



The Resource

Vol. 2, No. 3

www.AuthorU.org

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Has Your Turkey Button Popped?

Judith Briles, Author U Founder



As a Book Shepherd, I always encourage each client to take a full week off when his or her book goes to the printer. Why? Another round, a *different* round, is about to hit. And it's a biggie.

You'll be getting the blue lines from the printer within a week after uploading. This is your last chance to find the missing typo, the missing word ... after that, it's a wrap. Your turkey button has popped, the classic tell-all

that shouts to the Thanksgiving cook, "Take me out of the oven! This turkey is DONE!"

The intensity of creating a book, especially when it comes down to the wire—layout, cover design, decisions on formatting, and everything else included in the "wrap" stage—can be exhausting, both emotionally and physically. After authoring 28 books, I know that you desperately deserve a break. But then it's back to work.

Strategies for getting back to work, for developing *you*, the author, is at the core of Author U. It's easy to "pop the turkey button" ... and stop. Nope, this is the time to **Go** ... this is the time to take your baby to its next, next level, one that is exciting, and yes, work. And that's where Author U continues to be your staunch ally.

On May 6 and 7th, a Friday and Saturday, the Author U Extravaganza goes live! We've put together two extraordinary days—details are inside this issue and on the *AuthorU.org* website, including the full agenda. Those two days are specifically designed to turn you and your book(s) into Rock Stars.

The Author U Extravaganza brings **9 Rock Stars** in the publishing world to Colorado. Each session is a workshop, not just a talk. In this

DON'T FORGET!

You are in the Early Bird phase that ends on March 15th.

Save \$50 ... the Author U Extravaganza on May 6-7 is going to be an amazing event.

SIGN UP NOW! www.AuthorU.org



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The Author's Rythm; Continued from page 1

issue of *The Resource*, you are introduced to the voices of three of our presenters: *Craig Duswalt* (Rock Star Marketing/Branding), *Peggy McColl* (Rock Star online Bestseller strategies) and the Publicity Hound *Joan Stewart* (Rock Star book publicity strategies—traditional and online).

National Exhibitors, including major printers, will be here throughout. This is the time to have a one-on-one with them to talk about your book, your ideas. Convenient and at *no* extra charge.

I'm thrilled that *Marcella Smith* will be joining us. Prior to March, Marcella was the Director of the Small Press Division for Barnes and Noble. In one of those classic corporate plays, she and most of the department were eliminated one Thursday morning. Surprise! As a longtime friend of the self- and independent author/publisher, no one knows better than Marcella what's going in the traditional publishing world. She has multiple offers for her services, is considering starting her own company, *and she's coming to Colorado* to headline a special dinner event at the Extravaganza on the 6th—*Dinner with Marcella*—which is open only to Author U members and their guests. As a Special Friend to the Author U Advisory Board, you don't want to miss this.

The site will be the Red Lion at Parker Road and 225. A block of rooms has been secured at \$69.95 (below all Internet options). I'm staying at the hotel—it's where the action and the conversations in the hallways happen. Reserve your room at 303-695-1700 and ask for the Author U rate.

The Extravaganza will be the Colorado Publishing Event of the year ... don't miss out. Save \$50 ... Early Bird pricing for Author U members ends on March 15th.

For our out-of-state members, get ye' an air ticket and book a room at the hotel!

Two other items to share with you ...

Author U will kick off its *Monday Evening Salon* series on May 23rd. Available to AU members only, it's a mini workshop, including a light supper, offered in a home or the place of choice of the presenter and held on ... you guessed it ... Mondays. Salons are limited in size to 20 attendees max, with May 23rd focusing on Website Makeovers.

Plans are in the works for a series of Webinars and Teleconferences. Our first Webinar on *Everything WordPress* encountered technology glitches, but finally got going and was repeated the following week to the dozens we had to turn away. Watch for details for upcoming offerings.

Author U is alive and growing. I'm glad to have you on the journey

Judith

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

www.AuthorU.org

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NEWSLETTER:

Linda Lane, Editor
Shannon Parish, Layout,
CartoonsbyShannon.com

Thursday March 24, 2011 at 6.30 p.m.

The Author's Platform: Creating Gravity

by Dom Testa



One of the earliest lessons you learn as an author is to not sit by the phone or the computer, waiting for the world to come rushing to you. As most authors know, writing the book is the easy part; getting consumers to notice your work is the *real* challenge. It's incumbent upon authors to put on their marketing and PR hat—or write large checks to someone in that field—in order to spread the word.

But what if that's not entirely true? What if there WAS a way to get the world to beat down your door? What if you opened your email one morning and discovered a handful of requests for interviews from television, newspapers, and magazines? Is this Bizarro World?

No. It's exactly the outcome you can expect when you create sufficient gravity for your book project. Gravity, known to scientists as "the force of attraction," can work to an author's advantage by pulling in far more attention than an old-fashioned—and often tired—press release.

Dom Testa, the author of an award-winning young adult book series from Tor/Macmillan, is coming to Author U to explain why you need to create an author platform that will turn your writing project into a black hole. No, not a bottomless pit of despair, but rather a massive force of gravity, a powerful, attractive object that draws in media, conference organizers, and book buyers.

In this fun, engaging program you'll discover

- How to develop an author platform that works seamlessly with your writing;
- How to craft the proper language in which to communicate your platform's message;
- What you need to emphasize—and NOT emphasize—when delivering that message;
- What tools, especially Internet-based, can best help to showcase your platform; and . . .
- Why you'll find yourself working half as hard while reaping twice the results.

Dom's platform has evolved over the years, but has remained focused on the education market. His non-profit foundation, The Big Brain Club, works with students, teachers, and parents to help emphasize the message that Smart Is Cool. His programs target middle school students, helping them overcome the intellectual peer pressure that they feel to dumb down.

His platform—not his young adult book series - is what consistently attracts requests from both media and conference planners. However, the collateral attention that subsequently results from these requests drives book sales.

