



The Resource

Vol. 2, No. 5

Extravaganza Issue

www.AuthorU.org

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Why Write a Book? Let Me Count the Ways ...

Judith Briles, Author U Founder



At any given time, you will be in a group of people. If you say you are an author, or working on a book, expect at least three-quarters of them to say, "I would like to write a book," or "I have an idea for a book," or "I wish I had the time to write a book," or some variation to the theme. Then they will come up with reasons why they haven't started or written it. Why write a book? Let me count the ways ...

#1 Being an author marks you as an expert, The Expert. Your book notches up your status with others who call themselves experts. It enhances the influence you have, and you become the go-to person to solve a problem. You can parlay your expertise into appearances within the media or use it to develop/enhance a speaking career. Writing a book isn't a piece of a cake like many "think"—it takes discipline, focus, a vision, and oh yes, courage. Those who are looking for a "voice" for a situation, as well as a solution, search for those who have taken the time and energy to provide it. Enter the author—*you*.

#2 Your book creates The Credibility Factor. Creating a book with substance and quality says reams about who and what you are. You've done the research; you've done a study; you've done the interviews; you've written a story that the reader falls into; you've written with delightful humor; you've painted a palette of words with the eye of an artist ... you've created a work that says you're the one to go to ... whether it's just a story to dive into, a source for solutions, or a read to share with a child. The Credibility Factor is a true badge of honor.

#3 Get free publicity ... the media likes authors. Yes, they do. Pitching to them with the right hook at the right time will land you. Do they ever bite? Absolutely. Even if you contact them outside your topic and your book's expertise, just having the book credential gets more than a toe in the media door. It's the Credibility Factor. You are an author. An expert. The media likes the package.

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Why Write a Book: Continued from page 1

Do you have an opinion? If it has the right hook to it, you are in. It's easier to get featured when you have a book.

#4 Books make great marketing tools. Some say that they are a “calling card” to be handed out liberally. Others use chapters and position them as freebies on the Internet, on blogs, within newsletters and magazines of groups that the book will cater to. Think book cover—create a snappy postcard with the cover on one side; a key message to your crowd; and a suggestion for them to engage you, hire you as a speaker, buy your book. Create a campaign rotating different thoughts. Snail mail them, of course. You will be amazed with your results.

#5 Books support a speaking career. This is where having the Expert Factor flies in your door. You've got a book. You have a mouth. Put them together. Sending your book and placing it physically in the hands of a meeting planner, as well as extra copies for a decision committee, moves you into a short list position. By determining the theme for the meeting or conference, you can create a “hook” to tie in the topic of your book directly—creating a partnership. Offer free articles for the group's newsletters, always mentioning the title of your book. Supports pre-sales as well as onsite sales.

#6 Books can create a lucrative financial return. Contrary to common belief and the practice of too many authors, books needn't be blatantly pitched to be sold. You don't have to have an MBA or a PhD—what you have to have is a “GOOD.” When speakers are *good* (great is even better), by default they will sell books, lots of them. Be visible; be present; be GOOD ... and they will come. Trust me—I've sold many thousands of books this way ... and at full retail price ... receiving millions (gulp) of dollars over the years. Why not you?

#7 Get paid. Because you are the Expert that your Book tells the world about, people are willing to pay for your expertise. When you have your

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Are you following Author U?

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



Twitter: @AuthorU



Facebook: Facebook.com/AuthorU



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

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



Author U stretches members to a higher level. Some will be publishers, some will not, but ALL will learn and grow.

Author U shows YOU, the author, how to be the best you think you can be . . . and then how to 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

FOUNDER: Judith Briles

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Eric Kampmann / Mara Purl
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Susan RoAne, Peggy McColl

NEWSLETTER:

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

Why Write a Book: Continued from page 2

name on a book cover, when you are known in the field or even nationally, you can demand a speaking fee that is far higher than someone who doesn't have the credibility and authority your published book brings to you. It's all about name recognition.

#8 Expanding your—or someone else's—market. It's not uncommon for companies to expand their position or reposition their brand or product by using an author as a spokesperson. That means *your* sales can soar. Or you can use your book to promote/market *you* to your current customer or prospect list. Suggest that they use your book as a customer premium, a fund-raiser, or even resell it if it ties into their customer or product line.

#9 People will find you. Having your name on a book cover can bring people to you. If you are a consultant, trainer, speaker, or anyone who has a product to sell/offer—including you as the product—books are a terrific way to create a path to your doorstep. Think of your book as a 24/7 agent. With its cover and description available via the search engines and proudly offered in the Internet bookstores, your market is truly global.

#10 Your career can morph to something you hadn't imagined. You may be a mom with an infant, living on aid and doing your writing in cafes—as J.K. Rowling did before the world met Harry Potter. Or Elaine Dumler, who penned *I'm Already Home* that led to *I'm Already Home ... Again* and created the amazing "Flat Daddy" campaign. She was a gifted speaker in the communication field, and *I'm Already Home* propelled her into the military realm. She is now a sought after expert recognized for her gifts in dealing with families and deployment. Her first self-published book sold over 80,000 copies. With her follow-up book, she had 6,000 copies in pre-orders.

If you want to make your mark, increase your presence, become a media expert, a sought after speaker or consultant, or simply reinvent yourself, a book can be your best friend.

Why write a book? Now you know the ways.

We are heading into the summer months, and Author U's Dinner and a Program will be dark in July and August. The Monday Evening Salons will continue, as well as the Webinars—watch for the dates. In July, we introduce the

Author's Toolbox Workshops, "Gismos and Gadgets," that are limited to 12 participants. Think of it as a 3-hour workshop led by Kelly Johnson and me. The dates are July 14th and August 11th.

We will have our **Annual Member & Family BBQ on August 20th.**

In September, our **Dinner and a Program** will be *All Things Legal in the Author's World.*

Author U is for the serious author who wants to be seriously successful—the programs that are created always keep that in mind. Have a wonderful summer.

The Author U Extravaganza ... People Are Talking ...



Craig Duswalt, Marcella Smith, Joan Stewart, Eric Kampmann

Ninety plus attendees and exhibitors ascended on the Author U Extravaganza May 6th and 7th. The only real snafus were the hotel's wi-fi system, which was inadequate for the Extravaganza's needs, and the "church" in the adjacent ballroom that redefined what humming was.

Attendees said they liked the range of speakers and exhibitors—the hot seats throughout were a big hit. Gold AU stars go to the Publicity Hound, *Joan Stewart*, who stepped up for double duty when opening speaker Peggy McColl couldn't make it due to a family emergency. *Shannon Parish* did an amazing job in creating a graphic recording of each presen-

tation. Closing speaker *Justin Matott* brought down the house with his zany stories and can-do attitude. **Author U kudos** to presenters Alex Carroll; Craig Duswalt; Chuck Blakeman; Joan Stewart; Margot Atwell; Eric Kampmann; the Printing Panel: Tom Campbell, Dave Raymond, Phil Knight, and Mike Daniels; Justin Matott; and Marcella Smith. Evaluations are in: The Author U Extravaganza was a hit. **Put May 4th and 5th on your 2012 calendar.** The majority of the speakers have been booked and have it on theirs. Below is a sampling of comments from the Evaluations ...



