexpert.com)



**Marty Dickinson** is the Founder of Here Next Year ([www.HereNextYear.com](http://www.HereNextYear.com)) and an Internet Marketing Guru. He's the author of several books, including *Web Marketing All-in-One for Dummies*. He has been a full-time Internet marketer for 15 years, selling books, promoting affiliate products, and generating leads through more than 100 of his own websites. Marty loves to share what he's learned about online promotion through training-style workshops and writing.

His services company, HereNextYear, Inc., has a team of seven Web designers and programmers that create and support WordPress websites for authors and speakers around the world. His core belief is that "To be successful on the Internet, you either need to hire your own team or find one that's already existing and working together. There's no need or reason to try to do it all yourself anymore." Marty is known throughout the business community as "the guy with the dog" and invites you to Take Action by connecting with him at [www.HereNextYear.com](http://www.HereNextYear.com).



**Rick Frishman** is the publisher at Morgan James Publishing in New York, [www.MorganJamesPublishing.com](http://www.MorganJamesPublishing.com) and is the founder of Planned Television Arts. He has been one of the leading book publicists in America for over 33 years. Working with many of the top book editors, literary agents, and publishers in America—including Simon and Schuster, Random House, Wiley, Harper, Pocket Books, Penguin Putnam, and Hyperion Books—he has worked with best-selling authors including Mitch Albom, Bill Moyers, Stephen King, Caroline Kennedy, Howard Stern, President Jimmy Carter, Mark Victor Hansen, Nelson DeMille, John Grisham, Hugh Downs, Henry Kissinger, Jack Canfield, Alan Dershowitz, Arnold Palmer, and Harvey Mackay.

He is the co-author of 12 books, including national best-sellers *Guerrilla Publicity*, *Guerrilla Marketing for Writers-2nd Edition*, *Networking Magic* and *Where's Your WOW*. His latest book is co-authored with Judith Briles and John Kremer—*Show Me About Book Publishing*. Go to [www.RickFrishman.com](http://www.RickFrishman.com) for more information and to get Rick's "Million Dollar Rolodex."



**Greg Godek** is best known for the self-published three-million-copy bestseller *1001 Ways To Be Romantic*. He is also known as a "marketing maniac" who took his shady background as an advertising/marketing guy and applied it with a vengeance to the staid world of publishing. He founded a little publishing company in 1991 (before Amazon.com and POD), turned it into a mini-industry, wrote and published five titles, sold his first million books, and appeared on Oprah and Donahue before he came to his senses and sold the publishing company to devote himself full-time to writing, speaking and marketing.

He has been featured in the *New York Times*, the *Los Angeles Times*, the *Boston Globe*, *Cosmopolitan*, *Glamour*, *Redbook*, *Playboy*, *Harper's Bazaar* and *People*.

Greg conducted the biggest book tour in the history of publishing, traveling the country full-time for two years aboard a custom RV, beginning in 1996. He currently writes books, consults occasionally with authors of rare talent, and manages his wife's speaking career.



**Collin Earl** is the Chief Legal Officer for Darkfire Productions as well as the point of contact for new clients. A writing and social media enthusiast, he is responsible for keep up to date on the latest trends in social media and marketing. He is also responsible for updating Darkfire's website and the making of Darkfire's informational videos.

Although he's a social media pro and a lawyer, he's also an author with two novels under his belt. His first novel, a modern fantasy thriller titled the *House of Grey*, was distributed via the web in the serialized podcast format. With over 300,000 downloads to date and with thousands of fans across the world, Collin Earl is quickly making a name for himself in the world of serialized fiction. His second novel, co-written with Chris Snelgrove, *Harmonics: Rise of the Magician*, is his first foray in the world of tiered content. Featuring a free podcast, a low priced eBook, a moderately priced premium version of the trade paperback and a full cast audio drama.

When not in the office, Mr. Earl is an aspiring novelist writing in a multitude of different genres. He also enjoys the exploring the outdoors with his wife and two young children. He can be reached at [Collin@DarkfireProductions.com](mailto:Collin@DarkfireProductions.com).



**Peggy McColl** – As a Viral Marketing and Book Promotion Expert, Peggy McColl is also a NY Times best-selling author. She has authored 8 books, translated into 31 languages and are sold in over 80 countries in the world. Peggy is also an internationally recognized expert in the field of personal and professional development and Internet marketing.

