



The Resource

Vol. 2, No. 1

www.AuthorU.org

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Author U Has a NEW Look!

Judith Briles, Author U Founder



After months of planning and designing, Author U has launched its new website, www.AuthorU.org.

Here's what to look for with the main tabs:

The **Home** page carries Author U's live feed from Facebook (click on it for a "like"). "**What's New**" will carry the next few events where you click and register. You will notice the rotating logos for Author

U's **Premier Partners**. Member news will have a lead-in under **Member Buzz** along with **What's Happening**—the calendar. Articles will be on the left side of the Home page under Publishing Central, as well as a title for the latest **Blog**. Don't forget to sign up for *The Resource*, Author U's content-rich monthly **eNewsletter**.

The "**Member Login**" in the upper right section of the Home page is not yet active, but that's where the Membership Directory will be placed, along with a Forum, to interact with other members. You will be given a password to access it when it goes live.

Premier Partners include Author U's recommended author and publishing providers—click on each and read in detail what specialty is provided.

Blogs are posted weekly and will cover a variety of topics—all related to authors and publishing.

The **Board** and **Advisory Board** are posted with photos and bios of Who's Who.

Under the **Join** tab is a list of benefits, which will change throughout the year, and the new Code of Ethics. By joining Author U, you agree to abide by the Code of Ethics.

Do go through it—we welcome your input. It's a work in progress!

Judith

Eat, Prey & Kind of Love ...

Judith Briles, Author U Founder



First of all, I have to tell you . . . I did *not* like Elizabeth Gilbert's book, *Eat, Pray, Love*. Oh, there's no question that the author is talented. It's well written—about a married women who doesn't want to be married. She's got to do a re-direct on her life to find herself, so she's taking a year off and schmoozing, speaking Italian, and eating in Italy; praying in India; and loving in Indonesia.

Did I mention she does love her husband, David—the one she doesn't want to be married to? What scares the hooey out of her is having a baby—something that, in the early days of their relationship, they agreed they would do when the big 30 hit. Fast forward to now; it's approaching and our author is a blabbering mess.

Here's what I didn't like about the book and the author: she did not communicate to hubby that babies weren't her forte and that it wasn't going to work for her. Then the two could have come to closure instead of her dumping him for a new language, some pasta, and eventually meeting a guy who wasn't interested in increasing the population.

What's this got to do with authoring and publishing besides the book itself? Everything. Let's start with clear, effective communicating, which is what many of the iUniverses, AuthorHouses and those who package publishing projects don't do. My favorite thing about AuthorHouse is the coining of the word "authorcentric"—it's a very cool word and one that I embrace. I wish AuthorHouse did. Then there's iUniverse, which claims to be the champion of "supported self-publishing." What's supported self-publishing? Per iUniverse (via its website):

Self-publishing your book with the support of iUniverse is a professional, affordable, and fast way to get your book into print. Compared to publishing on your own, it costs you control of some aspects of the publishing process, but only in exchange for less hassle and expense. iUniverse professionals with book-publishing expertise will educate and guide you through the entire process for an affordable price. Supported self-publishing also enables you to test your marketing abilities and learn about the publicity process without emptying your bank account or making it your full-time career. And, because you control the rights to your book, you can get started with supported self-publishing but move to a traditional publisher—or choose to self-publish on your own—after you have experience and a track record.

Let's look at the folks at AuthorHouse via its website:

AuthorHouse has grown into the largest self-publishing company in the world – responsible for helping more than 40,000 authors publish more than 60,000 books. AuthorHouse allows you to maintain creative and financial control of your book while receiving all the personalized attention and support you need – from publishing to promotion and everything between. AND AuthorHouse has print-on-demand service that combines high-quality production with speed to market. Plus, formatting options and distribution capabilities can help set your book up for selling success.

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Authoring Within

Curing Authoritis: Five Steps to Healing Overwhelm

Katherine Carol



Have you ever stood in a downpour and tried to catch the rain, one drop at a time? The volume of falling water overwhelms even the most determined rain catcher.

Similarly, both first-time authors and seasoned ones freeze at their computers, overwhelmed by volumes of emails and social media strategies. They spend more time fretting than doing. Rather

than being flexible with quick movements to grasp broader opportunities, their writing joints stiffen and become inflamed with frustration. They may even ask themselves, *what was I thinking? I wanted to write a book, not spend my time on promotion. I'm an author, but this is a business.*

Do you love your book, but struggle to find a social media strategy for getting it to stand out above the noise? Do you wonder why someone doesn't just send you a big, fat check for your brilliant work?

