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Are You Hungry? Are You Willing to Act Foolish?

Judith Briles, Author U Founder



“Be Hungry ... Act Foolish” were Steve Jobs closing words when he delivered the Stanford University Commencement speech in 2005. And it could easily be said the visionary Jobs who morphed so much of technology and communication today *never, never, never* gave up.

When I was President of the Foothill-DeAnza Colleges Foundation in the 80s (Northern California), I asked him for moneys to support a project we were working on—Apple used the DeAnza Auditorium for its major meetings for several years. A nice, fat check was received in a week. My colleagues thought I was foolish to be so blunt and ask him directly for money. We were hungry—we needed it ... and what did I have to lose? Nothing. I asked. I received.

As an author, that’s exactly what you have to do. “Be Hungry ... Act Foolish”

When Steve Jobs stepped back to the plate at Apple after being exiled for a few years—re-discovering himself, starting another company that failed, and buying a company that became wildly successful—he never lost the “Be hungry, be foolish” persona. In his words, he recounted the advice he gave to Google’s CEO Larry Page:

We talked a lot about focus. And choosing people. How to know who to trust and how to build a team of lieutenants he can count on. I described the blocking and tackling I would have to do to keep the company from getting flabby or being larded with B players. The main thing I stressed was focus.

Figure out what Google wants to be when it grows up. It’s now all over the map. What are the five products you want to focus on?

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Are You Hungry?: Continued from page 1

*Get rid of the rest because they're dragging you down.
They're turning you into Microsoft. They're causing you to turn
out products that are adequate but not great.*

You don't want to create books or strategies to support your books that are just adequate. As an author, whether you choose to publish traditionally with a NY type publisher: engage the pay to publish method: or go the "be hungry, act foolishly" route and create your own publishing empire, focusing will be your guiding light. Always.

Author U has had an amazing year of wonderful programs and the addition of many new members. We've got a few more planned before the New Year births. In 2012 a hands-on *Maverick Marketing BookCamp* with Brian Jud is slated for January 21st, and the preparation for the Extravaganza May 4-5th is under way.

New speakers, new topics, new and old friends—we are focused and committed to you. Save those dates. Meanwhile, don't forget our Webinars, Evening Salons, Tech Tool Boxes, November's Dinner and a Program that will amaze your eyes, plus our annual Holiday party on December 17th.

I've attended three publishing workshops in other states in the past 30 days, gathering information to share with all of you. This authoring/publishing world is a wonderful one to be in! I'm hungry and still willing to be foolish. Will you join me?

As Steve Jobs took his last breath, he gazed at his wife, his kids and his sister. His final words, "OH WOW ... OH WOW ... OH WOW."

May your words, your books, your journey be the fabric of your "OH WOWs."



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 to be even more than you thought you could be.

Learn the ropes to become a publisher yourself.

Heading to NY? Receive strategies that will hook both publisher and agent.

Continue to learn and meet terrific people and achieve success. Author U is waiting for you.

Success comes from hard work, careful planning, learning your craft, and being in the right place at the right time ... Author U shows

www.AuthorU.org

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Linda Lane, Editor
Shannon Parish, Layout,
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Dinner and a Program

November 17th, 6 pm

Internet Multimedia ...

Brand, Market & Separate Yourself from the Competition!



Why Should You Care ... and Should You?

Over the next two years, The front page of everyone's website will start resembling a TV commercial. Are you ready for the next, next thing in connecting with your customers ... your book buyers?

Advertisers have spent billions of dollars on TV ads, and they know what works. They know they have 3-5 seconds to grab your attention and they aren't doing it with text. They are capturing your attention with Video and Audio.

Your website front page is no different than a TV commercial. We are a visual society. Good to great impressions equal results! If you don't grab your perspective buyers' attention from the get-go ... they will be get-gone!

- Online Video leads to sales! Of 80% of viewers who had watched an online video ad, half took some sort of action. Stats show that one-third had checked out a Web site, 22% had searched for more information, 15% had gone into a store and 12% had actually made a purchase. When you have video, people stay longer ... it's that simple.
- With video and multimedia (have you seen the trailer for JK Rowling's *Pottermore*?), you can show so much more behind your printed words.
- Your viewers can see the authentic you.
- Videos provide additional information to your potential customer that makes a positive emotional connection. Emotional connections are remembered.
- Video and Multimedia will distinguish you from competitors. It's a good thing!