As an entrepreneur, business owner, mentor, and professional speaker, she provides effective Internet marketing solutions for entrepreneurs, authors, publishers, professionals, and business owners who want to establish an online presence, achieve bestseller status, build their brand, and grow and/or expand their business online. [www.Destinies.com](http://www.Destinies.com), [Facebook.com/PeggyMcColl](https://Facebook.com/PeggyMcColl), [Twitter.com/PeggyMcColl](https://Twitter.com/PeggyMcColl).



**Susan RoAne** leads a double life: as an author and a professional speaker she has written seven books that have been published in over 12 countries, including an audio-book and one of the first eBooks. Her first book, the landmark best-seller, *How To Work a Room®*, has sold over a million copies worldwide and is still on virtual and brick and mortar bookshelves after over 22 years.

Susan's advice has appeared in such diverse venues as *Cooking Light* (she doesn't cook light or otherwise), *New York Times*, *Wall Street Journal*, *Cosmopolitan* magazine, *Chicago Tribune*, *Fast Company* and *Maxim Men's Magazines*. Because of her experience and publishing network, Susan has coached would-be authors and helped place several books with New York houses. She is the only author asked to teach a content program based on her books at NYU's prestigious Summer Publishing Institute for more than ten years.

An early adopter, Susan RoAne has been a blogger for over six years and a tweeter for 2 1/2 years, so she writes daily ... even if it's only 140 characters. She and her blog can be found at [www.SusanRoane.com](http://www.SusanRoane.com) and [www.twitter.com/susanroane](https://www.twitter.com/susanroane)



### **John Kremer**

As the acknowledged expert on book publishing and marketing, John Kremer is the owner of Open Horizons, his own publishing company based in Taos, New Mexico. He's been the editor of the *Book Marketing Update* newsletter for more than 20 years, as well as editor of the *Kremer 100 PR* newsletter ([www.BookMarketing.com](http://www.BookMarketing.com) and [www.JohnKremer.com](http://www.JohnKremer.com)). John is also the author of a number of books on publishing and marketing, including *1001 Ways to Market Your Books: For Authors and Publishers* (6th Edition), *The Complete Direct Marketing Sourcebook*, *High Impact Marketing on a Low Impact Budget*, and *Celebrate Today*.

He consults in the areas of book marketing, book sales, book promotion, publicity, direct marketing, pricing, book titles, book covers, book marketing plans, book proposals, rights sales, and general planning for book publishers of all sizes as well as for individual authors. While most of John's consulting is done over the phone, he also provides on-site consulting services.

### Friend to the Advisory Board



**Marcella Smith** was the Director of Small Press and Vendor Relations for Barnes & Noble, Inc., until 2011. Today, she is a private consultant to the publishing world. Marcella knows the book business inside and out, with almost 50 years' of experience that began in Washington, DC, when she worked in an independent bookshop. Since then, she has worked in and managed two other bookstores and has been a sales rep for *St. Martin's Press* and a Marketing Manager at *Simon & Schuster*. Today, she has taken her decades of knowledge and now does publishing consults.

She has served on a variety of boards relating to the book industry, including the Publishers Marketing Association (now Independent Book Publishers Association) and the Small Press Center's Advisory Council. Marcella is a rabid baseball fan, and studies photography and Italian in her spare time.

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## Our Newest Premium Partners



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Charlie Tlapa is TPS's National Accounts Manager and can be reached at [Charlie@TPS1.com](mailto:Charlie@TPS1.com).

Details of both services are on the AuthorU Premier Partners tab on the Home page, [www.AuthorU.org](http://www.AuthorU.org).

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## Author U Extravaganza! May 6 – 7, 2011

# Soar Your Book to the Rock Star Stratosphere!

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**Alex Carroll** is one of the world's leading experts on radio publicity. The numbers speak for themselves. Over the past 10 years, he has been a guest on more than ONE THOUSAND radio shows (1,246 to be exact), captured well over \$4,500,000 in free radio airtime, and generated more than \$1,500,000 in orders directly from listeners ... all without spending a DIME on advertising and rarely leaving his own home.

**Marcella Smith** is the former Director of the Small Press division of Barnes and Noble. Known as Publishing's Insider Insider, she will present a thought-provoking vision of what's happening and the future of publishing in a special Friday night dinner event.

**Chuck Blakeman** published *Making Money is Killing Your Business*, selected by the National Federation of Business Owners as the #1 book in 2010. His session will focus on authoring and books and creating an exit plan that still keeps money coming in.