Continued on page 4

In one 30-day stretch, Dom's work with The Big Brain Club has evoked the following responses:

- Two requests to deliver keynote addresses
- Two conference requests to present stand-alone programs, as well as a panel request
- One newspaper feature-column story
- Two magazine feature-story requests
- Three television interviews and another television lead
- An interview on Colorado Public Radio
- Three bookings at middle schools in Colorado and Skype requests from other states
- An invitation from the Colorado Mammoth professional lacrosse team to host a "Big Brain Club Night" during a Mammoth game at the Pepsi Center

Not a bad month for a writer of young adult fiction.

You, too, can create gravity for your writing. Become a black hole by crafting an author platform that will draw interest and - ultimately - sales to your work. Book your spot now at this special Author U event, Thursday, March 24th.



REMEMBER: Register for March's eBook Dinner and a Program by Monday, March 22nd. *Price increases \$5 on the 22nd!*

Author U Salons Are Coming!



Beginning in May, Author U will host **Monday Evening Salons**—a two-to-three hour mini-workshop that is delivered in the intimacy of the home or the presenter's place of choice. Attendee size maxes at 20, there will be no recordings. The first will be held on Monday, May 23 in Aurora. The topic will be **Website Makeovers** led by Marty

Dickinson. All attendees will be in the Hot Seat—bring laptop—your website will be on screen—Information and Registration will be posted on the Author U website.

The second will be held on Monday, June 27—the topic is **Everything You Wanted to Know about Getting Reviews** with Patti Thorn, former Book Editor for the *Rocky Mountain News*. Watch for details to come ... maximum number of participants at any one Salon is 20.

Available to Author U members only. A light summer will be included, cost will be \$27.

Dissolving a Marriage

Linda Lane, Editor



Divorce. The very word conjures up images of struggle and separation and pain, and that's just the beginning. Is this ever the best answer for relief from a bad marriage? That decision can best be made by the troubled mates. However, there exists one situation in which divorce is the *only* answer. No amount of counseling or mediation or compromising will fix the problem. When is that?

Writers who are married to their words set themselves up to fail. No amount of self-editing or number of rewrites can polish a book to marketing perfection without the assistance of a competent editor/editing team and a great proofreader. It won't happen because the writer approaches the work from a purely subjective perspective, and this will never expose the inconsistencies, the redundancies, and the shortcomings of the cherished words.

The editor, on the other hand, shines the light of objectivity on the work to emphasize the rough spots, sands them to a smooth finish, and buffs them to a high-gloss glow. "But wait!" cries the distressed writer. "You cannot touch the words! They're perfect just as they are—the windows to my writer's soul." The editor takes another approach, Windex® in hand; those are mighty dirty windows. But the writer doesn't budge. "The words are perfect as they are." And what might have been a great book—perhaps even a best seller—is relegated to collecting dust in boxes in the garage. Why? The writer and the words exist in a state of co-dependent matrimony. How sad!

This marriage has to end. Separate maintenance will never do in this case because it doesn't fully sever the tie that binds writer and words in wedlock. But how can the writer walk away from a relationship that has been so personal, so intimate from its beginning? It takes courage, determination, trust, and the willingness to risk everything for the opportunity to succeed big. Yes, the pain will be significant...*but* the rewards will be great.

A little introspection can work wonders here, as long as it goes hand in hand with a lot of honesty. Are you married to your words? Do you *really* want to be a respected professional writer? You cannot have it both ways.

Get a divorce!

*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.*

EDITOR'S COMMENT:

Linda Lane of DenverEditor.com said, "I recently had an encounter with a woman who became very demeaning when I dared to suggest in a short sample edit that her words fell somewhat short of literary perfection. She wasn't the first—and likely won't be the last—to put the relationship between her and her words ahead of the good (and the success) of her story. So rather than risk being accused of attempted alienation of affection, I told her I wasn't the right editor for her manuscript and walked (with a sigh of relief)."

The Making of a Rock Star

Shannon Parish



You would think that creating a bestselling book—or at least one that will sell well—would be the first and foremost goal of an author who ventures into the publishing world. And wouldn't it also be reasonable to assume that great effort would be made in advance to make this a reality?

Why is it, then, that once a writer becomes intoxicated with the idea of writing a book, that time, cost, and effort are often thrown out the window in the mistaken belief that no matter what they write, it's going to be a best seller?

It's amazing how many people approach a service provider without knowing what they want for their book. Vital information is needed: What size? What kind of paper? Who's the audience? What age? Do you want it illustrated? Do you have permission to use that material? Where did you get that material? How much are you willing to invest in your book? How will you market it after it's published?

Service providers assume that anyone who comes to them to inquire about obtaining services will know what their project requires in terms of services, time, and cost. That's due diligence. To approach a service provider before you have thoroughly researched your book and its marketability *will* cost you time and money—and heartbreak if there is no interest from buyers.

Take the steps necessary to leave no stone unturned **BEFORE** you approach a professional and hand them money. Do your homework! Know and understand your investment, and what it's going to take to make your book a best seller.

Every service provider can tell you horror stories of clients who were ill-prepared to move to the next level and who were stunned at how much work the service provider had to do to make their book salable—never mind a best seller. The additional time and expense involved to create an excellent product is wasted on the customer who is stressing about the money they are spending on something they didn't value enough in the first place to do their due diligence.

Every service provider I know is not only tired of, but gun-shy toward new clients who have not completed their work and who have no idea how they will sell their book in the future. The client who comes to us and begins the conversation with, "I don't have much money **BUT** ..." leaves the service provider cold. No amount of bargaining or blaming your service provider for your inattention to detail regarding **YOUR** book will make things right.

- Do your homework up front.
- Be convinced of the value of your book.
- Build your team properly.
- Be teachable and do your research.
- Have no regrets—and don't burn your bridges behind you with blame and financial mistakes that are no one else's but yours.

Continued on page 7 ...

