



The Resource

Vol. 2, No. 2

www.AuthorU.org

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The Author's Rhythm ... Do You Know Yours?

Judith Briles, Author U Founder



George Gershwin's classic lyrics, "I've got rhythm, I've got music ... who could ask for anything more?" presents the perfect element to begin your authoring quest with. Your book has to have rhythm to be successful. You have to have rhythm to bring it all together. Rhythm connects you to your passion, your heart, and your vision. Everything has rhythm to it—the way you live, talk, walk, work, love, eat, and play.

Take Michael Jordan—here's someone who played for a living. As one of basketball's kings, he reflected on his career at his retirement:

So when you look at all those twists and turns (in life), all the little things that happened and turned out to be major events, I have to believe there was an original *rhythm* [italics added] to my life, a spiritual road that I was traveling without ever knowing where it would lead.

In the audiobook, *The Tango of Authoring and Publishing*, Katherine Carol and I wrote/said:

One of the biggest mistakes authors consistently make is their drive to rush to publish. Rushing without knowing what their flow is really about ... they just know they have a book in them. Slow down. Breathe a bit. Listen to your rhythm—does it resemble "Flight of the Bumble Bee," "A Hard Day's Night," or something along the lines of "I've Got Rhythm," "Bolero," "I Left My Heart in San Francisco" or Louis Armstrong's "What a Wonderful World"?

Is it memorable? Does it have legs? *Rhythm* has flow—everything is connected ... you can feel it, you can hear it, and you experience it. Beginner dancers think a lot; when you know the steps, your dance, you instinctively move into and with it. The Art of Authoring and Publishing is no different.

Continued on page 2

The Author's Rythm; Continued from page 1

Rhythm has spontaneity to it, usually mixed with a creative flow. For books, rhythm has a synching that occurs between the author and reader. The author starts the lead, the reader follows, trusting the author to take him on a journey that offers pleasure, entertainment, or a life-enhancing venture.

Sometimes authors lose their rhythm. John Grisham connected with the reader in his early books. *A Time to Kill*, *The Firm* and *The Pelican Brief* drew the reader in quickly, opening the door to things unimaginable or unbelievable ... the reader was grabbed. He had rhythm with the flow of his form of story-telling. Grisham fell into a routine with his ongoing books around the law. A dozen plus books later, he hit a rut. Today, his books have become almost boring. The formulas are dull and display writer laziness. After I purchased *The Associate*, I asked for my money back. To this day, I believe that someone else wrote it; he did it with a clock running; or he had a stated number of words that had to be delivered. There was no rythm.

Rhythm is what authors are about. And that awareness will propel you toward your author success. Understanding how to tap into it and how to use it will bring you squarely in front of the author's mirror: what your book is all about. It is your rhythm—its look, feel, and content—it's the song you hear.

Is your book, the song you intended?

Judith

Are you following Author U?

Don't be left out! Make sure you follow Author U on Facebook, Twitter, and our Blog. Encourage others who are interested in writing, authoring, and publishing to do the same.



Twitter: @AuthorU



Facebook: Facebook.com/AuthorU



Blog: <http://authoru.org/feed>

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

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Linda Lane, Editor
Shannon Parish, Layout

Creating Music in Your Book Business

Shannon Parish



The complaint is familiar. There are just so many hours and just so much money and time to do what needs to be done in order to build a business from the ground up.

Any entrepreneur or small business owner can well relate to the violinist whose instrument cannot play all the notes on the score sheet—even if it's a Stradivarius. No matter how much the musician practices, the music falls far short of excellence. Why? The score requires the combined sounds of many instruments to play the concerto. Hence, the musician is frustrated and unsuccessful at mastering the piece because he's trying to do it alone.

Similarly, exhaustion, discouragement, disappointments, and stress often prevail over many brave souls who attempt to build businesses...alone. They grumble that they can't do it all themselves (even though they try), and their limited budgets will only pay for one or two services, not the three or four they desperately need.

Service providers often love to create masterpieces of great depth and beauty—symphonies of sight and sound—in the privacy of their home offices or buildings. They bemoan the chore of having to go out and sell their songs—aka, network or market their businesses. Artists (in whatever industry) are almost always their own worse marketers.

Entrepreneurs and Service Providers may never meet, unless...

...we orchestrate a scenario where they can collaborate in an atmosphere of harmony, where crescendos and decrescendos balance to build practical, profitable business relationships.

Let me introduce you to a new membership-based community, where both service providers and business members can maximize their efforts. Service providers are pre-screened to ensure that their work is not only stellar, but their work ethics are professional, efficient, and above reproach. Business Members receive up to 40% in discounts on services while the Service Providers gain new customers and opportunities through our marketing efforts on their behalf. Both member categories are taught to create strategic alliances and joint ventures; and they receive continual onsite and offsite education, resources, and one-on-one support from professionals in their industry and from within the business community.