Shannon Parish, IllustratingYou, LLC

From some of our presenters: *Joan Stewart, The Publicity Hound:*

I can't stop thinking about Author U. What a well-organized event, with lots of fun people and terrific fellow speakers who taught me a lot. I'm so grateful I was able to be part of it.

Marcella Smith, publishing consultant: I had a great time at Author U and learned a lot that will help me move forward with my business. I enjoyed meeting all of the fine people on the faculty, and of course, seeing you again!

Chuck Blakeman, business strategist: I was really honored to be part of the group. You've got a great thing started that is serving a lot of people - congrats! I look forward to seeing it serving thousands soon.

Eric Kampmann, CEO Midpoint Trade: Terrific, first-class event. I look forward to next year.



Judith Briles, Craig Duswalt

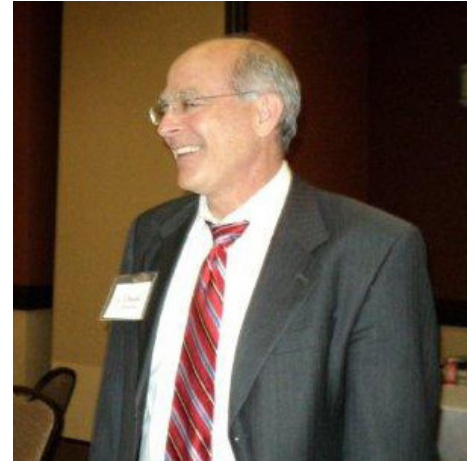
From a few attendees ...

Steve Jacob: The networking with exhibitors, and exhibitors were a highlight!

Suzanne Ginger: Looking for an outstanding jumpstart for your book?—this is the place to be! Loved this event.

Barbara Joye: An awesome conference full of amazing information, incredible ideas, insights, and information.

Tonia Boterf: The variety, quality, and quantity of information. Met a variety of people through networking that can help me and appreciated how approachable all the speakers were. Thanks for a great event—well worth traveling from Maine!



Chuck Blakeman



Exhibitors, Cherish Flieder, Cameron Campbell

From some of our Exhibitors:

Nick Zelinger of NZ Graphics: Fantastic 2-day AU Extravaganza!!! Breathtaking speakers, inspiring authors, helpful vendors - This was fun, informative, and worth its weight in gold (or maybe bestsellers!!) Thank you, Judith; thank you, Author U!

Dave Raymond of Thomson-Shore: Terrific event, I'll be back next year.

Henry Ayala of Tu-Vets Printing: Well run, excellent presenters, and great people!

Phil Knight of Color House Graphics: Well run and well organized; speaker selection was outstanding. Met several great prospects. See you next year. Thanks!

Peter Vandervanter of CGX Publishing: Talking to everyone with different points of view was excellent—we had great contacts at the event; will definitely be back next year.



**Next year is May 4-5
... Save the Date!**

**Different speakers.
Different hotel.**

Bigger ... and better!





Attendees to the Author U Extravaganza had this to say ...

I totally enjoyed the dinner on Sat. night...delicious food and great company! It was fun to get acquainted with more people. I don't know how you managed it all after such a busy event. You get many gold stars!!*****" - Betty Motsenbocker

"Fantastic weekend with amazing speakers and authors - thanks again for all you do!" - Nick Zelinger

"Congratulations on a wildly successful first Author U Extravaganza!!! I really look forward to a conversation with the Advisory Board about how it went. A lot of it is still settling for me. One thing I thought for sure was that the interactive sessions were just dynamite. I've always loved them." -Mara Purl

"Congratulations on a highly successful Author U Extravaganza." - Bonita Yoder

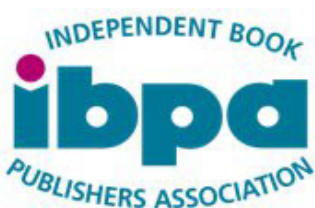
"Congratulations on the first annual Author U "Extravaganza!" It was invigorating and inspiring for me...thank you for all that you did to make it such a success."

-Joyce Sawyer

"Judith, I thought the Rock Star Extravaganza was fantastic. There was really something for everyone, and I loved the energy that was given off by so many people! Great job...kudos." - Georgeann Hall

"Thank you so much for inviting us to the Rock Star Extravaganza. We learned a ton of useful information and have already gone to work on our "To Do List." Looking forward to a long relationship with Author U." - Sharon Worrell

Author U Is Now an IBPA Affiliate!



The International Book Publishers Association (IBPA) Board of Directors is pleased to welcome Author U as the newest IBPA Affiliate! We are now part of a family that includes 22 affiliate partners from coast to coast and in Canada.

The Independent Book Publishers Association mission is to advocate for, support, and educate our members, and to improve the standards of independent publishing. IBPA's goals include the fostering of independent publishing at the grass roots level and strengthening the independent publishing community. Many of the second tier New York publishers are part of the IBPA community.

Benefits of IBPA affiliation include:

- Affiliate member discounts of \$30.00 on IBPA memberships and renewals
- Advocacy and representation through IBPA board positions within the industry
- Distribution of promotional copies of the IBPA *Independent*
- Association listing and promotion on the IBPA website and in the IBPA *Independent*
- Scholarships for up to two members of Author U each year to attend Publishing University – meaning that if an AU member is planning to attend Book Expo next year, there may be a scholarship available. Contact Judith for additional information.
- Opportunities to attend and participate in affiliate events sponsored by IBPA
- Social media support through IBPA communications (*E-news*, Facebook, etc.)
- Individual members are participate in the Ben Franklin Awards

IBPA's website is www.IBPA-online.org.



REMEMBER: Visit www.AuthorU.org often and check out the Members Area - Benefits, Special Events, and Information are updated often!

NEXT DINNER AND A PROGRAM: Thursday June 16, 2011, at 6.30 p.m. - 9:00 p.m.

The Author's Platform - Part II ... Implementing Yours

with Judith Briles, Mara Purl, Alyson Stanfield, Kerry MacClain

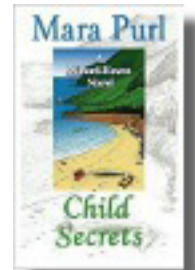
An Author's Platform requires vision ... yours. It is not about who you know, but who knows of and about you. Author Platforms are about Influence ... Expertise ... Vision.



When **Judith Briles** created/stumbled into hers, she had no idea it would lead to where she is today. Over 25 years, revenues exceeded \$4,000,000 (that's million) from book sales (traditional, independent, and foreign), speaking gigs, consulting, and being a spokesperson for several companies. Her 28 books have supported her family, built her house, and allowed her to answer to herself—*not* to others.

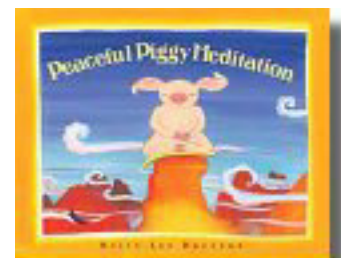
If you are looking for an “instant” rise to fame and fortune, think again. None of what she did happened overnight—it took strategy (some known beforehand; most developed along the way), time, and commitment. None of it was luck.