**Eric Kampmann** knows both traditional and independent publishing. He's an author, CEO of Midpoint Trade and Beaufort Publishing, and has created a unique new model for authors and independent publishers.

**Justin Matott** is a self-publisher's best friend with almost 500,000 copies sold and 234 books published. After 52 rejections, he published himself, selling 4,700 copies out of his trunk in just three weeks—the rest is children's writing and publishing history.

**Craig Duswalt** is an award-winning copywriter and the former Creative Director for a Los Angeles-based ad agency until opening up his own ad agency, Green Room Design & Advertising. Combining his business savvy with his love of music (he was personal assistant to the Guns N Roses band), he knows branding and marketing.

**Joan Stewart** teaches Publicity Hounds how to catch the attention of frazzled news directors, busy reporters, and grumpy editors. She shows authors how to use the traditional media and social networking to establish their credibility, enhance their reputation, position themselves as experts, and sell more books.

**Peggy McColl** is a *New York Times* best-selling author. She has authored 8 books that have been translated into 31 languages and are sold in over 80 countries in the world. Peggy is an expert in Internet marketing and online book sales.

**Tom Campbell** is the Senior VP of Sales for King Printing Company, Inc., working with over 8,000 individual authors and independent publishers on how to print their books cost effectively with profitability as the main goal to their business.

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## Extravaganza Speakers



### Joan Stewart

**Become a Rock Star Harnessing the Internet** comes to Colorado and will work with both traditional publicity and social media options.



### Chuck Blakeman

**Rock Stars Get Off the Treadmill** “*Making Money is Killing Your Business*” was selected by the National Federation of Business Owners as the #1 book this year—ahead of Seth Godin at #6. His session will focus on authoring/books.



### Tom Campbell

**Rock Star Printers Reveal All:** this includes many of the Exhibitors—it’s what’s what in the book world today.



### Alex Carroll

**Rock Stars Reach Millions For Free — Without Leaving Home** will do an interactive workshop with participants onstage to learn how to “pitch” to a producer, plus find the right radio market.



### Peggy McColl

**Create a Rock Star Amazon Bestseller**, her workshop will be hands-on in how to do it.



### Craig Duswalt

**Create Your Own Rock Star Branding**—participants will learn all the elements of creating Rock Star Branding with Craig ... if Guns n’ Roses loved him, so will you!



### Marcella Smith

**Publishing’s Insider, Insider** will present a thought-provoking vision of what’s happening and the future of publishing in a special *Dinner with Marcella* on Friday.



### Eric Kampmann

**Create Rock Star Author Power with Partner Publishing** will be a new relationship for the self- and independent Author/Publisher. Eric will explore options and how to set up.



### Justin Matott

**Rock Stars Make “Creativity” Their Middle Name** is at the core of winning books ... no one does it better than Justin. High energy, perfect way to end two high-power days.



## Five Ways to Create Rock Star Comments at Your Blog

By Joan Stewart, speaking at AuthorU Extravaganza, May 6-7

### Five Ways to Create Rock Star Comments at Your Blog

Joan Stewart will be presenting at the *Author U Extravaganza May 6-7*. This month she share's one of her most popular articles that was posted on her blog at the Publicity Hound. It was created as a guest blog by Ryan Schmitz, a freelance blogger from Milwaukee, Wis., who manages a portfolio of websites ranging from Milwaukee Condos to Waikiki Beach Travel. This is an example of doing guest blogs for others ... it's a terrific way to continue to expand your brand recognition:

By Ryan Schmitz

Comments are a great way to interact with your potential clients, add more value to your blog, and give you fresh post ideas.

Joan stressed the importance of blog comments at her presentation to the Wisconsin Small Business Owners Meetup group in Milwaukee, where I had the opportunity to meet her a few weeks ago and gain her perspective on blogging for beginners. Like Joan, I agree and believe comments are a way to make a blog come alive and give you a channel to understand your customers. If you want to encourage input on your blog, you may be wondering, "How do I get people to comment more?"

Here are five ways to spark comments on your blog and increase dialogue with your prospects.

#### 1. Install the "Top Commentators" plugin

([www.wordpress.org/extend/plugins/top-commentators-widget/](http://www.wordpress.org/extend/plugins/top-commentators-widget/))

*Top Commentators* is a widget that you can add to your WordPress blog that lists the top commentators on your blog. They're ranked in order of the number of comments they've posted on the blog, which then gives them a link to their site on your sidebar.