The name of this new membership community is *Symphonic Business Networks*. We invite you to visit the website at www.SymphonicBusinessNetworks.com, where you will find further information. We also urge you to be one of our first 100 Priority Members and receive additional benefits and bonuses for being on the ground floor of this exciting support system. Contact Shannon to get on the mailing list.

Those who pay a year in advance will receive up to a 50% discount on my own services as a cartoonist and illustrator and will receive even more benefits before the May 1, 2011, Grand Opening date.

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 Contact her directly at (720) 295-7409.

She is the CEO/President of *Symphonic Business Networks* at www.SymphonicBusinessNetworks.com.

Authoring Within

Are You an Expert? Going from *Authoritis* to Claiming *Your Authority*

Katherine Carol



Recently, after taking some of my own advice from my last month's article on *Curing Authoritis*, I began the weekend by cleaning off my desk. That pesky pile of files stacked on the corner of my to-do table had grown high and deep. At the bottom of the pile, I found a red folder marked "Book Shepherd." I have other files labeled "Book Shepherd," but red means *important*.

That folder contained copies of articles I had downloaded on writing book proposals.

Most of the authors we work with at The Book Shepherd don't use formal book proposals; nevertheless, completing one is a powerful way to accelerate your marketing strategy. Most non-fiction book proposals include a section addressing why you as an author are qualified to write on your subject. Explaining your expertise is a piece of cake for some, but others would rather dig ditches than talk about how great they are.

As we journey down the path of authoring from within, we often encounter a scary monster blocking our paths to success. That monster—most often self-doubt—is the reason many authors don't achieve the level of publishing success they desire, the reason they don't shout their expertise from the housetops and move from the limiting disability of *authoritis* to the empowering ability of *authority*.

Cases in point:

Author #1

This author, a decent writer whose book is nearing completion, has a pulse on his particular marketing, utilizing social media in creative ways before the actual publication date. Part of the strategy is to friend prominent people who will friend this author back—thus pre-selling a book that is not finished. People from all over the world follow this author, eagerly waiting for the book's release.

Author #2

Good writer has wonderful information that can help change the lives of many people worldwide, but who doesn't have the confidence to get it into the hands of readers. Overwhelming doubt makes this author reluctant to connect to the very people who need the information. Afraid to claim AUTHORITY, he/she may never get this book out to its intended audience.

Author #3

This author's book really isn't that great and it looks self-published, but the terrific cover stands out—and it sells very well, so well that it gets picked up by a major publishing house. The difference? This author showed up time and time again for this book.

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Backup; Continued from page 4

Authors #1 and #3 demonstrate a strong commitment to their books, even to the point of developing an understanding with the book as if they were persons. They made pacts with their books to succeed. Author #3 shot to the top of the bestseller lists and ended up garnering a hefty advance.

We succeed in overcoming our doubts **by *doubting our limits***.

Quick Tips for Claiming Your AUTHORity:

1. List all your success stories that immediately come to mind. Remember to go back to emails, letters, cards, testimonials of people who have said how great you are. If you can't describe your greatness—use the words others have used to describe you. It really is okay to believe what they say. Go to your LinkedIn testimonials—assuming you have taken this very important step to promote yourself and your work.
2. List your specialties. What are you particularly good at? What is truly unique about your approach? What can people always count on you to do?
3. What awards have you won in your field?
4. Now, come up with some substantial words like genius, innovative, pioneer and add them to your particular skill set. Think of something like this: Jane is an innovative pioneer in the field of _____ because she changes the lives of so many survivors who experience _____ by implementing these effective strategies. _____ . (Fill in the blanks.)

Remember, you were called to write your book because *you* are an expert on your subject. You are writing your book or have written your book because *you* are the right one to do it, which makes *you* an AUTHORITY.

Katherine Carol is a partner in *The Book Shepherds*. www.TheBookShepherd.com. Her book, *Tango: Dance of Self-Discovery*, and her presentations across the country have helped thousands change their lives and grow their businesses, one step at a time. She has co-authored *The Tango of Authoring and Publishing*, with Judith Briles, now available on audio book through Amazon.com. The kindle version will be available later this month.

**Your title should be interesting
and something someone will want to read.
If someone is scanning through their RSS
feed reader, make sure your blog post title
stands and says, “Read Me”!**

February's Dinner and a Program

Is There an eBook in You?

February 17, 6:30 p.m.



February's Dinner and a Program on the 17th is all about creating your eBook. Your presenters come from Darkfire Productions, all certified eBook fanatics.