Mara Purl converted her highly successful BBC radio program to book format—who knew that it would morph into a buzzed-about women's fiction series? The *Milford-Haven* novels are ready to jump into the “big time” with a publishing partnership this summer. New covers, expanded novels ... book five is in the works.



When **Alyson Stanfield** decided to come out of her “art shell” as a museum curator, she emerged as an art advocate, workshop leader, and art consultant, showing her art clients how to brand, promote, and run a business. Her highly acclaimed, *I'd rather be in the studio!* is the go-to book for any artist who doesn't want to starve. Alyson's blog at www.ArtBizCoach.com is creative, full of content, and has a huge following. When her book was ready to book, the blog led the way.

Kerry MacLean knows kids. Her expertise is children's books, and her titles include *Kids Over Boulder*, *Pigs Over Denver*, *Pigs Over Colorado*, and *Pigs Over Shambhala*. Her latest is *Moody Cow Meditates*. Kerry is a wonderful story teller and delights in brainstorming new book ideas with many of the children that she meets in her classroom visits—something she has done for many years.



Continued on page 9 ...

Platform II, Implementing: continued from page 8 . . .

This program will take March's excellent meeting with Dom Testa and move it into another dimension. You will get the "how-tos" about creating yours. Each presenter will walk you through what she did—what worked and didn't (including all the warts and hiccups).

- *What is a Platform and how do you identify yours?*
- *How do you "drill down" and expand it?*
- *What revenues can you expect—can you really make a living?*
- *How does media move your Platform?*
- *How do you deal with nay-sayers and non-believers?*
- *What do you need to do NOW to kick-start your positioning?*

Then it's hot seat time ... A few participants will have the opportunity to be dissected and resurrected. What's your Platform? Are you ready to take it to the next, next level?

Location: Hilton Garden Inn, Denver Tech Center

Time: June 16, 2011 • 6:30 p.m.

Cost: until June 14th: \$30 for members and \$40 for non-members. Prices increase \$5 after the 14th.



Are you following Author U?

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



Twitter: @AuthorU



Facebook: Facebook.com/AuthorU



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

Monday Evening Salons Are a Hit!

Next Salon is June 27th, 6:30 pm



The first Monday Evening Salon, Website Makeovers, sold out. Sixteen attendees from Colorado and one from Maine (via Skype) participated in what was to be 2½ hours and stretched into 4½ because no one wanted to leave! Marty Dickinson did an excellent job facilitating what could have been equivalent to herding cats. Everyone was in the hot seat during the evening. Each website was evaluated, and comments came from all. We learned lots.

June's Monday Evening Salon will be on the 27th. Beginning at 6.30, there will be a light supper, followed by Patti Thorn's workshop on getting Book Reviews. **Register NOW** at the Author U website, www.AuthorU.org

Remember: Salons have limited space. June's will be at Judith Briles' home.

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

In summary:

June 27th *Everything You Wanted to Know about Getting Reviews*

July 25th *Everything You Need to Know about Creating and Selling Magazine Articles*

Join Author U on June 9th at the Creative Connections Expo



Author U will have a booth at the Creative Connections Expo 2011 on June 9th from 2 – 7 pm! Creative Connections is a Meetup group with over 1,000 members of creative professionals.

Where: Thursday, June 9 from 2:00 p.m. to 7:00 p.m. at the Colorado Community Church, 3651 S. Colorado Blvd. in Englewood. [Here's a map.](#)

Why: Meet a variety of new contacts – a few in publishing, all in all things creative. It should be fun – a little entertainment, food, and lots of energy.

Cost: NONE ... it's free!

Be sure to stop by the Author U booth. Look forward to seeing you.

Coming Soon . . .

A Major Upgrade for Writers and Editors



Today's publishing industry has opened the door to any who call themselves writers or editors. While this offers great opportunities to many who would never have found a home in traditional publishing, it also allows those who are not quite ready for the big stage to march onto it before they've paid their dues. In other words, anyone can say, "I'm a good writer," or "I'm a great editor." However, credibility doesn't always make an appearance in this scene because "saying" and "doing" are two very different things.

You, the writer, may dream of seeing your book on a bestseller list or as the recipient of an award that sets it apart from its competitors. You, the editor, likely have a similar dream—seeing a book you've edited on a bestseller list or hearing that it has won a meaningful award. We at Author U want to see these achievements and more highlight your career.

The writer, like the artist or the musician, possesses a unique talent. Writing *well*, however, is an acquired skill that enhances the talent and takes it to places you never thought it could go.

The competent editor must also be a skilled writer. In addition, he/she needs to be *well* qualified in areas of grammar, punctuation, flow, characterization, plot/subject development, point of view, believability (including research), subtext, vision, interpretation of (writers') dreams, and the list goes on.

With these thoughts in mind, Pen & Sword Publishers Ltd., IllustratingYou, and Author U are partnering to raise the standards on writing, editing, and publishing to heights even beyond those achieved by our traditional industry in its heyday.

This fall, we will begin our updated workshops for authors and our first editor training sessions, both of which will enhance skills, promote marketability, and demonstrate the value of first impressions. Editors who successfully complete the training will be awarded a Certificate of Completion that advises prospective clients of their editing skills.

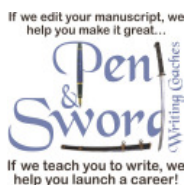
Do you want to enhance your writing skills but can't buy out the time to take a college course?

Have you wondered how to determine whether the editor you choose is qualified to make your book the best it can be?

Members of Author U and Symphonic Business Networks will receive 15% discounts, and all are guaranteed to come away with new skills that will help them to reach their publishing goals.

Early bird special: The first 25 members who sign up for the writing workshop *and* the first 25 members who sign up for the editor training sessions will receive an additional 10% off, for a whopping total 25% discount on these hands-on programs that will make your work sing. Check the next issue of *The Resource* for dates and details.

Write well. Edit well. Publish well. Market well. Learn them all at Author U... where serious authors go to become seriously successful.



Watch for Dates to be announced for early November workshop.

Questions? Contact Linda Lane at 303-578-2138 or through the editing branch of Pen & Sword Publishers Ltd. – www.DenverEditor.com.



Six Keys to Basic Computer Security

Author U member John Melton has given permission to reprint his newsletter—the Six Keys to Basic Computer Security affects all of us. If you have computer glitches or the need to have someone come in and fix what ails it ... John and Top Hat Techs are an excellent resource.

For many of us, if not *most* of us, our computers have become an indispensable extension of ourselves. We all know how essential it is to protect our computer and the data on it. But how do we go about it without undue effort?

Your individual situation has to be evaluated for a complete plan. However, the following basic keys to computer security will provide a foundation on which to assure your computer and data are as safe as is possible and practical. This discussion is directed primarily toward Windows-based systems, but the concepts would apply to any operating system.

Anti-malware – It's hardly a newflash that you need anti-virus and anti-spyware. The consequence of a computer being infected by either a virus or spyware can range from annoyance to a complete crash and loss of data, or even identity theft. Though Windows has become much more resilient to such attacks, the added precaution of an anti-virus and anti-spyware program is prudent (most modern anti-virus programs also contain anti-spyware capabilities).