If you answered yes to either of these questions, you could be suffering from Authoritis. Sounds like a serious condition—better see a book shepherd. Or perhaps a little self-healing might be in order. Unfortunately, no pill prevents or alleviates this dreaded condition.

But there is a cure: it's the creativity that produced your book in the first place and the methods on which you built your other successes. You no doubt have high performance patterns and strategies, but do you throw them out the window when faced with . . . Facebook? We twitch instead of Tweet and become disconnected instead of LinkedIn. How do we overcome this perplexing dilemma? Your 5-point healing plan begins here.

Go back to a time when learning was fun. Explore, play, experiment with the new media. You don't have to be the perfect adult. Be willing to try something new—like my learning to Salsa. I looked foolish for a few months, but practice and more practice helped. Get out of your comfort zone. Be willing to look foolish. Embrace the learning curve.

Start with the basic steps. Your established high performance pattern will help you select the right marketing and social media steps to take. Some of you who write articles might find that blogs feel natural to you. Others with a sales background may be comfortable starting with Twitter.

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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 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

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

NEWSLETTER:

Linda Lane, Editor
Shannon Parish, Layout

Red Hot Internet Publicity BootCamp

Saturday, January 29, 2011

Early Bird Ends January 5, 2011 ~ Register Today



Now that you're online and being "social" – what's next? Gather your followers back to your website!

Not online yet and wondering how to get there? This daylong BootCamp will teach you all that and more!

Learn how to make your book known all over the Internet.

Maximize your book's exposure through blogs.

Learn how to become the "go-to" expert in your field on Google.

Maximize and monetize your social media efforts.

Penny Sansevieri, author of *Red Hot Internet Publicity* and *From Book to Bestseller*, will tell you how. CEO and founder of Author Marketing Experts, Inc. and Author U Advisory Board member, Penny is an internationally recognized book marketing and media relations expert. She will answer any questions you have on current-day marketing and publicity strategies for your books.

The **Red Hot Internet Publicity BootCamp** will look at branding, messaging, and identifying your social medial goals.

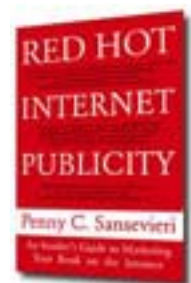
The **Red Hot Internet Publicity BootCamp** will reveal ways to maximize your book marketing, using Twitter and Facebook.

The **Red Hot Internet Publicity BootCamp** digs in and shows you the way to get folks to your website *and* convert them to customers.

The **Red Hot Internet Publicity BootCamp** continues Author U's commitment to its members regarding the importance of social media and how to use your website so that it markets for you while you sleep!

Your take-aways include

- a copy of Penny's book, *Red Hot Internet Publicity*. Workshop book and lunch are included with registration fee.



You'll learn

- Super Savvy Self-Promotion
- Creating a great Book Hook!
- Thinking Outside the Bookstore Box!
- All about Contests: The Good, the Bad, and the Ugly
- Media Training Magic!
- How to Get on Radio and TV Today!
- How to Create a Website That Sells Your Book
- Podcasting and Blogging Demystified!
- The Virtual Author Tour™ ... How You Can “Tour” Yourself
- How to Get Print Media from Your Internet Campaign
- How to Expand Your Platform and Sell More Books!
- How to Create a Campaign That Will Last for Months, Not Days
- Top Internet Promotion Techniques That Won't Cost You a Dime!
- How to *Really* Make Money with eBooks!

Attend Author U's Winter BookCamp to learn powerful, savvy ideas that will lead to successful and cost-effective strategies to get your book the attention it deserves. Come away with the knowledge of which marketing options offer the biggest payoffs in sales and which traditional methods are best to avoid.

If you are not actively taking advantage of what the Internet has for authors, you're missing a huge market. Penny Sansevieri will be your guide.

AU Member Early Bird

Until January 5th: \$119
After January 5th: \$139

Non-Member Early Bird

Until January 5th: \$139
After January 5th: \$169

Register today online at www.AuthorU.org ~ Workbook, Book, Breakfast, and Lunch included.

Questions? Call Judith Briles at 303-885-220

Saturday, January 29th is a must-do on your calendar. Author U Advisory Board member Penny Sansevieri will present a dynamic and interactive full-day BootCamp designed to create the red hot publicity you need. Book publishing columnist for the online *Huffington Post* (the most-read online paper), Penny has authored several books including, *Red Hot Internet Publicity*.

Refund Policy: There is a \$50 charge for any cancellations until January 10, 2011. After the 10th, there are no refunds.