Whether your eBook is on your Apple's I-Pad, Barnes & Noble's Nook, or Amazon's Kindle, the eBook is here to stay, and you need to be part of the evolution and revolution.

Here is what you are going to learn and what you should be able to do at the end of the program:

- Understanding the eBook: a quick overview.
- Step-by-step on how to convert your eBook from PDF to profit maker.
- How to upload your eBook directly to major sites: Amazon, Apple, and Barnes and Noble, using Smashwords.com and site specific site formats.
- What the standards are on pricing and some of the "culture" around eBook's consumption and distribution.
- You will have all the tools necessary to format, upload, and sell your eBook.

Bring your laptop ... Bring your book in a Word document or pdf ... Bring the front cover of your book in a jpg ... it's eBook time!

By February 14th

Members: \$25

Non-Members: \$35

Time: 6:30 p.m.

Location:

Hilton Garden Inn Denver Tech Center

7675 East Union Ave., Denver, Colorado, USA 80237

(303) 770-4200

After February 14th

Members: \$30

Non-Members: \$40



Cartoon by ShannonParish.com

Bye, Bye Blues

Linda Lane, Editor



This issue of *The Resource* has evolved into a musical interlude that intrigues, informs, and inspires. Judith's *rhythm* brings cadence to your literary song. Shannon's *symphony* adds harmonic collaboration that propels it into the marketplace. And a variety of other musical forms add to the mix to maximize productivity and promote book sales.

The very mention of *jazz* brings to mind the greats like Louis Armstrong, Count Basie, Dave Brubeck, and ... *you*. You're not a jazz musician? Hmm. Have you read your work aloud lately? Did you listen...*really* listen...to the sounds of the words? Did you hear the rich blare of the trumpet announcing your theme? Mellow tones from the trombone sliding from scene to scene or point to point? How about the multi-faceted whines of the sax as it infused power and emotion into your words? Surely, you didn't miss the highs and lows of the piano, adding depth, variety, and melody to the song of your book.

What is your style? Perhaps you are a *ballad* writer. Do your books sing with love and romance? Or maybe another musical form gives lyrics to your pen. Do the light *operettas* or dynamic dramas of the *musical stage* better describe your work? When you share your heart and soul with your readers, do your words touch them in the way the richness of a tenor *aria* enralls an audience? Intense movie *soundtracks* may mimic the power of your words. Or *musical comedy* might fit you to a "T." Perhaps your work contains the whimsy and lilting melodies of *new age* music? It could be that the *fugue*, *rhapsody*, or *concerto* defines your literary approach to writing. Or do you mix styles to create a pattern of words and sounds that are uniquely your own?

In whatever way you commit your notes to paper, be aware of the song you are singing to your target audience. The tune can be simple or complex, light or rich, harmonic or dissonant, lyrical or somber. Whether it's delivered from a stage in front of a microphone or from the printed pages of a book, its goal is to empower, enrich, enlighten, engage, and entertain that audience.

Now you are in print. The whole world awaits the wisdom of your words, the joy of your passion, the sharing of your soul. And you're right out there in front of your readers—tweeting, blogging, talking, signing, singing... Singing what? Singing the praises of your book! And what are you not singing? You're not singing the *blues* because your book, your song, is reaching its intended audience.

Author, editor, publisher, and writing coach Linda Lane works to raise the bar on independently published books by teaching writers to write well and helping them save many thousands of dollars in editing costs throughout their writing careers. Visit her at www.DenverEditor.com or call her at 719-289-4111 to learn how she can help you propel your book from ordinary to extraordinary.

On all things Facebook, Twitter, Blogs—always keep this in mind: don't put out ANYTHING via the Internet that you don't want your grandmother to read. A little common sense goes a long way.

Backup?? Do I have to? @#&!?

John Melton



Larger businesses have elaborate backup systems and procedures, as well as IT staffs to carry out the process. But what about the rest of us?

We all know how important it is to back up our computer, but it sits at the bottom of the “to do” list! Trouble is, anyone who has undergone a serious computer crash can attest to how valuable a good backup is (if they had one—even more so if they didn’t!).

How can we make backing up as painless as possible? The first step is to assess importance. This is as much a business decision as a computer decision. In addition to protecting your data (and all your hard work), people such as financial planners, CPA’s, attorneys, medical personnel, etc., have legal and regulatory issues to consider.

If you have business data (customer lists, letters, accounting records, etc.) or personal items (pictures, music, health information...), you should consider the value of the information in your computer files and how to protect it. Putting this in the context of an author’s creating intellectual property that contributes significantly to his or her livelihood, it becomes essential. With no backup, a month, year, or even a lifetime of work could be lost in a matter of seconds.

Frequency - How often should a computer be backed up? This depends primarily on the rate of change to the data. If the computer is used extensively every day, it makes sense to back it up daily. This is easy with modern backup software that automates the process.