There are both free packages and software that can be purchased. For many users the free packages are adequate. In addition to being free, they do not require a subscription renewal.

There are also commercial packages available for sale, which can provide the protection you need. The advantage here is the availability of additional tools and better support. But it is essential that the subscription be renewed when it is up. In our experience, one of the most common problems with purchased anti-virus software comes about because a subscription has lapsed.

No matter which package you use, there are some settings that are essential. First, if you are using an email program such as Outlook or Thunderbird, the anti-virus software should be set to scan email as it comes in. Second, it should be checking websites that are being accessed.

Third, it should be set to scan your entire computer on a regular basis. What is a regular basis? We usually recommend every day if at all practical, but no less than once a week. Fourth, it should scan for root kits. Last, but not least, it should be set to update itself automatically at least daily.

If your software does not have any one of these capabilities, we suggest you switch to one that does. Though it may take some time, it is further recommended that the settings be reviewed in detail to assure you are getting maximum protection.

Only one anti-virus program and only one anti-spyware program should be active. More than one can cause conflicts affecting the performance of the computer.

Firewall – A firewall is also essential to protecting a computer from intrusions over the Internet. Windows comes with a built-in firewall, which is adequate for most users. Some commercial anti-virus software also contains a firewall, which is usually more robust than the Windows firewall. If you use one of these, be sure it is active and the Windows firewall is turned off. At least one, but only one, firewall should be active. There are also stand-alone firewalls that can be installed.

Computer Security: continued from page 12 . . .

Windows Update – Microsoft continually distributes updates for the Windows operating system. Many of these are security updates to help protect your system from malware.

Generally, Windows Update should be set to download and install these automatically. There could be reasons to monitor these and install them on a different schedule. However, in this case it is essential that the update status be reviewed regularly and the updates installed on a timely basis for optimal protection.

Backup – The importance of keeping a data backup cannot be overestimated. Windows 7 comes with built-in backup capabilities. There are also commercial and free packages available (check our Download Center for a free option at <http://www.tophattechs.com/Dwnld.htm>). Other considerations are what data needs to be backed up, how often, and to how far back.

Go to <http://bit.ly/iH459f> for a more comprehensive discussion of the backup issue.

Passwords – It is essential to use strong passwords for logins, websites, etc. Many scams are perpetuated because a weak password has been used. Go to <http://bit.ly/iH459f> for an example of a common scam which works because of a weak password to an email account.

So what is a strong password and how do you create one? Go to <http://bit.ly/loEif9> for a step-by-step discussion of one way to deal with this issue.

Password Protected Logon – Typically, multiple people have physical access to a computer. A simple but often overlooked method of protecting data is requiring a logon and password for each user to access the computer. In addition, use of a screensaver requiring a password after a certain length of time of inactivity provides extra security. This technique protects your computer from opportunistic snooping, tampering, and more malicious mischief.

There are other aspects to securing your PC to be considered beyond the scope of this article, such as physical security, encryption, and tracking. However, the above will go a long way toward protecting your data.

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

Author U's regular Dinner and a Program will be dark for July and August. There will be a Monday Evening Salon on July 25th and annual Member/Family BBQ on August 20th.

REMEMBER:



June's Dinner and a Program - Author Platform, Part 2

Monday, June 16th. Price increases \$5 on the 13th! Register now at www.AuthorU.org



Book Smarts

No matter what kind of book you want to publish, the advice, inspiration and down-to-earth tips in this book will help you reach your goal. Joel Friedlander, one of the leading advocates for self-publishing on the Internet, draws on a lifetime of experience in helping self-publishers launch their books.

He demystifies book publishing and answers your questions about how to use social media, the importance of sound book construction, and the critical tasks that confront the modern self-publisher. As independent publishing becomes more popular with authors and readers, *A Self-Publisher's Companion* will show you the new way to publish and promote your book. From eBooks to iBooks, the author also shows how the move to eBooks is affecting independent publishers and how best to approach the opportunity presented by Amazon's Kindle, Apple's iPad, and all the other eBook readers.

Drawn from his popular blog, TheBookDesigner.com, *A Self-Publisher's Companion* will help ensure that self-publishers don't get left behind.



Tips You Can Use ...

Crowd Sourcing Replaces Professional Book Reviewers

Advisory Board Member Dan Poynter shares that the publishing industry can no longer support book review pages in newspapers and magazines. Advertising dollars are following the eyeballs to online media.

Professional reviewers (many of whom prefer to be called "book critics") rarely read the book anyway. Amazon is where books are reviewed by people who actually read them. Reviews today are often much better and contain less fluff.

At Amazon, each book is reviewed by several people, so you get a variety of views. This is "crowd sourcing," book reviews by consumers.

Xerox Mobile Express Driver

Download the Xerox Mobile Express Driver at <http://bit.ly/iLUpfz>. It's a universal printer driver you download to your PC one time and use to print to virtually any network PostScript device, including printers made by other manufacturers. No need for individual printer drivers for each product in each office you travel through. (Windows only.)

How do you get hold of libraries?

Here's a great site, <http://www.PublicLibraries.com>, that lists all the libraries by types and state and includes phone numbers. Ask to speak with Collections Development Services.

Find out how to get your books into stores and digital formats:

<http://www.GetYourBookIntoStores.com>

Choosing the Right Paper for Your Printing Project

by Karen Saunders



Choosing the right paper affects the success or failure of your book, direct mail piece, annual report, stationery, brochure, or package design. This summary will help you make the right decision about what kind of paper to use for your printed marketing pieces.

Defining Papers by Grade

Grade refers to a category of paper based on the paper's primary use. It also represents a quality rating, from premium (the best), to #1, #2, #3, etc. By category, there are five basic grades of paper: bond, offset or uncoated book, coated book, text, and cover. Within each grade are other characteristics: bright-

ness, opacity, bulk, color, finish, and fiber content.

Defining Paper by Basis Weight

Paper is also identified by basis weight. Basis weight is the weight of 500 "standard size" sheets of paper cut into a basis size. However, standard size sheets vary in size from grade to grade. Two similar sheets of various grades may have different basis weights. In addition, coated papers are compressed, so they may weigh more without feeling any thicker. Bond paper usually comes in 16# for forms, 20# for copying, and 24# for stationery. Offset ranges in weight from 50# to 70#. Coated book generally comes in 30# to 70# for web presses, and 60# to 110# for sheetfed. Text paper ranges from 60# to 100#. Cover paper usually comes in 60# to 100#, with duplex cover stocks doubling these numbers.

Eye-Popping Tip: *It is best to obtain a free swatch book from your paper representative before purchasing or specifying paper for your printer or designer. The swatch book will give you the opportunity to examine and feel the various sheets for finish, thickness, stiffness, opacity (translucence), and color.*

Brightness

Brightness is the amount of light that the paper reflects. Brighter paper will reflect more light through a printed photograph, resulting in photos that pop off the page. Type also will be more legible on brighter paper, but a very bright paper may cause too much eyestrain in long documents (e.g., book interiors).