Curing Authoritis; Continued from page 3

Those who love to connect with people may migrate toward Facebook. Whatever you choose, go with your strengths and desires.

Connect to your creativity. This is the fun part. Get ideas from others, but march to your own drummer. Integrate what feels and looks authentic to *you*. We often try to get someone else's system to work for us. And why not? Look at their success. Remember, their process works for them because it is *their* process. If you work in similar ways, it may also work for you. But if it feels foreign, awkward, and you hate it—probably it won't. Find one that fits *you*, or create a new one tailored to *your* needs and personality.

Get organized. If you're buried in clutter and keep adding more to it, don't expect to get a lot done. It won't happen. Clear out the clutter. Organize your writing life. If you're too busy, hire someone to help you and focus on getting rid of unnecessary "stuff." Having someone with you will keep you on track.

Write something every day. I just finished reading Stephen King's book, *On Writing: A Memoir of the Craft*. He sets writing goals for himself every day, including holidays. Most of us have some kind of writing routine—otherwise, we wouldn't be authors. But do we have a similar routine for promoting our books? Let's say you write 2,000 words a day, and you've finished your book. How will you use that now-free time? You are the author of your *time* as well as of your book, so explore the social media options and choose the ones that work for you. Write your own prescription for "overwhelm," and you will find your cure for Authoritis.

Now go out and play in the rain and find that rainbow.

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.*

Author U - Bursting With Benefits

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

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

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

Book Award Deadlines Are Coming ...



Which book awards do you enter? Do they matter?

Let's start with the second question first. The answer: sometimes. Depending upon your tenacity as the author/publisher in getting the word out about the book and the award, you could be wasting your money. Awards can be used to market your book, but that doesn't happen by itself. *You* will be the primary promoter. Always.

Some of the more established awards—USA Book News, Foreword, Ben Franklin, IPPY, and the Center for the Book (put your *state* name in front on Center for the Book to find contact)—send out professional press releases.

Some actively promote the winners on their websites and events. When Judith Briles won the Colorado Center for the Book in the non-fiction category, the Tattered Cover Bookstore attended with a display of all the winners and sold books. However, other awards just take your money and notify you if you are a finalist or winner. Little else is done.

Note: USA Book News, Foreword, IPPY, and the Center for the Book do not require membership to enter their competitions. That's where Author U believes the line should be drawn.

Back to the first question. If you are active in a publishing or authoring organization, consider entering. But if you have to pay a fee to be a member and then another one to enter the competition, take a pass.

The Book Awards business is a revenue business . . . for the promoter. Before you put your moneys out, make sure you do your homework. Why are you entering? If you win, what will *you* do to promote your status? Does the group support its winners with media coverage? Last but not least, Google the group—are there any complaints?

If so, find another group. Make your time, your book, and your dollars work for *you*.

Eat, Prey: Continued from page 2

Each boasts about its marketing services (very expensive), low cost entry into publishing for the author, generous payments (really?), distribution capability, etc., etc. AuthorHouse and iUniverse are just two of the many, many who proclaim themselves as “self-publishers” but who are, in reality, *Vanity Presses*. Period—nothing more, nothing less. They are huge and have a literal boiler-room approach, just like a hounding credit collection agency would—dial and re-dial ... “If you don't respond by today at two, our special offer will no longer be available ... blah, blah, blah.” They eat, prey (on writers), and probably just love themselves. Communicate clearly? ... nope. It's grey everywhere.

They all use a POD model—which I'm the first to admit has a spot where it's the right method for a quick print or end of life. But for the serious author/publisher, the one who intends on making money with a pBook format, this is a pass.

Self-publishers who are truly serious about their books and being successful need to step, no *run*, away from the term self-publishing. It no longer fits. The correct term is *small press* or *independent publisher*. Which ever term you choose—*use* it, *embrace* it, *wear* it with pride.

Goin' Fishin'

Linda Lane, Editor



An oft-repeated story states that if you give a man a fish, you feed him for a day. But if you *teach* that man to fish, you feed him for a lifetime. The simple logic of this fish story is hard to miss, but how does it apply to writing and publishing?

The phenomenal growth of self-publishing and POD printing has brought vanity presses and their prolific progeny to the attention of hosts of wannabe writers. Suddenly, they had a way to publish their works—*sans* the dreaded rejection slips. It was also sans the decades-old tradition of multiple editors that cleaned, polished, and proofed less-than-perfect manuscripts into bestsellers.