Rock Star: continued from page 6 . . .

Your service provider's responsibility is NOT what YOU can afford. Nor is it to make up for what YOU have not done. They are service providers—professionals who make your dream happen. Invest in your dream with all you have, especially with careful planning in advance.



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.



Book Smarts

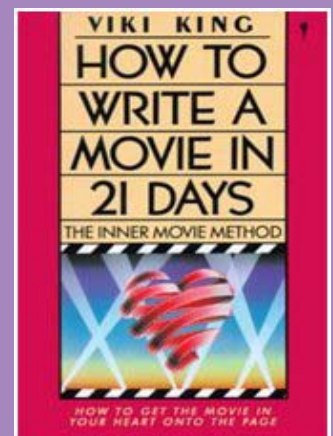
How to Write a Movie in 21 Days: the Inner Movie Method

In 1988, Viki King revealed the inner secrets of showing screenwriters and wannabe screen writers how to get the movie in your heart onto the page in front of you. *How to Write a Movie in 21 Days* delivers a specific step-by-step process that is designed to get the story, the whole story, out. You will learn how to

- Clarify the idea you don't quite have yet;
- Tell if your idea is really a movie, or simply another idea;
- Move from what you want to say to really saying it; and
- Remove you from the "get ready" stage to starting.

Many books have been published on screenwriting—how to do it, the craft of it, even how to sell it when you are done. None, though, dig into the heart of the work and the screenwriter except Viki King. She includes sections on how to pay your bills while paying your dues, what to say to a spouse or partner when you'd rather be writing, and how to keep it all going when you think you can't.

If you have a book or an idea that just might be a possibility for the big screen, *How to Write a Movie in 21 Days* could be the perfect companion.



Book Awards ... Are They for You?

by Mara Purl



Book Awards. They're exciting to win. But how much can they truly advance your book and your career? Here are some questions and answers to guide you through the ever-growing list of book awards and whether or not you should make them part of your marketing plan.

Does a book with an award sell more than a book without an award?

Possibly ... but this is hard to prove unless the award is the Pulitzer. However, a book with an award sticker tends to be a visual magnet.

What the real purpose of an award?

To distinguish one book from other books in its same genre or category; to prove excellence; to demonstrate a book is really worth buying. There truly is no point in entering your book into award competitions unless you are committed to excellence.

What's excellence?

Excellence inside the book includes

- Originality and clarity of the text;
- Tight editing for grammar, style, flow; and
- Proofing: no errors! This is not the same as editing!

Excellence for the outside of the book means researching and matching the appropriate elements for your genre including

- Cover design by a bona fide designer;
- Paper choice;
- Hard/soft cover;
- Cover and flap copy;
- Quotes;
- "Feel" of the book; and
- Great author photo.

Excellence in Marketing includes

- Author and/or publishing company websites;
- Researching your genre to discover how *your* readers *like* to be approached and spoken to; and . . .
- Making your book readily available for your audience.

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Awards: continued from page 8 . . .

Is it expensive to submit to award organizations?

The fees for most award submissions are not exorbitant. But fees can add up if you submit to more than one or in more than one category. Further, you might also find it expensive to provide the number of free books sometimes required for submissions. Some organizations require you to be a member before you can submit your book to their program. Do your homework and *choose* awards that align with your book.

Are there specific benefits provided by some awards?

Yes. Read their websites carefully. Several offer bonuses—some for all winners, some for grand-prize winners. For various years these have included an NPR interview, a campaign with Planned TV Arts, exposure to 300,000 subscribers, and professional PR.

Are regional awards valuable?

These awards can indeed be valuable locally if you and your publisher plan to market your book to local bookstores. If you're a Colorado author, the **Colorado Book Award, Top Hand**, and the **EVVY** award can be useful for Colorado bookstores and libraries. These awards are not considered national awards, even though out-of-state books may compete.

Do the national awards have certain themes?

Though this may be unintentional, you might notice the following: **Benjamin Franklin Awards** use a classical model (as its name suggests) for good, solid, well-produced books. **IPPY** (Independent Publishers) Awards often honor cutting edge, ground-breaking books; they describe their award as being for "courage, innovation, and creativity to bring about *change* in the world of publishing." **Indie Excellence Awards** look for books that are "properly published" and for an overall standard of excellence. **USA Book News Best Book Awards** focus on the media, and thus on books that appear to have commercial viability. All four of these awards are considered valuable.

Among the national awards, are some more valuable than others?

According to recent interviews with booksellers in many parts of the country, the most valuable national award for independent publishers is the **ForeWord Book of the Year Award**. Why? Because this award is backed up by *ForeWord Magazine*, which has become a trusted industry favorite.

What if you don't win?

It doesn't necessarily mean your book doesn't have merit. As with the Oscars, there are some years that every nominee is outstanding; books are the same. Most award competitions have hundreds of entries, sometimes in one category. Yours could have been one-hundredth of a point away from nabbing the top prize!

Many competitions return judge's comments. Read them, absorb them, and make your next book better! Keep writing!

Mara Purl has won 15 national and regional awards for her Milford-Haven Novels.

Tips You Can Use ...

www.TopHatTechs.com / 720-425-8889



Where Is The Standard Toolbar In Office 2007?

The interface of the main components of Microsoft Office 2003 (Word, Excel, Power Point, etc.) included a Standard Toolbar. Within the toolbar were a number of icons, which simplified common tasks such as creating a blank document, opening a document, saving a document, printing a document, etc.

So what happened to the toolbar in Office 2007? Well, it's there, but it has a new name, Quick Access Bar and can be found on the upper left next to the Office Button. It also does not automatically come with all the icons.

Many have asked how to get the toolbar back. For step-by-step instructions for customizing the new Quick Access Bar, go to: <http://bit.ly/gY9T72>

Shortcuts You Can Use ...