Visual and Printed Opacity

Visual opacity is the light-blocking properties of the paper. Hold a sheet of paper up to the light and see how much shows through. Opacity is measured as a contrast ratio. The opacity of the majority of printing papers is 80 percent to 98 percent. It increases with bulk, coating, uneven surfaces, and the use of pigments (color), fillers, and ground wood. A sheet that is more opaque makes the text more readable and causes less eye-strain. Printed opacity is how much of the ink from one side soaks through the paper. Both these characteristics are important considerations for two-sided and folded pieces.

Continued on page 16

Paper: continued from page 15 . . .

Bulk

Bulk describes the thickness of the paper and is defined as pages per inch, or PPI. You will need to calculate the thickness of the finished piece to design the width of the spine or binding. If you have a thin book and want a wider spine, consider using a paper with more bulk.

Color

Papers come in an enormous array of hues. Even among white paper, there is a range from cooler, blue-grey whites to warmer, creamy whites. Remember, ink is translucent so the paper color will affect the resulting ink color. Warm paper will make colors look warmer. Color photos printed on a pure white paper will result in a closer match to your original color prints.

Finish

Finish is the texture of the paper's surface. Paper can be as smooth as chrome or as rough as particle board. Cast-coated, premium, ultra gloss, and gloss finishes are the shiniest finishes, generally found on coated stock. These papers have a layer of clay and other chemicals that form a smooth veneer on top of the paper.

Coated paper does not necessarily mean gloss, since a coated paper can also have a matte finish. Uncoated papers can vary from the smoothest finish (machine finish) to a slightly toothy finish (vellum, antique, and eggshell) to the embossed finishes (felt, linen, laid, ribbed, and lined finish).

Eye-Popping Tip: *If you need to write on the actual printed piece (i.e., business reply cards or forms), do not select a gloss finish because the ink from a ballpoint pen will smear when used on that surface.*

The more textured a paper, the more ink will soak in, causing colors and halftones (photos) to become muted and/or muddy. Special steps are taken by the designer or pre-press department to adjust for ink holdout.

In bright lighting conditions, readability is easier on a matte finish rather than a gloss finish because there is less glare coming off the paper.

Recycled Papers

Recycled papers are virtually indistinguishable from their non-recycled counterparts, with similar performance, color, cost, and availability. Recycled paper varies on the percent of post-consumer waste (recycled fiber). Contact your paper rep for specific information on recycled paper. You will find the recycled paper symbol on any recycled paper regardless of post-consumer material content.

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

Author and Speaker Video Shoot

... for paid-up Author U Members Only

Saturday, June 11th* ... All Day

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

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

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

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

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

Your INVESTMENT ... \$500

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

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



Special Sales: The Buck Starts Here (Retail Sales)

By Brian Jud



The term *special sales* is commonly used to describe revenue opportunities outside of bookstores. But special-sales marketing can be easier to approach if you divide the opportunity into two manageable segments. One is the retail segment, where you reach buyers using a network of middlemen. The other segment is comprised of direct sales to non-retailers that use books as marketing tools to sell more of their products or help their employees, members, or students.

Here is a discussion of the retail segment. In the next *The Resource*, there will be a description of opportunities in the non-retail segment.

Selling to retailers. You are already familiar with this sector. You find distributors or wholesalers to get your books into retail outlets, where they are sold off the shelf to consumers. Payments are made in months and unsold books are returned. Retailers display products that 1) will build store traffic, 2) maximize profitability per square foot, and 3) generate more inventory turns. Prove that your title can do those things better than competitors' titles, and you can get your books on these retailers' shelves:

Discount stores and warehouse clubs. Books are discounted heavily and do not offer the same margins of some larger-ticket products. Therefore, these retailers limit shelf space to the "brand-name" authors and top-selling books. The store buyers purchase through established distribution companies such as Anderson Merchandisers and Levy Home Entertainment.

Airport stores. Titles for children tend to do well in these outlets, especially children's "activity books." Titles on management, investment, economics, business biography, personal finance, and health sell well among business travelers. Popular fiction always sells in this environment. Also consider selling to other airport stores, not just bookstores. Wholesalers to this segment include Anderson News, Baker & Taylor, Hudson, and Ingram.

Supermarkets and pharmacies. Cookbooks, travel books, and regional titles do well in supermarkets, but health-related topics move better in drugstores. Children's titles also seem to do well in supermarkets, but fiction remains the mainstay there. Consider Choice Books to distribute your books.

Museums, zoos, and national parks. Most of these have a gift shop, and to get in them you must demonstrate how your books can educate and entertain their guests. Get your books on these shelves using third-party management firms that acquire books for the gift shops. Event Network operates gift shops at zoos, museums, aquariums, science centers, and botanical gardens; and Eastern National serves the national park system.

Gift shops. This category includes large chains such as Pottery Barn, Yankee Candle, Bath and Body Works, Pier One, Crate & Barrel, Hallmark Stores, and Spencer Gifts. It also includes hotel and hospital gift shops. Reach these outlets through direct marketing, sales-representative groups, and by attending trade shows and gift marts.

Specialty stores. You could sell your books in home-improvement centers, pet shops, auto-supply stores, camera shops, toy stores, or business-supply stores – retailers that serve identifiable groups of people with a common interest in your content. Home Design Alternatives is a major wholesaler in this segment.

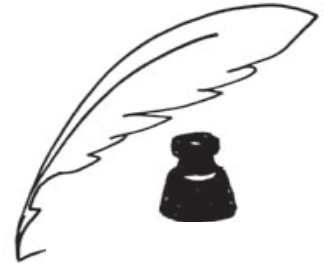
Brian Jud is the author of *How to Make Real Money Selling Books* and now offers commission sales of nonfiction, fiction, children's titles, and remainders to buyers in special markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001; (860) 675-1344; Fax (860) 270-0343 / brianjud@bookmarketing.com or go to www.premiumbookcompany.com

What's the difference between an ordinary book and a GREAT BOOK?

... *The EDITING!*

Contact LINDA LANE and her team at www.DenverEditor.com

- ✓ for EXCELLENT WORK from editors of award winning publications
- ✓ for the CREATIVE SYNERGY that can help make your book
- ✓ a BEST SELLER in your field with your budget in mind.



Webinars R Us!

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

June 30 at 10 am

Twitter and You ... How to Maximize Your Content and Increase Your Followers.

Joan Stewart, The Publicity Hound.

April's topic was:



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

Members - Did you know, that you can download your free recording of this webinar in the members area?

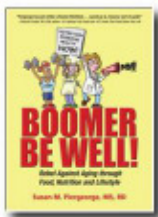


Member News

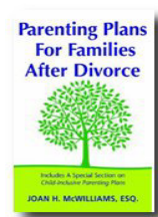
Gary and Cathy Hawk's new book, *Get Clarity*, is in layout. They also have announced their July Breakfast Workshop, *The Get Clarity® Code*, on **Tuesday, July 12th**, from 8-10 a.m. Having Clarity of Energy, Vision, Focus, and Action Drives Peak Performance in Life and Work. If you are looking to go to the next level in your life and work, this workshop will intrigue your mind, touch your heart, and inspire your soul! Come with questions and leave with answers.