Judith made a great point in her article, “Eat, Prey, and Kind of Love...” “Self-publishing” has become a dated term that smacks of ego and self-indulgence. In its place, she noted, “small press” and “independent publishing” more accurately describe this burgeoning industry. Now we need to address the demand for quality books that come out of a system that bypasses traditional publishing models and opens exciting new opportunities to writers worldwide.

We who are editors have been pounding the editing gavel wherever we could (sometimes on our heads), but far too many books still fail to come even close to the declining quality now being produced by the big houses. However, the huge need for editing of the hundreds of thousands of books now published annually has spawned a plethora of wannabe editors who join those wannabe writers in a disastrous union that fails to produce a great book. Just because someone knows grammar rules and recognizes a complete sentence doesn't make that person an editor—nor does being an English teacher or professor. This isn't meant to disparage the many wonderful independent editors out there, but it does bring up questions about raising that bar on the bulk of independently published books that continue to flood the marketplace. So what's the answer?

Let's go back to the fish for a day versus fishing for a lifetime. A hungry man needs to eat. Teaching him to fish fills that need. A hungry writer needs to write—well. Teaching him/her to write well fills *that* need.

Do we advocate sending editors into the unemployment arena? No! Even if you are a fantastic writer, you're too close to your work to be a critical, effective self-editor. (more ego here.) However, you can hire a copyeditor/proofreader for a significantly smaller sum than you can a substantive/developmental editor. Don't believe me? Check out the rates posted online by the Editorial Freelancers Association (<http://www.the-efa.org/res/rates.php>). So how do you bypass editing charges that may rival what you paid for your car? Learn to write! You already know how to write? Learn to write *well!* How?

You can take a class at a local college or university and get good training—albeit generic and perhaps not focused on your specific needs. Or you can hire a *competent* writing coach and become proficient in what *you* need to learn to propel your ordinary writing into extraordinary works. Isn't that expensive? In reality, it's far more economical than paying big bucks in an effort to transform every literary sow's ear into a bestselling silk purse. It's called “honing the craft.” Or perhaps we might say it's “goin' fishin'.” Either way, it addresses the seriousness of your desire to write.

Do you *really* want to be a good writer? Do you *really* want to save thousands of dollars that you can redirect into marketing your fabulous book? If so, grab your pole and your tackle box. You're on your way.

Linda Lane promotes the creation, publication, and marketing of well-written, quality books from ALL who publish or use small presses. You may visit her at www.DenverEditor.com.

Four Questions for the New Year...



It's that time of the year. You've just completed the Holidays; you have good intentions pouring from every cell of your being; and then ... January progresses to February. The diet ends, the New Year's resolutions start to tank, and you are back doing the same thing you've always done.

Here are four questions to ask yourself as you kick-start your authoring and publishing year:

1. **What will you stop doing?** Are you listening to the wrong people/ advisors? Do energy suckers inhabit your life? Are you a procrastinator ... all talk, no action? Are you addicted to all things electronic, forgetting that sometimes a written word does the trick or that you don't need to be tethered to your iPhone/Blackberry/Droid, etc.?
2. **What will you keep doing?** What's working that has kept you moving forward? Who and what stimulates/inspires you with new ideas? Who and what are positive supports?
3. **What will you keep doing, but with a twist?** What has shown some progress or positive results that might take-off with a tweak or two? Has someplace or someone served as a type of muse that, with more time, could take you to another level? Is there a marketing or networking tweak you could implement that would allow you to further niche your work?
4. **What will you start doing?** What's on your "wish" list? What have you read/seen/heard that might be a fit for your book and work? How in-depth have you gone with social media? Have you reached out for guest blogging and created your "Like" page on Facebook—using hash tags to bring others to you?

What will you do for 2011 that will create the Rock Star in you?

BookSmarts



On Writing by Stephen King is one of the best books to help you fiction writers 1) kick-start your writing and 2) get back to what brought you. It's really two books in one—King's autobiography and what brought him to writing, his early influences. It follows his life up to the time he was hit by a drunk driver while out for a walk.

Within it are ideas for creating unforgettable characters, getting a workspace that works, and structuring a writing day. One of his book bibles, *The Elements of Style* by Strunk and White, was recommended in the second issue of *The Resource*. King's a firm believer that if an author is to be an author and a writer a writer, then being a reader is imperative.

His bottom line for writers: "Write tight and eliminate all bullshit." (his words)



7 Secrets for Getting into Bookstores

Penny C. Sansevieri



Regardless of the odds, we authors still want to get into bookstores. It's getting harder and harder, but it's not impossible. Let's examine some of the possibilities.