Ctrl+N Open a blank document

Ctrl+O Open a document - opens the Open dialog box

Ctrl+S Save the current document - will open Save As dialog box for an unsaved new document

Ctrl+W Close the current document

Ctrl+P Print the current document - opens the Print dialog box

Ctrl+B Bold Ctrl+V Paste

Ctrl+U Underline Ctrl+C Copy

Ctrl+I Italics Ctrl+L Align Left

Ctrl+Z Undo Ctrl+R Align Right

Ctrl+Y Redo Ctrl+E Center

Ctrl+X Cut Ctrl+J Justify

Thanks to John Melton of Top Hat Techs, your computer experts. www.TopHatTechs.com

The Technology and Tips Toolbox

by Kelly Johnson



We know that building a subscriber list is a critical step for growing our business and for promoting our book. One of the easiest methods to build your list is by having a form on your site or blog to collect names and email addresses, which are added to your database.

One area that also needs to be a focus is how to build your media list.

The first thought that may come to mind is this: *Just how many sites do I have to visit to work on collecting the contact details for various publications?*

Here is an online resource that will allow you to sign up at one site and begin building your media list.

MediaPost

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

MediaPost is a directory of over 150,000 media contacts (websites, magazines, newspapers, television and radio stations), resources, news, and events. You may create a targeted media list using this service and conduct searches of their database by specific sites, media category, keyword, events, and more.

It is free to create an account at MediaPost.

Once you log into your account, go to the Media Directory area and select the media you wish to search. For example, if you select newspapers, you may choose to search a state or a designated marketing area. The results displayed will have hyperlinks with each newspaper name. By clicking the hyperlink, you may learn more about that paper—such as its website, editor’s name, email address, and phone number. The information you collect on each media contact may be saved either in your MediaPost account or in a spreadsheet.

You are now well on your way to building a targeted media list.

“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

How To Make Your First Impression Last - Part 2

By Karen Saunders / Copyright © 2007 Karen Saunders, Used by permission



In case you didn't read Part 1, here's the story.

Let me tell you about the last home show I went to. It was your typical home show with lots of booths, pretty displays, loads of freebies. But I wasn't interested in all that. I was on a mission. 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 landscaping contractor there 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 me a contractor.

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

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

I don't remember what everyone said. I just remember what I liked. But it was hard to tell anyone 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 more topnotch tips to keep your card out of the wastebasket and into the rolodex! (The first 7 are in Part 1.)

- 8 Don't get too crazy with the fonts. Make it appropriate for your business, without the trendy or overly embellished versions that are available out there.
- 9 Keep a tight rein on your text. Think small and compact, and your text will have a much more professional look.
- 10 Avoid using all capital letters, because **THEY ARE HARD TO READ**. It looks unprofessional, not to mention it implies that you are shouting at the reader. You don't want to scare anyone off, do you?
- 11 Use a grid. It helps you to align texts and objects to each other in a way that you just can't do with the naked eye.
- 12 Any illustrations that you use should be bold, not delicate. When you try to print all that detail at the small size of a card, it just looks muddy and you lose the look you were going for.
- 13 I said bold, not amateur. Illustrations from clip-art are usually out-dated and campy. Find a good quality resource for your illustrations, and stay away from the I-did-it-myself look.
- 14 Don't forget the back! That's wasted real estate back there. Why not put a special offer or something else enticing to encourage people to call.

continued on page 13

Impression, Part 2; Continued from page 12

OK, 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 brand, launch their website and market their business. She is the author of Turn Eye Appeal into Buy Appeal: How to easily transform your marketing pieces into dazzling, persuasive sales tools!

Contact: www.MacGraphics.net, 303-680-2330, 888-796-7300, Karen@macgraphics.net

HAVE YOU REGISTERED YET?

May 6th – 7th

Author U Extravaganza!

Soaring Your Book

to the Rock Star Stratosphere

Early Bird Deadline ends March 15!

Register NOW at www.AuthorU.org



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](https://www.facebook.com/AuthorU)



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

Volunteer Marketing Outreach Needed ...

As Author U continues to grow, it makes sense to reach out to the various media outlets in Colorado and let others know about us.

We are looking for someone to create a monthly media announcement and send to the Denver Post; Your Hub, Craig's List, posting on the Book Organizations of Colorado (BOOC) ... in other words, get the word out.

If anyone would like has an interest in donning this cap, please contact Judith directly at Judith@Briles.com

Webinars *R Us!*

Author U kicked off its first Member Only Webinar that will be held during morning hours, Colorado time. Many members are out of state—the live Webinars allow for them to participate with other Author U members. Each will be recorded for later viewing.

The first one was held twice: ***WordPress as Your Book Marketing Hub*** led by Marty Dickinson. For 90 minutes, a total of 40 members had the opportunity to learn and ask. And they did!

NEXT:

March 29th at 11 am MST—topic will be ***Books & Beyond—Learn How to Make Money with and from Your Website.***

Put it on your calendar, you will get an announcement to register.



Welcome to our New Members!



Jeannette Seibly has been an internationally recognized business mentor and executive coach for over 18 years, with over 31 years of corporate, small business, and management experience. She has coached and mentored 1,000s of business owners and executives to work smarter, have financial freedom, and realize their dreams now. Along the way, she created three millionaires.

Jeannette has a B.S. in Personnel Administration and M.A. in Communications from Michigan State University. She is the author of the book, "Hiring Amazing Employees," and has also had over 30 articles published on strategic business tips for business owners and executives — these include BizSavvyCoach (<http://bizsavvycoach.wordpress.com>) and Smart Hiring Made Easy (<http://SmartHiringMadeEasy.wordpress.com>), Jobing.com, Denver Business Journal, The Employer's Advantage, and Greater Lansing Business Monthly.



Cheryl Eckl has always worn many hats. She began her career as a singer and musical comedy actress. After realizing that she needed a "real job," she spent over 20 years supporting and training leaders in a variety of industries. For the past 10 years she has run her own business as a professional development trainer and transformational life coach. She is a former course author and certified instructor/facilitator with Learning Tree International in Washington, DC. And she is a certified practitioner of the highly effective HBDI thinking style assessment used by Fortune 100 companies around the world.