This creates a win-win situation because they're getting a backlink, and you're getting more comments. With the Top Commentators plugin, you can choose whether you want the list to stay ranked permanently or start from scratch every month. I refresh mine every month to encourage more commenting and let new commentators get the benefit of a link from my site.

#### 2. Ask a Question

At the end of your post, address your readers and ask them a question to engage conversation. This call to action gives them an idea of something to comment about rather than pulling an idea out of thin air.

Continued on page 31 ....

**Blog:** continued from page 30 . . .

Without a question to answer, you'll probably get a lot of comments like "I agree" or "nice post" or other really general statements. At the end of this post, you can read a question from me.

### **3. Take the Opposite Side of the Argument**

I've done this on my blog about personal finance and even created a series where I purposely write a post taking the opposite side of an argument on a popular belief. You can do this with your business as well by saying something like "yellow books are much easier to use than Google" or "washing your carpeting by hand is much easier than using Stanley Steemer."

By taking the opposite approach, most people who read the post will disagree, and it stirs the pot a bit. If you do decide to do this, make sure that people know you're playing devil's advocate.

### **4. Comment on Other Blogs**

This one's a bit obvious; but if you want comments on your own blog, don't be a hypocrite by not commenting on other blogs. Most of my blogging relationships have started simply by commenting on a post that I liked, which opened dialogue with the blogger.

Think of each new blog you comment on as an opportunity to say "hi" to a new person. Some people will be more friendly than others; but if you do it enough, you'll create active dialogue on your blog and perhaps gain some valuable business relationships.

### **5. Make it Easy for Them to Comment**

Have you ever encountered a blog where you have to register just to leave a comment?

If I find a blog that requires a login, I usually don't leave a comment. Simply put, no passwords, no logins, and no requiring me to register for your product will mean I'm more likely to post. If I want your product, I will register for it. Otherwise, just let me comment on your blog.

If you are really focused on getting comments, make it easy for people to do so, especially if your clientele isn't the most Web savvy. Comments are a valuable part of your blogging strategy. They open dialogue with your potential customers, give you valuable feedback, and give you fresh post topics when commentators ask you questions.

Comments also help by giving you more content that is crawled by Google, which gives you a wider breadth to be found in the search engines. Joan also said in her presentation that she liked to under-promise and over-deliver, so I've added a sixth way to spark comments on your blog by including, "You can thank me in the comments below" at the end of your blog posting.

**Blog:** continued from page 31 . . .

**6. Make Your Comments *Dofollow*** *Dofollow* basically means that when a commentator leaves a link, it counts towards Google rankings. Most blogs that you comment on will be *nofollow*, which means when you leave a link, it doesn't help your search engine rankings. I've recently written about how to easily tell if a blog is *dofollow* or *nofollow*.

If your blog is *dofollow*, it means that commentators have more of an incentive to post a comment with their link because the link they leave will be more valuable than if left on a blog with *nofollow* links.

A WordPress plugin that does a great job of giving you this ability is called *commentluv*. If you even use one or two of the ideas I listed above, you'll begin to see more comments on your blog and have a more exciting blog, one that literally comes to life.

*Joan Stewart is known globally as The Publicity Hound. She will be a featured speaker at the May 6-7 Author U Extravaganza. Her website is [www.PublicityHound.com](http://www.PublicityHound.com).*

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## Create Rock Star Success by Multiplying Your Greatness through Masterminds and Seminars

By Craig Duswalt, Rock Star Marketing

Mick Jagger and Keith Richards met in school and found they both loved American blues and R & B music. They achieved great success as part of the Rolling Stones. Axl Rose and Izzy Stradlin also met in high school — in Indiana. They bonded over their love for rock music. Years later, they met up again in Hollywood, and eventually became two of the founding members of Guns N' Roses. These are just two examples of musicians who forged successful partnerships because of their love for a certain type of music.

Leaders understand that it's not "cool" to be a loner. You need other people in order to achieve any real measure of success. One thing is absolutely true for any business: we can accomplish much more together than we ever can alone.

Sometimes a word said in passing can have a dramatic impact on your business. In the late 1960s, Jimmy Page tried to put together a Super Group consisting of himself, Jeff Beck, and the Who's John Entwistle and Keith Moon. Entwistle laughed off the idea, and legend has it that he said the idea would go over like a lead zeppelin (the English equivalent of the American expression "going over like a lead balloon").

The group never got together, but when Page needed a name for his new band, they dropped the "e" from lead, and Led Zeppelin was born.