First, understand the pressure stores are under. With the increased focus on publishers to get their authors out there, bookstores are being given most of their marching orders by corporate. Shelf space is bought and paid for by the New York publishers, creating a tricky (read, *almost impossible*) scenario to get on the shelves or display racks. Here's a game plan that just might make it happen.

- 1. Get to know the people at your local store:** If you know them, they know you. When you're ready to promote your book, this reciprocal acquaintanceship may pay off.
- 2. Events:** Do an event. Find an events calendar or get on their email list. Follow their events. Watch the trend. Do they have an independent author night? Be aware of big releases, however. If a store is in the middle of a major book launch, you're likely to be ignored.
 - a) Book signings are boring, so offer to do a presentation instead. Educate, entertain, or enlighten. This attractive alternative will draw more people into the store.
 - b) Get to know local authors and offer to plan events for them. Bookstores are inundated with requests for a time slot, so suggest to the manager that you will coordinate a monthly event featuring local authors. He or she can then refer inquiries to you. You helping the store *and* you're getting *twelve* showcases a year. Remember that with cutbacks, one store manager may oversee more than one location, so you might be able to go through just one person to schedule multiple events.
 - c) If they won't let you coordinate a monthly event, suggest an independent author night. If they already have an independent author night, participate. It's a great way to gain exposure and network with local people.
- 3. Distribution:** Bookstores generally tap into two databases for stocking: Baker & Taylor and Ingram. If you're listed in either, stores can order your book—though that listing doesn't prompt stocking because these are wholesalers, not distributors. Distributors such as IPG, Perseus, and Midpoint actively push the book into the bookstores. Wholesalers don't do this, so acquiring a distributor could boost your in-store success.
- 4. Local marketing:** Always market locally, whether it's speaking in venues outside the bookstores, on television or radio, or in print. Get to know bookstore managers and buyers; let them know about your feature or appearance so they can stock the book. This courtesy keeps you on their radar screen. Even if they choose not to stock your book the first or second time, eventually they just might if you are respectfully persistent.
- 5. Know your Geography:** If you live in New York but your book is more suited to the Midwest, push it to the appropriate market. You'll likely do better in sales as long as you make sure folks know your book is there.
- 6. Buy a book:** Support local stores whether they are a chain or independent. Being a bona fide customer makes a difference when you're trying to get your book on their shelves or proposing an event.
- 7. Funnel buyers:** Do your best to funnel people to one store to purchase your book. If you experience difficulty getting shelf space, funneling folks to one store might prompt that store to keep a few copies on hand. Whenever

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What to Expect When You Are Expecting a Royalty Payment from a Traditional Publisher

Judith Briles, Author U Founder



If you elect to publish with a traditional publisher, you will be paid in the form of a royalty. Rates vary with the publisher, type of book ... the deal you agree to. There are standards; and in most cases, they've been around a long time—as in decades.

Royalty rates are calculated either on the **retail (or cover) price** of the book or on the **net price**, which is the price the publisher charges to the retailer (usually around 50% off). Typically, royalties are paid twice a year with earning periods of January through June paid in September, and July through December, paid the following March. Make sure you pay attention to the small print—publishers often have a “reserve” clause, meaning they can hold additional moneys “in case” books get returned. This may amount to 15-40 percent of moneys owed you.

In the past, major New York publishers *always* paid royalties based on the cover price. Judith's 4th grade teacher, Mrs. Russell, warned her students not to use the words “always” and “never.” This certainly holds true here. Now we are seeing NY publishers shift to the *net price*. In other words, the royalty is cut in half. However, royalties can be negotiated. If a publisher says this is what they pay, you can respond, “Hmmm, let's talk about it.”

In most cases, the percentage of a royalty payment will increase with the number of books sold.

Hardcover:

10% of the cover price, up to 5,000 copies
12 ½ % of the cover price on the next 5,000 copies
15% for all copies sold thereafter

Trade Paper:

6 ½ % of the cover price, up to 25,000 copies
7 ½ % of the cover price for 25,001 and above

Mass market:

8% of the cover price up to 150,000 copies sold
10% of the cover price thereafter

Audio Edition:

8% of the cover price up to 25,000 copies
10% of the cover price thereafter

eBook:

25% to 85% range—it's all over the map

Books that are published by Christian publishers (CBA) usually pay on net and could look something like this:

16% of net, up to 15,000 copies
18% of net for 15,001 to 30,000 copies
20% of net for 30,001 copies and above

Special Sales can range anywhere from foreign, book clubs, large print, movie rights, etc. These will be spelled out in the contract—for foreign and movie rights, it's not uncommon to see 50%. If there is a deep discounted sale or your book is remaindered, don't expect much, if anything. Braille and handicapped editions are typically licensed without payment to either author or publisher. It's just a nice thing to do.