In October, 2010, Cheryl published her first book, *A Beautiful Death: Facing the Future with Peace*—the inspirational story of how she found the love of her life, lost him too early to cancer, and then discovered a way to reconnect with his spirit. Cheryl continues to write about end-of-life issues and the grief journey on her blog at <http://www.abeautifuldeath.net/blog>. She also speaks on behalf of local hospices and is developing—The LIGHT Process™—a five-step process for thriving during life's inevitable changes and challenges.

A native of Colorado, Cheryl lives in Littleton and has recently completed a master's-level certificate in Transpersonal Psychology.



Jon Tandler, Esq. practices corporate, publishing, and software law and is a shareholder of Isaacson Rosenbaum P.C., a business and litigation law firm in Denver, Colorado.

Jon has been working in our industry for over twenty years and serves as outside counsel to large trade and smaller independent publishers, book packagers, authors, agents, university presses, and industry trade associations. His work includes entity formations and organizational matters; intellectual property and rights counseling; contract and licensing matters; acquisitions and sales of imprints and businesses; dispute resolution and related counseling; and other projects germane to each business. Jon serves on the faculty of the University of Denver Publishing Institute and has taught extensively on the legal and financial aspects of publishing for trade associations, continuing legal education programs and the World Intellectual Property Organization. Jon can be reached at 303.256.3987 or at jtandler@ir-law.com.



Welcome to our New Members!



Martha Lanaghan is a recent refugee of senior executive corporate life and is delighted to be spending less time on airplanes and more time working on her private consulting business (The Sparrow Group), which is focused on helping colleges and universities with student retention, as well as working with faculty and professional speakers to help them create outstanding content with powerful learning outcomes. She is also a professional speaker and trainer.

Martha has two books underway, both non-fiction, targeted at the business market—the first aimed at building “faster” organizations through improved communication. The second is a compilation of powerful stories from highly successful executives who have been kind enough to offer perspective on the defining moments in their career. Martha lives in Boulder with her husband and two young sons, and she is proud to have finally jumped in the social networking pool. You can find her at: @greatspeech or @sparrowgrp on Twitter, or on LinkedIn at <http://www.linkedin.com/in/marthalanaghan>.



Christopher Reinholz is a motivational speaker and inspiring writer whose life experiences provide incredible inspiration for overcoming hardship. Having recovered from a five-year addiction to methamphetamine's, Chris knows what it's like to emerge from the depths of an addiction, imprisonment, and despair to a life full of hope and promise. After an incredible journey out of incarceration and into school then employment with Comcast and Sprint, Chris is a tireless advocate and speaker for the Colorado Meth Project, whose aim is to prevent the spread of meth use statewide.

His success today as a speaker, volunteer, student, employee, and father is a true testimony to what happens when you overcome the odds, believe in yourself, and make a difference. Besides speaking, Chris is busy writing his memoir, *Meth, The Gate Keeper*, an insightful look at his broken family life and succession of choices that led to addiction.



Kitty Migaki retired from Lucent Technologies and is working on her second career as a children's book writer and photographer. She has one children's ABC book comprised of creative photographs and is working on her second children's ABC photograph book, which she plans to widely market. Her photographs have sold at small art evenings and events around Denver.



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



Member News

Lynn Hellerstein received Honorable Mention for the *Writer's Digest* International Self-Published Book Award for *See It. Say It. Do It.* The judges wrote the following:

"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."

Dan Clemens had a signing at the Tattered Cover on the 17th of February for his book, *A Perfect Season: A Coach's Journey to Learning, Competing, and Having Fun in Youth Baseball.* Every person in attendance bought one—a grand slam!

He also testified before the Colorado State Senate in support of legislation that would require coaches of players ages 11-18 to perform annual concussion awareness training. SB-40, the Jake Snakenberg Concussion Act, passed the State Senate and will go to the House for consideration. Dan has signings and author talks scheduled in Phoenix to coincide with spring break and major league spring training.

Barbara Sternberg had a standing room only event last month at the Auraria Library on her book *Anne Evans—A Pioneer in Colorado's Cultural History: The Things that Last When Gold is Gone...* sales are going briskly with reorders coming in from the distributor. *The Denver Post* also featured an excellent Op Ed by Colorado Historian Tom Noel.

Paul Rodriguez is proud to announce that *The Tale of Rebecca the Chased*, the second book in the Tales of Fairies series, is going into the final phases of production for paperback and is available as an eBook through Smashwords. *The Tale of Aynil the Traveler* will be available in paperback. You can also go to www.TalesOfFairies.com and watch the latest promotional videos.

Bob Tipton had his first "official" book store signing at the Highlands Ranch Tattered Cover—a combination celebration for *JUMP! - Get Unstuck* and a fund-raiser to support Colorado Destination ImagiNation (CDI), a group committed to creating confident, capable, creative kids. The crowd was lively, lots of books were sold and Bob donated \$5 of every sale to CDI.

Tim Hewitt reports that Friesens has expanded and enhanced digital color services with addition of HP W7200. The equipment is being installed and tested, and is expected to come on line late in the second quarter.

Rhonda Spellman, author of *The Journey Home from Autism*, has created a new Meetup Group, Asperger's and Auto Immune Answers. It meets at Johnny Carinos in Parker the last Thursday of each month from 6 - 8 p.m. Listen in to her interview on www.Answers4theFamily.com, L.A. Talk radio on Monday, February 28th at 10 a.m. MST. Are you from Texas? From March 28 - April 1st, she will be teaching groups of people in and near Austin, TX, how she helped her son go from non-verbal to no longer qualifying for services. On May 13th and 14th, Rhonda will keynote programs at the Toronto University, and on April 7th, please join her at the monthly Colorado Women's Chamber of Commerce luncheon here in Denver. Find full details on her website, www.AutismWithRhonda.com.