Though the overriding reason for backing up is disaster recovery, the most common use of backups is the recovery of files that have been damaged or accidentally deleted. The more current the backup, the more current the recovered file. There are two basic ways to execute a backup: manual and automated.

Manual Backup - The simplest way to backup in concept is to do it manually. That is, copy the data (not software) from the source drive—usually the C: drive—to a target drive or disk using basic Windows interface tools. To facilitate this, we recommend keeping all, or most, of the data in one master directory such as MyDocuments or Documents. This way the entire directory, including all data, can be transferred in one simple copying operation. Note that this discussion refers to a Windows-based computer, but the same concept would apply to a Mac- or Linux-based machine.

Label the backup with the the date (and perhaps time) it was created. If part of the source data must be kept in other directories for some reason such as proprietary software, perform the same operation with that data. If you use an email program such as Outlook, be sure you capture your email data.

Automated Backup – A number of software programs can automate this process. Choose one that meets your needs. Windows 7 comes with a backup utility, though Windows 7 Professional or Ultimate is required to backup over a network. Mac OS X 10.5 (Leopard) and higher also include a backup utility.

Backup Target Media – To what kind of device do you back up? Common ones include external hard drive, CD, DVD, jump drive, internal hard drive, and online backup. Each has its pluses and minuses, and all can be

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Backup; Continued from page 8

effective. Your decision may be based on cost, but also consider the value of your data and what you are most comfortable with.

Keeping a Copy Offsite - Regardless of media choice, it is important to maintain a copy of your backup in a different physical location. An online backup system (over the Internet) can be employed at a reasonable cost. Otherwise, it may require multiple target drives, CDs or DVDs, and consistent action, such as regularly transporting a copy of the backup to a safe deposit box.

Multiple Backups – Based on the overriding importance of an author’s data, it may be prudent to consider multiple media. Backing up to an internal hard drive, external hard drive, *and* an online backup provides multiple layers of protection.

This only scratches the surface of the subject of backing up, but take it seriously. It is critical to protect your personal and business data and, most importantly, your creative product.

John Melton is President of Top Hat Techs, which provides computer support for home and business. Contact John by email at JMelton@TopHatTechs.com or by phone at 720-425-8889. Check out the Top Hat Techs website for tips and resources at www.TopHatTechs.com. You are welcome to subscribe to the Top Hat Techs complimentary newsletter at www.TopHatTechs.com/NDLSignUp.htm.

As the Book World Turns

On the tail of the spiraling Borders Bookstores news—will they survive? will they not?—Barnes and Noble announced last month that they were letting 45 in their buying division go, including Marcella Smith, the long time Director of Small Press and Vendor Relations. Marcella has been a cheerleader and supporter of thousands of authors and publishers. She was available and open with her sage advice and counsel—from publishing strategies to even the design of a book before it ever got to print.

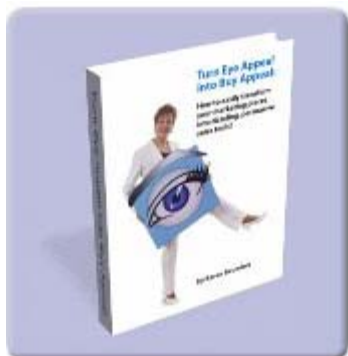


Authors and Publishers have to keep on trekking. And so will Marcella. The good news is that she is not gone. A “Friend” to our Advisory Board, we will hear from her as she continues in her journey as book advisor and supporter of all things in the book world. Judith connected with her the day after the “news” broke. She said, “I’m good ... thinking of doing consulting.”

All things book-selling are in transition. With Marcella Smith’s amazing insight into the publishing world, Author U will share her smart and savvy perspective as the book world turns.

How To Make Your First Impression Last - Part 1

By Karen Saunders



The last home show I went to was typical—lots of booths, pretty displays, loads of freebies. But I wasn't interested in all that. I needed a landscaping contractor to take my dismal, ordinary backyard and turn it into Fantasy Island. Not too much to ask, right?

I was prepared to spend all day, if necessary, talking with every last one of them in order to find someone to make my dream come true. So I grabbed a tall mocha on the way in, took a plastic goodie bag from the entry table, and set off to find a contractor.

Not as easy as it sounds. Everyone seemed to have a great deal going, and the displays were all so gorgeous. Pretty soon all the people I met seemed to blend together. On the upside, I collected a lot of brochures to put in my bag, not to mention some nifty water bottles and key chains.

When I got home that evening, I slipped on some comfy clothes, sat down with a cup of hot tea, and started sorting through all the business cards I'd collected. I had so many it was hard to remember who was who. Which one was the guy that specialized in outdoor kitchens? And the one that did those waterfall scenes, which one was he? Ahh!