Successful entrepreneurs know that all kinds of great ideas come when you get a group of industry leaders together. That's the idea behind Mastermind Groups. In these groups, leaders in your field meet and discuss new ideas, and get each other's views on what's going on in the world.

I personally belong to several of these groups. The time I invest going to these meetings pays for itself many times over in new ideas and inspiration. I always get more out of these meetings than I put into them, because everyone there is passionate about what they are doing.

There's some debate about the perfect size for a Mastermind Group. Some prefer larger ones (groups of 15 to 20). Others like a smaller group (3 to 5 people). I belong to both, and both have their benefits. In smaller groups, you can really focus on each other's issues. Larger groups get a wider range of ideas, and more of a big-picture perspective.

Another way to interact with like-minded people is at seminars. I personally attribute my immediate success as a marketing coach and speaker to going to as many seminars as I can, whenever I can. First and foremost, I'm meeting people that have the same interests as I have. And I'm discovering new trends and success stories in my industry. Then I take these ideas and apply them to my brand.

Continued on page 35 ....



**Facebook:** continued from page 34 . . .

But I have learned that most people don't attend seminars because they're either too busy and they "have to" stay in the office, or because they think they can meet people through social networking on the Internet.

It's hard to imagine a band becoming successful without leaving their homes. In fact, many bands reached great success because of their touring and live concerts. Bruce Springsteen is a great example of this. He made his reputation by playing three-hour shows filled with energy and theatrics. It was only after a buzz had developed about his stage shows that his records really began to sell.

The most successful entrepreneurs know that if they want to achieve success, they will need to get out and meet people. Overindulging on the Internet doesn't mean you never leave your computer. You must mingle with people, face-to-face, to reach any level of success.

So how do we build collaborations with people who have drives and passions similar to our own? How do we decide who we should or should not collaborate with? How do we meet the people we should be collaborating with? Join a Mastermind Group or go to a Seminar in your area to find out the answers to these extremely important questions, and you will become an overnight success.

***Craig Duswalt*** will be speaking at the AuthorU Extravaganza May 6-7. He is a professional speaker, author and creator of the RockStar System For Success – How to Achieve RockStar Status in Your Industry. *Craig helps regular business owners to become RockStar Entrepreneurs at his RockStar Marketing BootCamps every March and September in Los Angeles. His website is [www.CraigDuswalt.com](http://www.CraigDuswalt.com)*



## How to Keep Internet Marketing Simple with Easy-to-use Technology

By Peggy McColl



If you find technology difficult to use, you can expect that your customers will, too.

One of my clients was told she should begin a blog on a new, trendy blog hosting site. Although she found it easy to design a beautiful looking blog, she had difficulty getting the commenting software to work. She had a few of her friends try leaving comments, following the software prompts, but it was soon clear that the complex software would serve as a barrier to interaction with her clients. She closed down the blog and moved it over to a more user-friendly website. After experimenting with that one a bit, she realized it was far easier to use and felt comfortable announcing her new blog to her followers. “Trendy” just wasn’t as important to her followers and her as how easy it was to use.

I’ve observed some people tend to make tasks and projects more difficult than they have to be. For example, when offering a product online, you need to have a method for payment authorization. If the shopping cart you are using or the payment method isn’t easy to use, people will leave. They simply don’t want to work that hard to make a purchase. Their impatience could be costing you business.

When I searched for payment methods for my own website, I looked for shopping carts that had rave reviews from users. Functionality was important, but one of my own criteria for making a buying decision was to find one a shopping cart that other users weren’t just satisfied with but actually thrilled with. If they weren’t thrilled with the product, how could I expect to be?

I also prefer to have my website in a format that allows me to easily upload changes and not have to bother my Web master for each and every little tweak. If you can quickly add and edit your existing content yourself, you won’t have to depend on your designer’s being available or following your directions to the “T”—Not to mention saving you money.

Paying attention to the details and remaining consistent with your message online is important. One of my clients found that when he let his Web designer create new links and upload pages, the designer kept using the terminology “press here” instead of “click here.” Because my client is a writer and editor, he was particular about using “click here” instead. Even though this seems like a minor detail, your website is a reflection of you; so why not have it the way *you* want it? Because my client was able to upload his own pages, he could avoid asking his Web master to attend to such small changes.

*Peggy McColl will show authors how to stop the dragging and really make a mark on Amazon in her presentation at the AuthorU Extravaganza on May 6-7. Her website is [www.Destinies.com](http://www.Destinies.com).*



## Count me in for the Author U Extravaganza!

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