Jon Tandler announces that his free 90-minute annual publishing update, Extreme Update! Publishing 2011—Subsidiary Rights - Maximizing Your Bottom Line will be on the afternoon of March 24th at 4 p.m. in Jon's offices at Issacson Rosenbaum, Denver. He and Lloyd Rich will cover contract rights, and business and legal 'must haves' for different subsidiary rights projects. Rated (E) for Everyone who is a publisher, author, owner of literary rights or Industry Observer who wants to know about today's e-merging publishing issues! Reservations at 303-292-5656.

Judith Briles will be presenting an evening workshop at the DaVinci Institute in Louisville, CO, on March 22nd. Her topic: *Is There a Book in You?* This is a return engagement—last fall, it was standing room only. She was also interviewed for the *Spirit of Women's* summer edition that is sent all the organization's clients on her book, *Money Smarts for Turbulent Times*.

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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.



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

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

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Dates to Remember

March 23

Monday Night Salon (Paid Members Only)

Website make-overs—bring your laptop. We'll be reviewing your website.

March 24

It's the Author Platform ... with Dom Testa

Hilton Garden Inn Denver Tech

March 29

Monthly Webinar (Paid Members Only)

Books & Beyond—Learn How to Make Money with Your Website

April 14

Creating the Buzz that Spreads Your Brand ... with Andy Cleary

Hilton Garden Inn Denver Tech

May 23

Monday Night Salon (Paid Members Only)

Website Makeovers

May 6 – 7

Author U Extravaganza! ... with national speakers galore!

Soaring Your Book to the Rock Star Stratosphere

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Visit <http://authoru.org/calendar.html> for more information

HAVE YOU REGISTERED YET?

May 6th – 7th

Author U Extravaganza!

Soaring Your Book

to the Rock Star Stratosphere

Early Bird Deadline ends March 15!

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See below for a list of our current Premier Partners. Each company name is clickable to an information page. If you are interested in becoming our next Premier Partner, you can learn about our program and benefits by clicking here.



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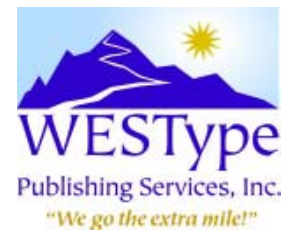
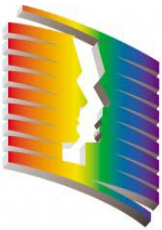
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Rock Star Brander **Craig Duswalt**, Amazon Best Seller **Peggy McColl**, Creativity Guru **Justin Matott**, Publicity Hound **Joan Stewart**, Radio Guru **Alex Carroll**, Make Money without Killing Yourself or Your Book Business **Chuck Blakeman** and Publishing Partner **Eric Kampmann**, and Publishing Insider **Marcella Smith** are all national speakers ... all Pioneers in their respective fields. They are booked, they are committed, and you will be amazed with the array of ideas and strategies that they will deliver. A variety of publishing service providers will be exhibiting over the two days ... and much, much more. Plus we have Printing pros with all the latest who will create a workshop on what and what not to do, who to do it with, and what's hot—led by **Tom Campbell**. Just get the dates on your calendar for two days that will turn you and your book into a Rock Star in Publishing.

Early bird registration ends March 15th!

Dinner with Marcella Smith is an extra fee open to Author U members only.
\$30 for Early Bird Registration.

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Early Bird ends on March 15th at \$199 for Members. It will increase to \$249.
Non-members Early Bird rate is \$239 and will increase to \$289 after March 15th.

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Extravaganza Speakers



Joan Stewart

The Publicity Hound comes to Colorado and will work with both traditional publicity and social media options.



Chuck Blakeman

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



Tom Campbell

Coordinate a Print Workshop: this includes many of the Exhibitors—it's what's what in the book world today.



Alex Carroll

The Master of Radio will do an interactive workshop with participants onstage to learn how to “pitch” to a producer, plus find the right radio market.



Peggy McColl

The Pioneer in Amazon Bestselling Position, her workshop will be hands-on in how to do it.



Craig Duswalt

Branding is critical—participants will learn all the elements of creating Rock Star Branding with Craig ... if Guns n' Roses loved him, so will you!



Marcella Smith

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



Eric Kampmann

Partnering in Publishing will be a new relationship for the self- and independent Author/Publisher. Eric will explore options and how to set up.



Justin Matott

Creativity is at the core of winning books ... no one does it better than Justin. High energy, perfect way to end two high-power days.



5 Things To Do If Your Facebook Fan Page Disappears

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



Google “my Facebook Fan Page disappeared,” and you’ll see a long list of frustrated, aggravated, infuriated people—some of whom have accumulated thousands of fans—perplexed as to why their Fan Pages, and months of valuable content, are long gone.

It happened to me. And it can happen to you.

You may not have the same happy ending I did, but don’t give up without trying to get your Fan Page back. I’ll explain several things you can do. But first, a little history:

When My Nightmare Began



Publicity and public relations tips, ideas and strategies. [VIDEO] How to add a Facebook ‘Like’ box to your WordPress Site from Kim Doyle, whom I just discovered. <http://thewpchick.com/video-adding-facebook-like-box-wordpress-site/>



[VIDEO] Adding a facebook ‘Like’ box to your WordPress Site - The WordPress Chick

thewpchick.com

It isn’t until I go to do posts like this that I realize how much catching up I’ve got to do in certain areas of my business (I have SERIOUSLY neglected my social media acct.s over the last few months).

29 Impressions · 0% Feedback

November 17, 2010 at 11:32am · Like · Comment · Share · Promote

In November, I noticed that activity on [my Fan Page](#)¹ had fizzled. Yet the statistics on my Page were telling me that there were several dozen “impressions” but 0% response to most of the Notes and other content I’d posted.

With more than 2,500 Fans, my Notes and other content should have had **several hundred** impressions. I should have paid closer attention to the stats or [Facebook Insights](#)².