I don't remember what everyone said. I just remember what I liked. But it was hard to tell them apart from this stack of cards. Is there a way to set yourself apart from the crowd with just your business card?

Absolutely! A business card, while small in size, is your big weapon. Here are 7 top notch tips to keep your card out of the wastebasket and into the rolodex! (I'll give you my other 7 in next month's article.)

- 1 Choose a cover stock with some meat on it. Ever pick up a card that is just wimpy—the kind that bends right in your hand? By the time you get back to the office, it's a crumpled mess. It's cheap paper indicates that you might be cheap in your business practices, too. Go see your printer, get a free swatch book, and feel the difference for yourself. This is your first impression. Make it a strong one!
- 2 Create a focal point—something that really stands out—to draw the eye. Maybe something in a contrasting color, or a unique graphic. Use your imagination.
- 3 Your logo should be clear and strong, and should still look great when it's reduced down to fit on a card. Think about that when you're designing your logo because it should be the same on every print item you put out.
- 4 Remember that, in marketing, less is more. Don't make your reader work by having a lot of text to read. Use white space to balance the layout, and just give enough information so they know what your specialty is.

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First Impression: Continued from page 10

- 5 Use a highlight color sparingly and only on the one main message you want to get across. Too much and it loses its effectiveness.
- 6 Also, on the highlight color, make sure the color fits with the type of business you have. I can't tell you how many of those landscaping cards used red or brown when green would have been perfect.
- 7 You should have no more than two type fonts on your cards, which also includes their "families"—bold, italics, and bold italics.

Okay, now you are all set to let your little business card do big things for your business. If it's the first impression people get about you, you want to make sure it's a memorable one. Your success depends on it!

Karen Saunders and her team of award winning designers help authors and small business owners design their books, build their brands, launch their websites, and market their businesses. She is the author of *Turn Eye Appeal into Buy Appeal: How to easily transform your marketing pieces into dazzling, persuasive sales tools!* Karen was a board member and program director for CIPA for 3 years. Contact: www.MacGraphics.net, 303-680-2330, 888-796-7300, Karen@MacGraphics.net

Have You Registered Yet?

May 6th – 7th

Author U Extravaganza!

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

Early Bird Deadline ends March 1st!

Register NOW at www.AuthorU.org

The Technology and Tips Toolbox

Kelly Johnson



After all the hard work and effort authors channel into the writing, editing, and publishing of their book, they are passionate about sharing their message and starting to promote their book.

But...where to start? We know Facebook and Twitter are powerful tools for posting content related to and about our books; however, there are also sites specific to authors and publishers that not only allow you to list information about your book, but also offer features such as listing events (spread the word about your book signings), posting

videos (show off those book trailers!), and sharing excerpts and articles. Take a moment and visit these three sites specific for authors and publishers.

Goodreads

<http://www.Goodreads.com/Author/Program>

In addition to listing books on Goodreads, authors may share a list of their favorite books, post videos, publicize events (including speaking engagements and book signings), write a quiz about the book, and add a Goodreads Author widget to websites or blogs to list book reviews. The promotional tools available on Goodreads includes leading a Q&A discussion group for readers, listing a book giveaway (how cool is that for generating pre-launch buzz?), and advertising your book to the Goodreads Community, which has 4,100,000 readers.

Authors Den

<http://www.AuthorsDen.com/>

Authors Den, a free online community visited by 1,400,000 readers per month, offers authors the opportunity to share articles, books, blogs, and events. Under their free membership, authors may list books, articles, events, news, short stories, and poems; however, it imposes a maximum of three for each of those categories.

Author Illustrator Source

<http://www.Author-Illustr-Source.com/>

Author Illustrator Source focuses on connecting artists and writers of children and young adult books with schools across the nation. The cost to list a book is \$99 a year, and there is a list of school library and media associations available on the site, in addition to book festivals.

“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. Her website is www.cornerstoneva.com.

Kindle Singles are Coming ... and here's what you need to know!

Do you know that over 22 million different books can be ordered from Amazon.com? It seems like virtually every book that has ever been written is now in the Amazon catalog. Thus, it's more difficult than ever to stand out as a self-published author, given the sheer volume of books we are up against. But Kindle has created an opening for us to stand out and reach a new audience. Why? Because, currently, only 790,000 titles are available on Kindle. When someone searches your topic, you stand a better chance to be closer to the top of the search results (do a search for 'entrepreneur' in the Kindle store, and you'll see my book ranked among the top 5). But that 790,000 number is increasing at a rate of about 1,000 new titles per day; so the sooner you get your book on Kindle, the sooner you'll benefit from the smaller market.