Remember that numbers vary and can change at the whim of a publisher. Your contract may say one thing, and the publisher may notify you that it is altering the original agreement, usually for its own benefit. If this happens, immediately check with *AuthorsGuild.org* for guidance. That organization is usually on top of all things relating to authoring and contracts.

Member Kudos



Dan Clemens, author of *A Perfect Season: A Coach's Journey to Learning, Competing, and Having Fun in Youth Baseball*, will have a talk/signing at the Highlands Ranch Tattered Cover Bookstore at 7:30 on Thursday, February 17. He'll also be a featured guest on the Tony D and PW radio show on 87.7 *The Ticket* on January 5.

Kimberly Field is thrilled to announce the publication of cultivating a Colorado community in *Westminster: The First 100 Years*. Just released to celebrate Westminster's 2011 Centennial, it's an expansive and richly illustrated history book. Co-written with Kelly Kordes Anton, it showcases everything that makes Westminster special, from the residents' strong work ethic to their commitment to preserving open space and recreation. Fun, fast-moving writing enlivens the story and creates a full picture of this vibrant community. Foreword by Dr. Thomas J. Noel and Introduction by Margaret Coel.

Lynn Hellerstein reports that she has received two excellent reviews.

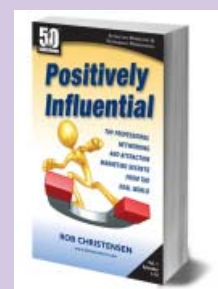
1. [2E newsletter](http://tinyurl.com/25nyqtp) (http://tinyurl.com/25nyqtp) (for parents/educator of gifted/twice exceptional children)
2. [Optometry & Vision Development](http://tinyurl.com/25vsmk3) (http://tinyurl.com/25vsmk3) (Professional Journal of College of Optometrists in Vision Development -COVD - an international organization, certifying body in vision therapy). AU strongly recommends that you look at Lynn's website—it's a work in movement. Updated often, it brings its viewers back for the latest. Ideal for all authors.

Barbara Sternberg's first copies of *Anne Evans: A Pioneer in Colorado's Cultural Development: The Things that Last when Gold Is Gone* has just arrived. This first biography of Colorado's cultural trail blazer will be featured throughout the year in the Denver Public Library and at the Byers-Evans Museum House. Her first signing was a huge success ... the grand news: she sold out!

John Maling received an unexpected call on December 23rd from the Tattered Cover to deliver more copies of his multi-award winning book, *Have You Ever Held a Mountain?* pronto to the store.

Brian Schwartz reports that 50 Interviews published its 18th title last month by author Rob Christensen of Denver. *Positively Influential: Top Professional Networking and Attraction Marketing Secrets from the Real World (Vol. 1)* features interviews with top performers, who reveal the secrets of what it takes to become highly influential in your own network.

He also shares that American Home Furniture's Jake Jabs reissued *An American Tiger*, his autobiography that was originally published in 2000, on Kindle this month. Brian of KindleExpert.com personally assisted Jake with his digital conversion that began with a scanned copy of his book because Amazon had lost the original files! Now it's on Nook and Kindle and will be in the iBookstore soon.



Member Kudos, continued ...



Judith Briles' January *Speaking Intensive Workshop* sold out within 24 hours of announcing it. This intensive workshop, limited to a few participants, offers an all-day program: Learn how to Create your Speech/Workshop (or tweak it), Cameo sections of it, Accessorize it with Stories. The next Speaking Intensive Workshops will be held on February 26th and March 19th. Contact her directly at Judith@Briles.com to reserve your spot.

Mary Ann Harvey is pleased to announce that The Legal Center will have a new publication to kick off 2011. *Preventing Litigation in Special Education Workbook* by Dr. Jacque Phillips, Esq., and Randy Chapman, Esq., is a supplement to *The Everyday Guide to Special Education Law*. The workbook combines practical information on special education with actual case examples that are presented in a concise story format.

The authors of the workbook are Dr. Jacque Phillips, an experienced special education teacher and recently licensed attorney, and Randy Chapman, author of *The Everyday Guide* and an attorney with more than 33 years of experience in special education and disability law.