Register at www.getclaritycodejuly2011.eventbrite.com/



Ronnie Moore of WESType Publishing and **Nick Zelinger** of NZGraphics are delighted with the results of two books that they both worked on: Susan Piergeorge's *Boomer Be Well* and Joan McWilliams' *Parenting Plans For Families After Divorce*. Ronnie did the interior book design & layout, and Nick created the cover for each. **Don Side** did the illustrations for *Boomer Be Well*.



Doug KOKTAVY was delighted to receive the Italian edition of his book, *The Legacy of Beezer and Boomer: Lessons on Living and Dying from My Canine Brothers*, published by Rizzoli, the second largest publisher in Italy. Check out the wonderful cover.

Michael Sabbeth reports that his book, *The Good, The Bad and The Difference: How to Talk to Children About Values* has been selected for inclusion in the Sean Hannity book club. <http://www.hannity.com/book-club>



Tina Collen just returned from Book Expo and the signing of her book, *Storm of the i: An Artobiography or Fleurotica, Images in Erotic Montage*. She is also honored that *Storm of the i* has been selected as a Nautilus Book Gold Medal winner. You can view excerpts from Tina's amazing book at: www.TinaCollen.com

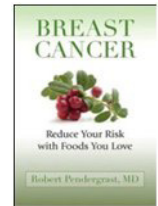
Polly Letofsky shares that *3mph: The Adventures of One Woman's Walk Around the World* won a gold medal at the 2011 Ippy Awards in the Travel Essay section.





Member News

Robert Pendergrast's book, *Breast Cancer: Reduce Your Risk Eating Foods You Love* was a Finalist in the National Indie Excellence Awards, Cancer category (3 out of the 5 finalists were from the American Cancer Society!)



Lynn Hellerstein shares that her book, *See It. Say It. Do It! The Parent's & Teacher's Action Guide to Creating Successful Students & Confident Kids* won the Parenting/Family: General category in the 2011 International Book Awards. It's also been in the top 50 of Kindle sales in a variety of categories.



New!

Author Tech Toolbox Workshops

"Bring your laptop and get ready to shine online!"

With Kelly Johnson and Judith Briles (Members Only)

Thursday, July 14th

YouTube and Videos – Two Powerful Tools for Your Books and Business

Learn the power of creating videos and sharing them through your own YouTube channel. You don't have one yet? ... you will! This Tech Salon will walk you through creating videos with Animoto or Flip Camera, uploading those videos to your YouTube channel, and how to customize/optimize your YouTube channel with Animoto and other videos that you create. You will be a video star in no time!



Thursday, August 11th

How to Save Time Online Using Hootsuite

Feeling like posting to your social media sites takes too much time? Save time being online using Hootsuite! Hootsuite allows you to post to your social media sites through just *one account*. Enter your tweet, select which of your site(s) to send it and DONE! You also have the option to schedule tweets. Be prepared to post a month's blogs, tweets and Facebook in just a few hours – how cool is that?



Two sessions: \$100 for both; \$75 for one—includes all workshop material, snacks, and beverage.

Sessions limited to 12 attendees. Starting at 3:00 pm and ending at 6:00 pm. Grab your space—Register online at www.authoru.org/author-tech-toolbox-workshops.html



Welcome to our New Members!



Rod Collins is the owner of Wiki-Management, a consulting firm that helps business leaders redesign their management architecture to leverage the power of collaboration to create extraordinary performance. He is also the author of *Leadership in a Wiki World: Leveraging Collective Knowledge to Make the Leap to Extraordinary Performance*, which won the 2011 EVVY book award for Business/Finance. His website is www.Wiki-Management.com.



Carol Fenster is the author of nine gluten-free cookbooks, including *100 Best Gluten-Free Recipes* (Wiley, 2010—one of the Denver Post's 2010 Best Cookbooks and Natural Solutions magazine's "Top 12 Cookbooks from 2010") and the award-winning *1,000 Gluten-Free Recipes*. Her 10th cookbook, *125 Gluten-Free Vegetarian Recipes*, will be published next month by Avery/PenguinGroup. She blogs at www.CarolFensterCooks.com, offers a weekly gluten-free online cookbook at www.GfreeCuisine.com, and is a spokesperson for the United Sorghum Checkoff. She develops the gluten-free products for industry leader Bob's Red Mill and appears on PBS, the Health Network, as well as many radio, newspaper, and websites. Her website is <http://www.SavoryPalate.com>, Facebook and Twitter: CarolFenster



Jane Aldoretta is passionate, enthusiastic, and persistent when it comes to art. An expert quilter, she opened Fabric Arts Studio to promote creativity in the field of fabric arts. At the Fabric Arts Studio, one can take surface design classes in dyeing, painting, rusting, bleaching, stamping, screen printing, and collage techniques. She retains memberships with the Art Quilting Association, Front Range Contemporary Quilters, Studio Art Quilt Associates, Inc., Surface Design Association, the International Quilt Association, and the American Quilter's Society.

For more information on her work visit: <http://www.FabricArtsStudio.com> and her blog at <http://www.rustingaway.com>.



Michael Broder, PhD, is a psychologist, executive coach, speaker, and author. He's a *NY Times* bestselling author who has jumped the divide and joined the independent publishing world. Previous books include *The Art of Living Single*, *The Art of Staying Together*, and *Can Your Relationship Be saved?* His latest book is *Stage Climbing: The Shortest Path to Your Highest Potential*. Visit his website at www.MichaelBroder.com.



Peg Breen is a human capital consultant who has spent 25 years observing the stories of Greek mythology play out in the corporate world. Corporate greed resulted in the largest bankruptcy in U.S. history, and it just so happened she was there. A hostile takeover erupts at a publicly traded business process outsourcing firm, and she was there. A contentious merger of two healthcare companies boils over; and yet again, she was there. Undaunted, she now makes positive organizational change happen from the outside by supporting The Coffman Organization, an international management consulting firm. She is currently learning the dynamics of independent publishing to advise and guide bestselling author Curt Coffman's latest book project, called *Culture Eats Strategy for Lunch*. Peg's reaction when she heard the working title was "You can say that again!"



Welcome to our New Members!



Pamela Storrs is a Psychic Advisor and Medium (P.A.M.), Empath, Past Life Hypnotherapist and Specialist, Channel of the Council of Light, and simply psychic since birth. She has studied, practiced, and taught metaphysics, intuition, self-empowerment, and meditation for more than 30 years. Pamela assists people in connecting with their loved ones who have crossed over. Two death experiences in this lifetime have given her additional perspective on our journey here and that of our souls beyond this life. She consults for individuals, as well as writes and speaks on such topics as joyfully surviving change, using your own intuition in everyday life, and embracing the transition beyond 2012. Pamela's first book, *BREATHE!! Your Life Depends On It! A Psychic's A to Z Guide to Your Intuitive Journey*, is the first primer on intuition, metaphysics, and the lifestyle that goes with it. Visit her website at www.PamelaStorrs.com.