The good news is that you can capture a new, even smaller audience that Amazon will be putting a lot of marketing muscle into very soon. It's called **Kindle Singles**. And although no launch date has been set, they've been releasing more information to publishers lately—which leads me to believe the launch will be sometime in early 2011. Here's what you need to know about Kindle Singles:

- *Singles* will be its own category in the Kindle Store.
- A *Singles* book must be between 10,000-30,000 words (30-90 pages).
- You will have to submit your title for consideration to be included. While Amazon seems to allow pretty much anyone to publish anything to the Kindle store, *Singles* will be a highly curated group of content they feel is valuable to their readers.
- Books in the public domain are not eligible.
- You still earn a 70% royalty on every sale per their guidelines.
- The content you submit is not exclusive to Amazon, so you can sell it on other marketplaces, as well.

To submit your book for consideration to Kindle Singles, you first upload your book to the Digital Text Platform (the Kindle publishing back-end for authors/publishers). After your Kindle book has been approved, you must send an email to kindle-singles@amazon.com, requesting inclusion in the program. Your request should come from the email address in which your DTP account is set up, and you must provide the ASIN number of your book. Amazon will notify you once your title has been accepted. If you need help getting your book converted to the format for Kindle, we can help. Visit www.KindleExpert.com, or contact Brian Schwartz at Brian@KindleExpert.com or at 970-215-1078.

**Always post during EST business hours.
Best days to tweet—Tuesday, Wednesday, Thursday
Make sure you link to your Blog, to other Blogs and link
to articles on all Twitter posts.**

Member Kudos



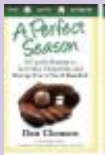
Book Signings:

February 17 at 7:30 - Tattered Cover-Highlands Ranch

Dan Clemens, author of *A Perfect Season: A Coach's Journey to Learning, Competing, and Having Fun in Youth Baseball*, will hold an author talk/book signing at the Tattered Cover. He's also the keynote speaker at the Dixie Youth Baseball state meetings in Florida and Texas on January 29 and February 5.

February 22 from 7-9 Tattered Cover-Highlands Ranch

JUMP! into an Evening of Innovation: Join author Bob Tipton in Celebrating the Hard Launch of **JUMP!** at the Tattered Cover in Highlands Ranch



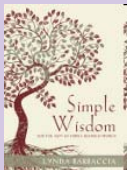
ADULTS: Interactive Innovation Workshop Sessions / QA led by Bob Tipton and based on his ground-breaking *JUMP!* Innovative Change Model and Some Tasty Refreshments

KIDS: Hands-On Activities ("Solve-it-Yourself" projects and other "secret" stuff...) and Some Most-Excellent Snacks



TOOLS: Special Selection of Creativity / Innovation Stuff from the Tattered Cover

AND a Fund Raising Opportunity (\$5 from the sale of each copy of *JUMP!* will be donated directly to DI Colorado)



Lynda Barbaccia

Has just sold the Japanese rights for her book, *Simple Wisdom for the Not So Simple Business World*.

Mike Daniels

You may know him as the Sheridan Publishing representative, but you need to know him as a funny guy who also writes and acts. You won't want to miss *The Drowsy Chaperone*, a rousing "musical within a comedy." There will be a special preview performance on February 10th (tickets \$12). The show opens February 11th, followed by a gala cocktail party with the cast and crew. Tickets for all shows are \$18 for adults, \$14 for students and 60+. To learn more, go to the StageDoor Theatre website at www.StageDoorTheatre.org.

To order tickets now, click on this link: <http://www.brownpapertickets.com/event/145262>

Per Mike: Very funny show if I must say so myself! I'll be singing, dancing, and romancing in my role as Aldolpho, the "King of Romance."



BookSmarts

How To Write A Sentence: And How To Read One ... by Stanley Fish

A so-so book can become a great book when the topic is right and the writing soars.

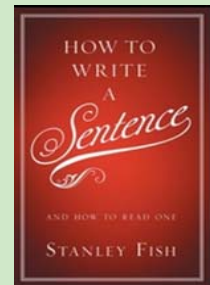
Stanley Fish's *How to Write a Sentence: And How Read One* is a refreshing and modern addition to Strunk and White's *Elements of Style* and William Zinsser's *On Writing Well*.

We all know a good sentence when we read one, but few of us know how to write one that rocks. No longer. Fish's book will open your mind and new doors to the writing world.

In his chapter entitled "It's Not the Thought That Counts," he writes,

If you just assemble a list of words, what you have is a list of words. A writer must think carefully about the relationship between the words so that the words no longer simply exist in a list, but are now part of a large and comprehensible statement.

Included are a variety of exercises for you to do to kick-start your new sentence structure mojo, including one that he uses with his students from Lewis Carroll's poem, "Jabberwocky."