Here's what Dr. Sarah DeHaas of Juniata College had to say about this book: "Expensive legal battles are depleting school district budgets nationwide. Dr. Jacque Phillips and Randy Chapman are to be commended for *Preventing Litigation in Special Education*. This tool should be required for every special education teacher preparation program in the country. By helping future teachers prevent litigation, they can focus their energy and time on addressing the needs of students."

The publisher of the book is The Legal Center for People with Disabilities and Older People, a Colorado nonprofit organization specializing in civil rights and discrimination issues. The Legal Center has sold 8,000 copies of the First and Second Editions of *The Everyday Guide* and recently ordered a second printing of the Second Edition. In addition, The Legal Center has sold 2,000 copies of the Spanish edition of *The Everyday Guide*.

The Everyday Guide sells for \$24.95, and the *Preventing Litigation Workbook* will sell for \$19.95. For a limited time, both books may be purchased for \$35. Quantity discount pricing is available by calling 1-800-288-1376.



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

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Smart Book Tips ...



Blue Ink Reviews has been named one of the most important new developments in self-publishing. Author U member Pattie Thorn is a partner in this innovative book review for authors that offers visibility and objective reviews of self-published books. Every review is penned by professional reviewers, vetted by seasoned editors, and easy for self-publishers to obtain. At BlueInk Reviews, you'll find insightful reviews, unique search options designed for readers and publishing professionals, and articles about the self-publishing world. Author U members get up to a \$50 discount.

Promoting Your Book is one of the most difficult things we run into. People are letting us know at the last moment about promotion that's happening with their book. It's really difficult when you put the bookseller in a position of having to play catch-up on a title. We often lose that initial sale—that initial momentum. Then we're always chasing that title, and we never have the right inventory. If we had known in time, we would have been able to respond appropriately, get the books on the shelf, and do the right things to sell the book. — Marcella Smith, Director of Small Press Division, Barnes & Noble

Got eBook? Are you found? Kindle and Nook are key places to be. If you are posted on Smashwords.com, you need to duplicate your listings. Just going to Amazon.com and BN.com isn't going to help the buyer. Going to Smashwords.com will offer multiple formats if that's where you formatted your book. However, the average book buyer is not going to think of Smashwords as the logical choice. Reload the book directly to Amazon and BN.

Pitching the Media? Create a show pitch that is guaranteed to grab a producer's attention virtually every time ... Alex Carroll will be doing a workshop at the Author U Extravaganza in May—you will practice pitching with him.

Pitch Formula: "Is/Are _____ making you _____?"

And here's a couple of examples of how you might apply it:

Show Pitch: "Is your house making you sick?"

Show Pitch: "Are your kids making you fat?"

What you're looking for when you use this formula is a combination of things that are unlikely. The answer may only be yes once in a while, but that's enough to justify posing the question ... and getting people's attention.

It doesn't matter if your claim is ultimately true or not, as long as it's arguable. What really matters is that it gets people's attention and it's a great show.



REMEMBER: Next Author U BootCamp: Saturday, January 29 at 6.30 p.m.
Red Hot Internet Publicity - *Early bird ends January 5th!*

Introducing Everything E –Education

Collin Earl



In May 2006, Michael Buckley, a normal nine-to-five salary man from Connecticut placed his first video on YouTube ... 200,000,000 million views later, Michael Buckley quit his “day job” and went on to become one of the most popular Internet stars in the world. Justin Bieber, a simple youth from London, Ontario with a mop of hair, sang Ne-Yo’s *So Sick* for a local singing competition in Stratford and placed second in early 2007, when he was only twelve. Mallette Bieber, Justin’s Mom, posted a video of the performance on YouTube for their family and friends to see. She continued to upload videos of the Young Bieber singing covers of various R&B songs, and Bieber’s popularity on the grew.

What does Michael, Justin and you have in common? Simply this: the tools you need to be successful. Now picture this, the book, your book, it’s written. The edits are finished.

The cover art is perfect and you just got the first proof and ... and ... nothing. Your book doesn’t sell and no one is calling you for appearances or speaking engagements. So you go to an organization like Author U and you get introduced to e-Books, audiobooks, podcastings, the freemium market and so much more ... that it’s all over whelming you don’t even know where to start. So you do what you know how to do ... nothing.

We’ve been there. Trust me. We know what you are going through and we, at Darkfire Productions, have come up with a way to help.

Introducing *Everything E-Education*, the on-line system that will teach you everything you need to know about working it online.

Here how its works: on a pre-set schedule *Everything-E* will offer classes on anything you could possibly want to learn about in the “E” world from a basic introduction to digital publishing to a four part step-by-step class on how to record your own audio.