Ward Lucas is recognized by many in Colorado as a former anchor of KUSA-TV. He's an award-winning veteran of the news media with over 30 years with KUSA and working on his first book—not about the insides of TV or a tell-all ... but the reporter in him is alive and well! Ward has also won top journalism awards for showing his audience a softer side. A series of reports about his father's slow death from Alzheimer's disease electrified a Colorado television audience and won several awards for outstanding journalism. One of those was the 'Ronald and Nancy Reagan Award for Alzheimer's Awareness.' In 2009, Lucas retired from the television news business. He is currently involved in some writing projects involving political and social issues.

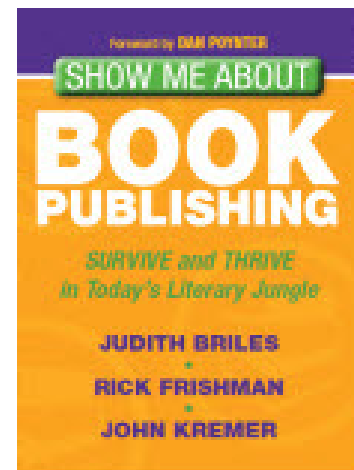
Amazon Best Seller!

Publishing is morphing on a daily basis ...

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

Learn how to Author Smart ... Learn how to Publish Smart ... Judith Briles, John Kremer and Rick Frishman are your guides. Get your copy now! Available in pBook and eBook formats:

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Introducing New Media Fluent ... New Premier Partner

Why Do Authors Need New Media Fluent?

- To remain **relevant** in today's market, you must go where your consumers and readers are—and today, that is online, specifically on social media.
- To maintain income streams that continue to rise long-term and create an ever expanding base of new customers and readers if that is important to you.
- To ease your mind if the thought of adding one more thing to your daily schedule sounds exhausting.
- To make it happen if social media is something you *know you need*, but you just don't have the *know-how* to utilize it properly and effectively.

At **New Media Fluent (NMF)**, we believe our clients should spend their time doing what they do best—writing and running their businesses—while leaving their Internet and social marketing in our hands.

Whether you need a one-time service, where we set you up **properly** to achieve maximum exposure on

- Facebook (including Fan Page)
- YouTube
- Twitter
- LinkedIn
- Tumblr
- Blog
- Any industry-specific sites you may wish to belong to ...

Or you require a higher level of automation and regular maintenance, where we take over everything from

- Setting you up on the major social media—as mentioned above
- **Full maintenance** and population of content on your social media profiles
- Blogging
- Monthly SEO Reports
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New Media Fluent has a service for you.

New Media Fluent was founded in 2009 by Andrew Jones. NMF specializes in Internet marketing, emphasizing usage of the newest **emerging technologies** and **social media**. It is their belief that Internet and social media marketing should be affordable for everyone.

Creating a Media Page for Your Website

by Alex Carroll



Alex Carroll is one of the savviest author pitchers to radio producers today. He spoke at the Author U Extravaganza on getting radio publicity. Here are eight quick tips on making your website irresistible to producers:

1. Be sure you have a clearly labeled media page on your website.
2. Your media page should have all of your direct contact info (cell phone, home phone, office phone, and e-mail) at the top ... as well as a nice picture of you.

3. Your picture should have a caption under it with your name and credentials. I'll talk more about credentials in a future tip, but for now just know that there are two kinds of credentials:

- Letters behind your name ... MD, Phd, CEO, Professor, etc.
- Personal experience ... "Ex-Airport Security Screener" (reveals how get through security with your clothes on)

Both are qualified to speak on their topics; however, the media often prefer the guest with the real first-hand experience (practical vs. academic). If you have both, all the better.

4. If you have been on any major shows or networks, feature their logos or icons prominently on your media page. They give you enormous credibility instantly.
5. Same goes for mastheads of major newspapers and magazines that you've been featured in.
6. If you've worked for or with any major companies ... make a "Clients include" list and use their logos as well.
7. Feature celebrity quotes prominently if you have them.
8. Most importantly, you need to have short audio or video clips of you talking (preferably being interviewed) so they can hear you and/or see you in action. I use a service called Audio Video Acrobat to host and play the audios and videos on my site:

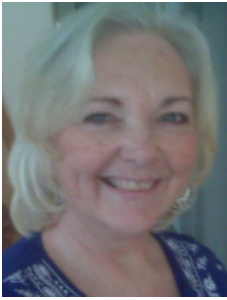
<http://www.AudioVideoAcrobat.com>

You can use YouTube or Google Video, but just know that when you do, you surrender all rights to your recording to them, and later on they may decide to sell ads to your competitors and attach them to your video. (You can pretty much count on it actually).

Alex Carroll is an author, speaker, and consultant based in Santa Barbara, CA. Subscribe to his free newsletter at: <http://www.RadioPublicity.com>. To get his entire database of the Biggest 1,364 radio shows in America (all have at least 100,000 listeners), complete with show descriptions and number of listeners for each show, visit his website—it's the only database available of just the big shows ... all others are loaded with small stations. He can be reached at Alex@RadioPublicity.com.

An Extravaganza Experience in Education

by Shannon Parish



As the May deadline approached for our first annual Extravaganza event, I mentally checked off items from my own list that would help make this as great an event as I hoped it would be.

Articles from our speakers began to arrive for *The Resource* newsletter to 'prime the pump' on what was to come during the Extravaganza. The wealth of knowledge that these people were bringing to us was exciting – and needed to be captured.

For the first time since I'd been involved with the writing and publishing industry, I decided to graphically record each workshop live. The results were more than what I had expected, and the comments were great as participants enjoyed visually seeing what they were hearing.

Several people used their cellphones to take pictures of the posters I created, and many stood and pondered what they'd just heard while easily recalling the information because of the visual triggers.

Graphic recording has actually been around longer than civilization itself. As one humorous video on YouTube points out, cave dwellers created the first graphic recordings of man's daily activities, hopes, and beliefs for all to see; recall; and, centuries later, for us to learn from.

Graphic recording is the art of seeing patterns, metaphors, and important keywords and assimilating them into a drawing or graphic map that resembles a mind map. As listeners hear the spoken word, they are able to experience the information on another level by seeing concepts and interpretations they might have missed otherwise.

Graphic recording bypasses the logical mind and, while evoking humor, memories, and experiences, imbeds information for much higher retention than most of us experience in an educational setting.

As audience members traced the images with their fingers, discussed the posters among themselves, and recalled what was discussed, it became obvious that the graphic recordings were facilitating a brand new experience for Extravaganza attendees – and having the posters on hand would give them instant recall to information they would lose with ordinary notes.

On the following page, I've posted smaller photos of what the posters looked like. As an Author U member, you can access them through the Members Only section, or visit my website at <http://IllustratingYou.com> and click on "Recent Graphic Recordings."

Graphic recordings are powerful tools for on the spot retention and later recall. By creating them in a poster-size format, they are easily photographed for reference via cell phones or cameras and can be reproduced by companies for distribution to their employees for reminders of information delivered.

It was great fun to provide this service to the Extravaganza attendees and equally fun to give each session to the speaker who presented it. If you were present at the Extravaganza and enjoyed what you saw, I'd love to hear from you.



Shannon Parish has more than 30 years' experience working with speakers, authors, small business and other professionals; and she understands the importance of providing a variety of services to these entrepreneurs. To view additional samples of graphic recordings along with her cartoons and illustrations, go to www.IllustratingYou.com.