Your presenter is Steve Stone, the owner of Options Multimedia, a full service Multimedia Company that specializes in online media at an affordable price. According to Steve, "Your options are endless and are limited only by your imagination."

Date: Thursday, November 17th

Time: 6 PM to 9 PM ... includes dinner

Location: DTC-Hilton Garden Inn

REGISTER ONLINE: <http://authoru.org/november-17-dinner-and-a-program.html>



Top 8 Tactics to Power Your Online Book Launch

Joel Friedlander, The Book Designer



Okay, you've finished your book, filled out all your [book metadata](http://bit.ly/sypr2L) (<http://bit.ly/sypr2L>) and gone through the publishing process. Soon, your book will become available for sale online. For many authors, this is a critical time in the lives of their books.

Why? When your book is new, it's the natural time to do a [book launch](http://bit.ly/vqjvi9) (<http://bit.ly/vqjvi9>). In fact, it's possible to re-launch a book any time there's a reason to do so, but the vast majority of book launches are, appropriately enough, at the time of initial publication.

The idea of a book launch is to turn the publication of the book into an event. Events, by their nature, draw more attention from the public. Your event is one-time-only, happening live, and the more ways you can attract attention during the launch period, the more eyeballs you will attract to your book (and your other books, if you have related books in print already).

Let's look at the elements that can go into a book launch. You won't be doing all these things, so don't immediately become overwhelmed. Think of this more as a menu of options you can choose from.



8 Ways to Make Your Book Launch Take Off

First, decide whether you want to run all your activities on a single day, over the course of a week, or extended to a longer time period. Any of these options is workable, and I encourage you to spread them out if your time is already at a premium. Remember that you're in charge, so you get to decide the exact parameters of your book launch. Here are some things you might include.

1. **Media Kit** – This is essential. It's the established way for you to get your information to book reviewers, media contacts and other bloggers. I won't go through the whole media kit here, but it should include your book launch media release (see below for more information), photo of your book cover, photo of the author, marketing information, sample interviews and a concise cover letter.
2. **Guest Posts** – One of the best ways to bring your message to new groups of readers is by offering to write guest articles for other bloggers. This can be done as part of a blog tour or on its own. In any case, by introducing yourself and your subject to new networks of readers, your book will get more of a boost at its launch.
3. **Book Trailer** – Short videos that act like movie trailers for your book have become more and more popular in the last couple of years. Some books seem to lend themselves to this treatment more than others, and some of the most effective I've seen are for fiction, like thrillers and romances.
4. **Media Contacts** – One way to help your book get off to a good start is to get the attention of the media. This might be through an interview with the local newspaper or radio station about your book, or it might be articles you submit to magazines or online periodicals in your niche. Developing a

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Top 8 Tactics: Continued from page 4

list of media contacts who are interested or who have reported in the past about your topic will be very useful for this effort.

5. **Book Reviewers** – Planning your review campaign well in advance will allow both print and online reviewers plenty of time to prepare a review about your book. Although we can't dictate the schedule on which these reviews are released, we can let reviewers know when the launch will be happening and other events scheduled for the time period of the launch.
6. **Contests & Giveaways** – One of the techniques that's been used to good effect by lots of authors is to give away a set number of books during the launch period. These may be offered by lottery, for leaving comments on your blog, for posting Tweets about the book launch or any other way you can dream up to attract people's interest. Free anything is still a powerful pull for lots of people, and getting your book into as many people's hands as possible is the aim of your launch, so get creative here.
7. **Blog Tour** – A blog tour organizes the guest posts, giveaways and blogger networking into a formal schedule during your launch period. Setting up guest appearances on blogs, which allows the bloggers to introduce you to their readers, is a terrific way to grow your own reader community and enhance your relationship with lots of bloggers in your niche. You can promote your tour schedule on your own blog and through social media to create some excitement for all the events you've planned.
8. **Media Release** – Although your media release is an integral part of the Media Kit I mentioned at the beginning, it's really a key piece of your book launch as well. Why? A well-written and targeted media release will bring together all the best reasons people should be interested in your book, your subject, you and your book launch. And if your book legitimately addresses more than one audience, take your basic media release and re-write the headline and first paragraph to highlight the connection to other groups.