Do you have a question on how to use Facebook and why it’s important? There is a class for that. Do you want to know how to use “free” promotional tools to get your book in front of potential buyers? We have a class for that. Do you want to learn about copyright, trademark and how to protect your rights online? There’s a class for that.

If it has to do with digital publishing, we at Darkfire will have it for you and all in an easily consumable package that you can use right from your own home. How does it work? It’s right over the Internet through webinar sessions that are easily accessible to you anywhere an Internet connection is available. Connect your computer and learn. It’s that simple.

Why is this important? Why do you need these classes and information? Ignore the fact that everyone knows that the Internet space is the fastest growing seller’s market place. Allow me to tell you a story. Four years ago my partner and friend, Christopher Snelgrove, had this crazy idea to podcast my debut novel, the *House of Grey*. Three years, with countless hours of preparation and load time and 48 hours of audio later, we’ve trained ourselves into experts in the field of audio. We took the true do-it-yourself route and were rewarded with the ability to record, upload and sell our very own audio productions. These skills have been invaluable to our product sells and marketing efforts. Here is the catch however, we had do spend the time, to go through the software, learn it through trial and error. *Everything E-Education* offers a fast forward through this process. Soon, you’ll be recording, editing and publishing your very own audio in your very own home. All the benefits with a fraction of the monetary costs and we offer similar classes for many different “E” topics. You truly have access to the short cut without paying the time and money that we had. Really, you cannot afford to be left behind in this sphere.

My father told me, “If you can’t do things, find the best and have them do it for you.” As an author who is branding YOU, your budget may be limited. There is too much to do—all of which costs money. Now-a-days, the catch phrase is: *if you can’t do it, find someone who can teach you and learn.*

Remember, give a man a fish, feed him for a day. Teach a man to fish, feed him for a life time. Come. Partner with Darkfire Productions and come to learn how to fish.

Collin Earl is the CLO of Darkfire Productions. Aside from being DarkFire’s attorney in residence, Collin is a whiz at helping authors understand and use Social Media. A YouTube, Facebook, and Twitter junkie himself, Collin knows how to manage the SMN jungle from first-hand experience. Collin is also the author of The House of Grey series. You can eMail him at Collin@DarkFireProductions.com

Everything E-Education Schedule

Welcome to Publishing in the Digital Age (free)

This class is a intro course to the tools that are available online, it’s designed for people that do not have a book in print.

Jan 8th 10 a.m. – 12 p.m.

Jan 19th 6 p.m. – 8 p.m.

How to Format Your eBook (free)

This class if for people that need to get their eBook formatted and uploaded to distributors.

Jan 15th 9 a.m. – 12 p.m.

Jan 20th 6 p.m. – 8 p.m.

How to Build a Basic Website (\$50)

This class will teach people how to create a WordPress site, it will not cover how to create killer content for the site (Marty will do that) but will give people what they need to get a site up and running and how to maintain that site.

Jan 8th 2 p.m. – 4 p.m.

Jan 13th 6 p.m. – 8 p.m.

Twitter What Is It and How Do I Use It (\$50)

This class will go over how to set up a Twitter account and how to interact with people using Twitter, it will show people how to build a brand online and how to maintain that brand.

Jan 15th 9 a.m. – 12 p.m.

Jan 26th 6 p.m. – 8 p.m.

To Register, go to www.DarkFireProductions.com

Collin Earl is a writer, attorney, family man, and CLO of Darkfire Productions.
www.darkfireproductions.com/



Secrets: Continued on page 10

you do local speaking or media, let folks know *by name and address* where they can get your book. Stores have been known to stock books they're getting lots of requests for, regardless of how they are published. Sometimes all it takes is one store to stock it for neighboring stores to follow suit.

Getting into bookstores requires a dash of creativity. If you're close to a large area like LA, New York, or Chicago, where traditional publishers cater to local stores and it's a tight market, try looking outside the city for alternatives overlooked by New York. Also, consider non-bookstore shelf space and events. Check out my other article on events outside of the normal bookstore market at <http://huff.to/cx05E2>.

Over the years we've planned events in all sorts of non-bookstore venues such as video stores, electronics stores, gyms, and even grocery stores. If events are your focus, keep an open mind and remember that often the biggest piece of getting your book into a bookstore is the relationship *you* build.

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>

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

Author U January BootCamp Meeting Location

Hilton Garden Inn Denver Tech Center / 7675 East Union Avenue, Denver / 303-770-4200

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

(Detailed information and pricing on pages 4-5)