Frustrated, I kept posting, hoping to wake the dead. But nobody was commenting.

Continued on page 25

Facebook: continued from page 24 . . .

When subscribers to my ezine, [The Publicity Hound's Tips of the Week](#)³, clicked on the Facebook icon to visit my Fan page, they reported that they ended up on *their* Facebook Home page, or they got an error message. In other words, **I could see my Fan Page and post, but no one else could see it.**

Finally, in January, after filling out three Bug Reports on Facebook but receiving no reply, I went on an all-out crusade for help. I posted my dilemma on Twitter and LinkedIn and got lots of feedback and suggestions. I followed most of the advice, but none of it worked.

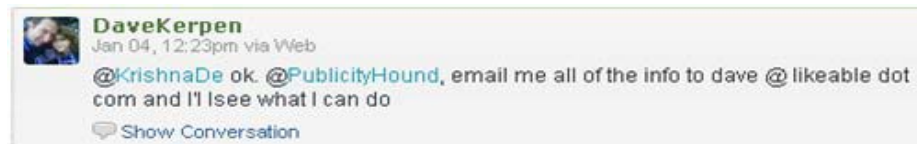
Several of my followers and connections said the same thing had happened to them, but they couldn't find their Pages. So they started new ones or abandoned Facebook altogether, something I wasn't willing to do.

Twitter to the Rescue!

Then, the real power of social networking kicked in, just like it's supposed to. One of my connections, [Krishna De](#)⁴ of Dublin, Ireland, posted this:



[@DaveKerpen](#)⁵ is social media expert Dave Kerpen of [Likeable Media](#)⁶, a full-service PR agency specializing in social media and word-of-mouth marketing. He's connected to Krishna, saw her post, and sent me this:



Dave doesn't know me. But when I emailed him and explained the problem, he asked me to make him the administrator of my Fan Page so he could log in and investigate. I wouldn't have done this unless someone on Twitter had recommended him, as Krishna had.

A few hours later, Dave solved the problem. My Settings were configured so that only people in the Philippines were able to view the Fan Page. My assistant and I double-checked those settings at least 10 times, but we must have overlooked this.

Now, everyone could see the Fan Page, and I was back in business.

If This Happens to You...

Continued on page 26

Log into your account and call up your page. On the upper left side, under the Page's photo, click on "Edit Page." In the upper left corner, click on "Manage Permissions."

The two red arrows in this screenshot show the first two places you should look. Make sure the Page Visibility box that says "Only admins can view this page" **is not checked**. Also, see if there are any country restrictions. If so, delete them, and that should solve the problem.

If You Can't Find Your Page

Publicity and public relations tips, ideas and strategies.

The screenshot shows the 'Page Visibility' and 'Country Restrictions' settings. The 'Page Visibility' section has a checkbox labeled 'Only admins can see this Page' which is currently unchecked. A red arrow points to this checkbox. Below it, the 'Country Restrictions' dropdown menu is set to 'Type a country...' and is also highlighted with a red arrow. Other settings include 'Age Restrictions' set to 'Anyone (13+)', 'Wall Tab Shows' set to 'All Posts', 'Wall Spam Filter' set to 'Visible to Admins Only', 'Default Landing Tab' set to 'Free Publicity Tips', and 'Posting Ability' with three checked options: 'Users can write or post content on the wall', 'Users can add photos', and 'Users can add videos'. At the bottom, there is a 'Delete Page' link and 'Save Changes' and 'Cancel' buttons.

But what if you can't find your page at all? Here are five tips:

1. If you don't mind waiting for Facebook to reply, fill out a Bug Report. Facebook expert Mari Smith has compiled a helpful directory of [120+ forms](#)⁷ that will help you reach the right person, and she updates the list. Dave says filling out a bug report "only takes 15 minutes, so it could be worth it."
2. If you have a relationship with someone who works for Facebook, contact that person directly.
3. Try connecting with someone inside the company on LinkedIn or Twitter. One of my LinkedIn connections reported doing this, and the employee solved her problem immediately. You can also use [Twellow](#)⁸, the Twitter Yellow Pages. I explain more about Twellow [here](#)⁹.
4. Appeal for help on the social media sites, like I did. Don't forget about [Quora](#)¹⁰, the hot new site where experts are tripping over each to answer questions.

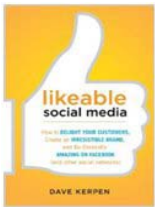
Facebook: continued from page 26 . . .

If someone reaches out to you and suggests you make them an administrator of your Fan Page, but you don't know them, should you? Dave recommends caution but says, "I don't know if you had anything to lose at that point. Even if you didn't trust me, it might have been worth the risk."

The Best Solution

He offers what I think is the best solution, particularly if you don't have a lot of time to wait and you're willing to pay to get the problem solved quickly so you don't spend months worrying about it, like I did.

5. "Talk to an agency that has a relationship with Facebook to get some help," he said. That's what major brands do when they have problems with their Fan Pages. Many agencies have contact information for Facebook that the rest of us don't have.



Dave Kerpen is the author of the forthcoming book, *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand and be Generally Amazing on Facebook (and Other Social Networks)*.

You can join his [Likeable Fan Page](http://www.facebook.com/LikeableMedia) [http://www.facebook.com/LikeableMedia] or [connect with him on Twitter](#).

Joan Stewart is known globally as The Publicity Hound. She will be a featured speaker at the May 6-7 Author U Extravaganza. Her website is www.PublicityHound.com.

URL List of Referenced Websites . . .