Putting together a book launch can be a lot of work. But there are many tangible and intangible benefits you get from going through all this trouble. While our basic aim is to sell books, if you're in this for the long haul, you'll recognize that these benefits will repay your efforts in many ways. For instance, by going through the launch, you can

- create better relations with other bloggers in your field;
- better understand your readers and why they respond to you;
- explore aspects of your subject that might be of interest to different groups of readers;
- learn which approaches work best in driving traffic, and interest, about your book.

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Top 8 Tactics: Continued from page 5

Running a book launch can be a demanding, exhausting and exciting adventure. You'll learn a lot, and you'll be able to use that learning for your next book. So give it a try.

More Resources

[How I'm Going to Book My Blog—Getting Testimonials](http://bit.ly/tKKTEA) (<http://bit.ly/tKKTEA>)

[Book Launch Media Kit—Using Your Testimonials](http://bit.ly/vE0EXZ) (<http://bit.ly/vE0EXZ>)

[Book Marketing: Your Online Press Kit](http://bit.ly/vVPowX) (<http://bit.ly/vVPowX>)

Example of an Online Media Kit: [A Self-Publisher's Companion](http://bit.ly/thGPiv) (<http://bit.ly/thGPiv>)

Photo by [stevendepolo](http://bit.ly/w037rW) (<http://bit.ly/w037rW>). Originally published by CreateSpace under the title “[Your Online Book Launch: What You Need to Know](http://bit.ly/w037rW) (<http://bit.ly/w037rW>)” and reprinted here with permission.



Book Launch Sites

by Shannon Parish

Creative services for Authors

Beginner WordPress Sites

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Flyers

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Visit me online at:

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* Author U Members receive discounts!



Renewal Dues are Due Now!

It's that time of the year ... Author U Dues are now due. What does your \$89 bring you?

How about ...

Discounts for

- 2 BookCamps each year that are Author and Marketing Centric ... savings \$50
- 1 Extravaganza in May with national authoring and publishing experts ... savings \$100
- 9 Webinars on a variety of topics designed to promote you and your book ... savings \$90
- 9 Content-rich book publishing news magazines—*The Resource* ... priceless
- 9 Monday Evening Salons ... only available to paid members ... priceless
- 7 Dinner and a Program delivering content rich information ... savings \$35
- 1 Video Shoot ...priceless
- 1 Opportunity to sell LOTS of books at the Holiday Gift Mart in October ... priceless
- 1 Holiday party that is fun and has great eats ... priceless
- All Premier Partners that save hundreds of dollars ... priceless
- 1 Website that is updated constantly ... priceless

A Forum to get your questions answered at our meetings and through emails ... priceless

Your Author U Boards are proud of the development of Author U over the past two years ... its goal: **to create an environment for the serious author who wants to be seriously successful**. We think we've succeeded ... we hope you do as well.

Renew now at: <http://authoru.org/join-author-u/benefits-and-costs.html>

We hope you have enjoyed this year's issues of *The Resource* newsletter as much as we have enjoyed bringing them to you. With the new year, we will be moving to the next level by becoming a book publishing news magazine. Many thanks to all of you who have contributed your wonderful articles.

In line with this expression of our growth, we have established the following submission guidelines:

All submissions must be in by the 15th of each month for the following month.

Grammar and punctuation will be according to the *Chicago Manual of Style*.

Article length should not exceed 950 words. Those longer than that may be continued in the next issue.

The Resource book publishing news magazine maintained the warm, conversational style that has marked our publication since its beginning. With this in mind, we will continue in that friendly style while following established grammar rules that will uphold Author U's place as a leader and trendsetter in today's publishing world.

Linda Lane, Editor

Shannon Parish, Layout & Design



Quick Tips for ISBNs

Do authors need ISBNs? If you plan on selling your book, the answer is yes. If you are creating something that is not for re-sale—from the family history to your high school reunion—most likely not. How many should you have ... just the one for your book or do you need others? What about eBooks and other book formats? Below are answers to the top three questions we frequently get at Author U.

Should your eBook have an ISBN?

Most will respond, “It depends.” If you plan to have your eBook available for iPad readers, you must have an ISBN. Remember, your ISBN is the ID that the rest of the book retail world sees. It’s mandatory if your book is available in bookstores, as well as with distributors and wholesalers.

Amazon doesn’t require it—you get assigned the Amazon ASIN number—which stands for Amazon Standard Book Number. If you already have an ISBN, you will enter that number during the publishing process with them. Others, such as B&N’s new PubIt, don’t require it ... they will assign you a number

“It depends” is technically correct, but if there’s just one format that requires it ... the answer is YES. My advice: just do it and, if you have a print edition, put both ISBNs on the copyright page, stating which is which.