Graphic Recordings from AU 2011 Extravaganza



Joan Stewart - Part 1



Craig Duswalt



Chuck Blakeman



Joan Stewart - Part 2



Printers Panel



Eric Kampmann



Alex Carroll



Justin Matott

“Graphic recording is the art of seeing patterns, metaphors, and important keywords and assimilating them into a drawing or graphic map that resembles a mind map.”

Shannon Parish,
IllustratingYou, LLC

Five Mistakes Authors Make That Cost a Fortune

(and How You Can Avoid Them)

by Penny Sansevieri



Last month, I covered five author mistakes: planning for the short term only, not understanding the importance of a book cover, trusting Oprah to solve all your problems, trusting someone who has a limited or nonexistent track record, and listening to people who aren't experts. Here's an additional five:

1) **Not understanding timing**

Timing is a funny issue. First, there's the timing that books follow to get reviewed, lead times as it were. Then there's production timing. If you're lucky enough to get a distributor, there's the time it will take for a distributor to get your book into the proper channels. A book launch should be planned carefully, and it should leave wiggle room for slipped dates and late deliveries (which will happen). I recommend that you sit down with someone who can help you strategize timing so you can plan appropriately for your book launch. A missed date is akin to a missed opportunity.

2) **Hiring people who aren't in the book industry**

Even to those of us who have been in this industry for a while, it still doesn't always make sense. So hiring someone who has no book or publishing experience isn't just a little mistake; it could be a costly one. With some vendors, such as web designers, you can get away with that. But someone who has only designed business cards can't, for example, design a book cover. Make sure you hire the right specialist for the right project. You've likely spent years putting together this project, so make choices based on what's *right* and not what's cheapest. If you shop carefully, you can often find vendors who are perfect for your project and who fit your budget. There's an old saying that goes like this: You can find a good lawyer, and you can find a cheap lawyer; but it's hard or near impossible to find a good cheap lawyer. The same applies in the book world.

3) **Designing your own website**

You should never cut your own hair or design your own website. Let me elaborate. Let's say you designed your own site, which saved you a few thousand dollars. Now you're off promoting your book, and suddenly you're getting a gazillion hits to your site. The problem is the site is not converting these visitors into a sale. How much money did you lose by punting the web designer and doing it yourself?

4) **Becoming a media diva**

Believe me, you need the media more than they need you. It's an unfortunate truth. So be grateful. Thank the interviewer and send a follow-up thank you note after the interview. Don't expect interviewers to read your book, and don't get upset if they get some facts wrong. Gently but professionally correct them in such a way that they don't look bad or stupid. Never ask for an interview to be redone. Most media people don't have the time. I mention this because it happened to a producer friend of mine who interviewed a guy, and interviewee decided he didn't like it and wanted a second shot. Not gonna happen. Until you get a dressing room with

Continued on page 29

Mistakes: Continued from page 28

specially designed purple M&M's, don't even *think* about becoming a diva. The best thing you can do is create relationships. Show up on time; show up prepared; and always, always, always be grateful.

5) Hiring the best and then not trusting their advice.

You hire me and then don't listen to my advice. And it's not just me—I hear this all the time from other industry professionals. This isn't an ego thing. If you're paying good money to your vendors, asking them for advice and then not taking it, you might have a breakdown in communication. Or maybe you don't trust the person you hired. If trust is an issue, you should part ways and find someone you have some chemistry with. Build your team with people you enjoy working with and respect. Then when they try to guide you or save you some money, take the time to listen.

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

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Save The Dates!

June 11	Video Shoot
June 16	Dinner and a Program
June 27	Monday Night Salon (Paid Members Only)
June 30	Webinars R US - All Things Twitter (Members Only)
July 14	Tech Toolbox
July 25	Monday Night Salon (Paid Members Only)
Aug 11	Tech Toolbox
Aug 20	Member BBQ
Sept 15	Dinner and a Program
Oct 22	Fall Boot Camp

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Please Allow Me to Introduce Myself

Craig Duswalt



If rock stars carried business cards, what would they say? Imagine — “Jimmy Page, Guitar God.” “Eddie Vedder—Moody Singer for Hire.” “Charlie Watts, Watching Mick Jagger’s Rear End for 40 Years.”

Of course, it’s ridiculous to think of rock superstars’ passing out business cards. But what about *business* superstars? Do you think Donald Trump passes out business cards at every function he attends? I truly doubt it.

Very successful entrepreneurs find more creative ways to get people to remember them. They write articles, produce YouTube videos, use social networking sites like Facebook and LinkedIn to get the word out that they exist, and they probably blog at least once a day. They do *not* need business cards.

I personally don’t hand out business cards because, first of all, my brand as a RockStar Speaker doesn’t allow me too. If I’m being true to my brand, I have to act like a rock star even though I know I’m not a real rock star. And second, I don’t like to waste money on printing something that most people will likely ignore. So if you don’t have a business card, how should you get people to contact you?

I have two ways:

1. If they want to contact me because they are really interested in what I have to offer, I tell them they can Google my name—which is not easy to spell—or even better, Google the words RockStar Business. Through Search Engine Optimization Tools, I make sure I’m all over the first page of most search engines. The search results direct them to my website, where they can see all my contact information and find out everything they need to know about me.

2. I hand out my *RockStar System for Success* books instead of business cards. I recently wrote five books in about twelve weeks because I know and teach that small books are the key for entrepreneurs and small businesses to stand out from their competition. Let’s face it—people throw away business cards as soon as they get back to the office. But they never, ever throw away a book. It just doesn’t happen.

One of my books costs me, on an average, about \$1 to print. Yes, it costs more than a business card, but think of *all* the promotional items you buy for your business—pens, mugs, hats, golf balls, etc. A book is about the same price, but it is filled with information about what you do and how you do it. If written properly, your book is a glorified sales letter.

So instead of business cards I’m always handing out my latest book. And coincidentally, just like a business card, it has my contact information on every page.

People I give my books to are shocked that I hand out books for free. But here is the key—I’m perceived as being successful because I can afford to “give away” books. And people always want to associate themselves with people who are doing well.

Continued on page 30

Let Me Introduce: Continued from page 29

In addition, the Law of Reciprocity basically states that if you do something positive for someone else (giving them a free book), they will do something positive in return (give you their business).

Think of it like this—successful musicians rarely advertise themselves personally (the promoters do it). But you know when your favorite band is coming to town and exactly where they're playing. You can get all the information you need about the band on the Internet. You don't want to go see your favorite band perform because they gave you a business card. You want to see them because you're a fan of their work.

Successful entrepreneurs get clients because they build a base of fans. They don't need to pass out business cards.

Craig Duswalt was a speaker at the Author U Extravaganza and shared a variety of tips that would move participants into the Rock Star Stratosphere. He is a professional speaker, author and creator of the RockStar System For Success – How to Achieve RockStar Status in Your Industry. Craig helps regular business owners to become RockStar Entrepreneurs at his RockStar Marketing BootCamps every March and September in Los Angeles. His website is www.CraigDuswalt.com.

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