REMEMBER: Register for February's eBook Dinner and a Program by Monday, February 14th. Price increases \$5 on the 15th.

Dates to Remember

February 17th

Taking Matters into Your Own Hands ... Format Your eBook and Upload Tonight!
Hilton Garden Inn Denver Tech * **Bring your laptop!**

March 24th

It's the Author Platform ... with Dom Testa
Hilton Garden Inn Denver Tech

April 14th

Creating the Buzz that Spreads Your Brand ... with Andy Cleary
Hilton Garden Inn Denver Tech

May 6th – 7th

Author U Extravaganza! ... with national speakers galore!
Soaring Your Book to the Rock Star Stratosphere
Red Lion Inn Southeast



Is There a Book Review in You?

Penny C. Sansevieri



Book reviews help build buzz, inform potential readers and buyers about your book, and—when done well—give enough information to intrigue the reader without revealing pertinent details. The review process, however, requires pre-planning.

Once you've built a list of reviewers, it's time to start pitching. Amazingly, many authors make huge mistakes at this stage. They do everything wrong from presenting poorly written subject lines to impersonal (unimpressive) pitches to not providing appropriate book details.

Simplicity rules: Your email subject line should be brief, yet clear. “Review request: (Name of Book/genre)” is quite effective. If your email lands in the recipient's spam box, a good, concise subject header makes it clear that the email is legitimate.

Thousands of books are published each year, so competition for reviews is fierce. Unless the average new book is promoted by one of the major New York publishing houses, it probably won't be reviewed by newspapers and magazines. Book blogging and reviewing online may be an option, but there are far more books being published than bloggers available to review them. Understand that most reviewers do this as a labor of love and make little to no money, so learning how to make the best first impression possible is vital.

Personalize: Most bloggers identify themselves somewhere on their blogs—either at the end of their posts or in the “about me” section. When you use a blogger's name, he/she knows you took the time to find out who you're pitching. That's a big plus. Introduce yourself (briefly), and then give them a reason to review your book. Have they reviewed other books similar to yours? Do they specialize in reviewing books in your genre?

If you're comfortable having a little fun with your pitch, then do so. But don't force it if that's not your personality. It's more important to explain who you are, what your book is about, and **WHY** this reviewer should be interested in your book. Provide links to your website so they can follow up, learn more about your book, and decide whether they'd like to request a review copy. Make sure your website has all the necessary information about you and your book.

Do your homework. Does this blogger love a particular author? If your book is in a similar vein, you can put in your pitch.

Basics count: Make sure you include all the basic book information in the email.

Book Review; Continued from page 16

Title
Author
Genre
ISBN (the 13 digit ISBN of your preferred format, hardcover or paperback)
Publication Date (month, year)
Pages
Price
Publisher
Your website link. (This should also be included on your PR, which you will send out with copies of your book).

Timeframe for replies: Each blogger has a different schedule. Some people check email daily, and others may only check weekly. It's fine to follow up in a couple of weeks if you really feel you matched up with a particular blog and didn't hear back. After that, if there's still no word, let it go.

Additional pitching options: Fiction and nonfiction authors may take a different approach when pitching. For fiction, it may make sense to seek bloggers who review books in your genre; but if your fictional book covers topics that you are an expert in, you may have some other options. Sometimes it helps to brainstorm a list of topics from your book, fact or fiction, in order to generate ideas of what type of publications, bloggers, or reviewers you should target.

With nonfiction, you're an expert on the topic(s) at hand and should look for your peers in those areas when seeking reviewers. This is a more competitive realm; so instead of deciding not to pitch someone who could be a competitor, see if there are ways for you to help each other—and use that as part of your pitch. You never know what kind of partnership you can develop if you don't ask. Darren Rowse at ProBlogger covers this really well on his blog, and his blog is worth following.

Additional information

Your PR piece can be sent out to alert the world about your book and to post on various sites online. It's also a vital document that should be included with every review copy you send out. Be sure your PR piece—no more than two pages **MAXIMUM**—contains your contact information (phone and email), website URL, book synopsis, brief author bio, and the book information (genre, ISBN, publication date, etc.). You want to make it as easy as possible for them to write about your book.

Links to help you with your pitches:

How to Pitch Bloggers – Make it a Win/Win/Win Situation

<http://www.problogger.net/archives/2010/05/28/how-to-pitch-bloggers-make-it-a-winwinwin-situation/>

How to Pitch to Bloggers – 21 Tips

<http://www.problogger.net/archives/2007/10/30/how-to-pitch-to-bloggers-21-tips/>

Continued on page 18

Book Review; Continued from page 17

From Journalistics blog – What’s the Best Way to Pitch Bloggers?