- 1 **My Publicity Page on Facebook:** <http://www.facebook.com/publicitytips>
- 2 **Facebook Insights:** <http://www.facebook.com/help/?search=insights>
- 3 **The Publicity Hounds Tips of the Week:** http://archive.aweber.com/pubhound_01/2010/12
- 4 **Twitter / KrishnaDe:** <http://www.twitter.com/krishnade>
- 5 **Twitter / DaveKerpen:** <http://www.twitter.com/davekerpen>
- 6 **Likeable Media:** <http://www.likeable.com/>
- 7 **How To Create A Facebook Directory of 120+ Forms:** <http://tinyurl.com/293v2zw>
- 8 **Twellow:** <http://www.Twellow.com>
- 9 **Explanation of Twellow:** <http://tinyurl.com/4cmrwx3>
- 10 **Quora:** <http://Quora.com>



Become a *RockStar* with Your Book

By Craig Duswalt

Axl Rose. Pat Benatar. Mick Jagger. Paul McCartney. Johnny Rotten. Not exactly the people you would look to for marketing advice. What could they possibly know about growing your business? None of them have business degrees. They've never been managed a major corporation. They've never worried about meeting payroll. It's crazy to look to them for guidance, right?

Maybe not... Look at what they have done. Each one of them rose from complete obscurity to become a music icon. Just saying their names evokes certain images: Axl, the Guns N' Roses bad boy; Benatar, the lady rocker who could kick your butt eight ways to Sunday, and you'd like it; Jagger's lips; McCartney, the "cute" Beatle; Rotten, the sneering punk.

They became wildly successful in music because they made their own way. They made their own rules as they went along, and in the process, developed worldwide celebrity.

Isn't that what you want to accomplish in your business? Don't you want to be instantly recognizable? Don't you want to be the expert, the go-to person in your field? When a news story breaks in your industry, don't you want the media calling you for your opinion? That's what RockStar Marketing is all about!

Maybe you can't sing a note. Maybe the only musical instrument you can play is an iPod. But you can be a RockStar in your business! RockStars are the *best* in their business. They're known as experts. They are celebrities in their field.

Becoming a RockStar in your industry isn't about working hard. It's about working *smart*. It's about knowing the secrets of the trade. It's about learning how to market yourself effectively. It's about building up your RockStar mystique. It's about learning how to make yourself stand out in the crowd.

RockStars aren't overnight successes. Most famous musicians can tell you stories of living on the road, playing small clubs while they learned their craft. But they will also tell you how much fun they had during those times. Why? Because they were doing the thing they were meant to do. There's real freedom in finding your purpose in life—and learning how to live that purpose out.

It takes commitment to become a RockStar. You need to learn to look at yourself and your world in different ways. You have to be willing to do things you might not have ever done before.

For example:

- Become known as a celebrity and expert in your field. If you want to become well-known in your field, you need to be known as an expert. Easiest way to do that is to write a small book that explains what you do, how you do it, and how you can benefit your customer.

Continued on page 29

Facebook: continued from page 26 . . .

- Promote your “act.” If nobody knows who you are, you can’t be a RockStar. Get your name out there, get your picture out there, and get your business out there.
- Learn how to play your instruments. Jimi Hendrix used a guitar to make magic. If you want to be a RockStar, you need to learn how to use certain marketing tools more effectively—audio CDs, videos, books, and public speaking.
- Start your fan club. When you’re a celebrity, people want to know every move you make.
- Give the people what they want. Springsteen doesn’t just make money from concerts. He sells CDs, shirts, DVDs, and posters, as well. You must develop more products.
- Get the band together. Robert Plant is good. Led Zeppelin was awesome. There’s a certain kind of magic that happens when RockStars work together. Network and collaborate with like-minded people.

The road to becoming known as an expert and celebrity in your field is filled with challenges and surprises. But when the spotlight is on you, and you’re reaping the rewards of your work, you’ll know it was well worth it.

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

Work Sheet

I am known for _____

I am known in the following areas by name and face: _____

I am mastering these “instruments”: _____

My fan club consists of _____

My products are _____

I am working with _____



How Bigger Revenue Comes from Not Expanding Beyond Your Brand

By Peggy McColl



Although your expertise could lend itself well to expanding into additional markets, this may not be the best business strategy for you. I know first-hand how having passion for helping as many people as possible can divert your attention and lead to casting too wide a net. I really enjoy Internet marketing and helping people and businesses succeed online, but what I did not realize was that I was expanding my services all over the map. I was helping anybody and everybody get online and make money, build their business, realize great profit, etc.

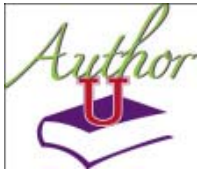
In October, I was speaking at an event in Vancouver; and I met Stephan Stavrakis, also a speaker at this event.. Stephan's area of expertise is finding the right positioning. It's kind of like branding, only he calls it perceptive positioning—what it is that you're known for. Stephan suggested that I create more of my brand and my positioning statements around the work that I do with authors. He helped me to realize and acknowledge my brand as *The Best Seller Maker*. It is my expertise; it is what I am best known for. I help authors plan, write, and market their books. This is where I can really assist the author who wants to make his or her book a best seller.

Stephan pointed out that there is nothing wrong with continuing to help businesses and entrepreneurs to be successful online, but I needed to claim the market I already owned. In addition, I needed to deliver that message clearly on my website and in my communications. Since that conversation, I have not rebranded, but emphasized my branding by adding *The Best Seller Maker* to all areas of my online identity. Now it is like my handle. It's on my website, my Facebook, etc.

That's when I decided to create a free webinar and when I decided to do a program called "Fast Track to Writing Your Book." Since eBooks are now going to be recognized as best sellers, I also teach people how to do that, and that business has just gone off the flipping charts.

Since refocusing on my key brand, mentoring clients have increased and registrations for my programs have increased—and I am not only working with authors. In my new *Online to Riches Program* (www.destinies.com/rich/), I have a lawyer and a grandmother. Will they become authors? I know one of them is definitely going to. That's not really part of the program, but I still do work with other people. I'm helping them to create a profitable revenue-producing online business.

Continued on page 31



Count me in for the Author U Extravaganza!

Are you kidding ... I wouldn't miss this ...

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