<http://blog.journalistics.com/2009/whats-the-best-way-to-pitch-bloggers/>

<http://badpitch.blogspot.com/2007/09/ready-to-pitch-blog-take-this-quiz.html>

<http://www.midwestbookreview.com/bookbiz/advice/rules.htm>

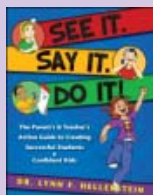
<http://www.writing-world.com/promotion/reviews.shtml>

<http://www.midwestbookreview.com/bookbiz/advice/fivedead.htm>

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Visit her web site at <http://www.amarketingexpert.com>. To subscribe to her free ezine, send a blank email to: <mailto:subscribe@amarketingexpert.com>

**Who should you follow: start with
www.WhoShouldIFollow.com. Sites like @Wefollow,
@Twellow, and @MrTweet are great ways to collect
Twitter peeps to retweet (perfect if you are feeling
challenged for ideas).**

Member Kudos, continued ...



Lynn Hellerstein

Is thrilled to share that **See It. Say It. Do It!** received an Honorable Mention for the Writer’s Digest Book Award. Honorable mention awards include a brief judge’s commentary and a listing with a link on the Writer’s Digest website, \$50 worth of Writer’s Digest Books, and an award certificate.

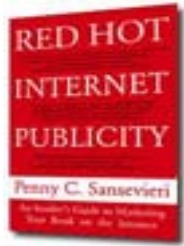


The judge’s commentary stated: “This book presented a whole new way to see education and the process of learning. For years, classroom learning (thus grades, self-image, etc.) has been biased in favor of the auditory- sequential learners, but not everyone is so inclined. What a wonderful explanation as to how others see the world. It should be required reading for every educator. I would like to see an adult version for people to understand how they learn best, to assist struggling college students, or to just help people understand *why* they missed what they missed in grade school when they couldn’t follow the teacher’s lectures. The author is credible and presents her credentials clearly.”

More news on Lynn:

See It. Say It. Do It! has just sold Arabic foreign rights.

Red Hot Comments



The evaluations were excellent for Penny Sanseveri's Red Hot Internet Publicity BootCamp. By definition, anything to do with the Internet has to be constantly tweaked and revised. The last time Penny spoke in Colorado was four years ago. She created a home run event for Author U BootCamp attendees by delivering a highly informative, interactive and all new program.

Comments included:

Harry N. MacLean It was an excellent program on Saturday. I learned a lot.

Carol ODwyer Penny was great! I got so much information that I can follow up on right away. Great program Many thanks.

Bonnie Knuti The Red Hot Internet Publicity Boot Camp was just packed with valuable cutting edge information. It was the best I've ever attended, and that's saying something because every Author U session has been pretty good.

Loren Due I learned a lot and I am reviewing my notes to see what I must do to be successful on the Internet. Penny's book is my next read. I am glad to be a part of a professional organization.

Sandra Thompson This was an excellent day. Best BootCamp I have been to. Well worth the money. Fast paced and interesting.

Gene Morton Practical, specific, good ideas, nice summary, website evaluation was very educational, insider information about how to use social media. The speaker system worked pretty well so I could hear just about everything she said, and the session was a reasonable price. Liked to hear her different opinions about what I've learned is the way to proceed for book marketing. For example, I've read several people who advise registering my name as a domain name for my book site, which still makes sense to me, but she recommended using something else, such as one's highest priority goal or even the mission—summarizing it into a shorter domain name. It was interesting to reflect upon her explanations.

Lois Hjelmstad Learned enough in the first half hour to justify the fee I paid.

Rhondda Hartman This was a huge amount of information for me, and I expect to use all of it. Penny is an awesome presenter. Excellent BootCamp. You did it again!!!

Ronnie Moore Penny Sanseveri is a terrific speaker. She created a day full of information and fun!

Liz Beerman Speaker and networking were excellent! Thank you so much for a great workshop, wonderful ideas, and a valuable framework from which to move forward with my book. Please come back to Denver soon. We all enjoyed you!

Author U is Us ...

Our new website is up and running ... Have you explored it yet at 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:

- *The Resource* Newsletter created 10 times a year
- All programs are designed for the committed and serious author
- Reduced attendance costs for monthly programs, BootCamps and Extravaganza in May
- Attendance at Member only events: Holiday and Annual BBQ
- Book Printing discounts and perks with: Sheridan Books, Friesens Corporation, Thomson-Shore, Color House Graphics, King Printing, Total Systems Printing
- Legal assistance for authors and publishers: Replin, Rhodes, LLC
- Printing of flyers, business cards, postcards: Tu-Vets Printing
- Interior Designs for books discounts: WESType Publishing, 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.

Join or Renew now at www.AuthorU.org

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