Can you use the same ISBN for print and eBook formats?

In a nutshell—no. Each is a unique edition and requires an identity. Think of the ISBN (International Standard Book Number) as your book’s Social Security number. It’s the magic number that keeps track of what is selling. Beware, beware, beware of publishers who lump books together and register all their books with a master ISBN for sales to outlets such as Amazon. What are they? Crooks. This has been a practice with some of the vanity presses.

The International ISBN Agency recommends that publishers assign ISBNs to each format. That means print, eBook, audio, video and anything else that comes along.

How many ISBNs should you get?

Start with 10 (it’s cheaper to buy them this way). Go straight to www.Bowker.com and purchase them for \$275 (includes process fee). It identifies your “publishing house” and gives you enough to cover the current edition, as well as any revisions. Keep this in mind: you need a different number for each format—hardback, paperback, audio, video, eBook, etc. If your book goes from hardback to paper, it’s another number. If you revise your book or create a new edition, you need a new number.

Follow Us!

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



Blog: www.authoru.org/feed



Facebook: www.Facebook.com/AuthorU

They Came ... They Planted ... They Grew Ideas ...

The Fall BookCamp was high in content and interaction. In a jammed-packed day, Author U members learned how to create a customized Book Blog Tour, Internet Book Launch and the components in putting together the Book Launch Website.

The idea of an Internet campaign that was customized and how to market it using Facebook, Twitter, LinkedIn and Blogging created new avenues to achieve success. Gathering gifts and bonuses that were specific to the campaign versus random everything was all new, and how to identify partners for the Book Blog Tour illustrated an opportunity that could be created as small or large as the author could envision. Literally, there was something for everyone.



There was plenty of group discussion during the informal, roll-your-sleeves-up-and-let's-learn-this-stuff day.

Comments included:

The morning session was phenomenal. I got great ideas for my website, a book launch and marketing.

I thought there was premium information that gave action steps to move forward.

I came away with plenty of tips on how to get my book and name out there.

Very informative—lots of content—although somewhat overwhelming, but I came away with the info that will piece the jigsaw parts together.

Love the idea of a Book Blog tour.

The tips on the website were excellent.

I thought I knew a lot about marketing ... by lunch, my head was spinning. My take-away was that most of the marketing info introduced I didn't know. I learned a lot.

The most common repetitive comments were that “planning is key,” “you need a team and others to help create and implement,” “the book launch is important,” and “keywords are critical.” And of course, “this was a great day”—Author U thanks Shannon Parish, Mara Purl and Judith Briles for presenting.

AU Members will get discounted deals to create Book Trailers and Customized Websites—look for the ads within this newsletter. Watch for a special presentation that will be recorded and available online within a short period of time that will cover the multi hour program that was presented.

**Your Guide to
BOOK PUBLISHING**

with
Judith Briles
The Book Shepherd



Author
U

where serious authors come to become seriously successful

Beginning December 1st, Judith Briles will host Your Guide to Book Publishing Radio Show on the RockStar Network. The time slot will be every Thursday at 4 p.m. Mountain Time. Her first guest will be John Kremer. *Watch for details ...*



Save The Dates!

- November 9th and 16th ... **Tech Tool Box**
 Nov 9 <http://authoru.org/nov-2-tech-toolbox.html>
 Nov 16 <http://authoru.org/nov-9-tech-toolbox.html>
- November 17th ... **Dinner and a Program** with Steve Stone
Internet Multimedia ... Brand, Market & Separate Yourself from the Competition! <http://bit.ly/swq6pl>
- November 28th ... **Evening Salon** with Anne Randolph ... *Write Raw*
<http://authoru.org/nov-28-evening-salon.html>
- November 30th ... **Webinars R Us** with Jane Ubell ... *Want Sponsors? Everything You Want to Know To Get OPM to Support Your Book and Platform* <http://bit.ly/th1me0>
- December 17th ... **Holiday Dinner Party** <http://bit.ly/szpiWl>
- January 21st ... **BookCamp** ~ *Maverick Marketing with Brian Jud BookCamp*
<http://bit.ly/s5QTdV>
- May 4th – 5th ... **Author U Extravaganza!**
It Takes a Village to Create, Market and Sell Your Book

Info: www.authoru.org/calendar.html



**It's time to renew your
Author U Membership!**



Renew Online

<http://authoru.org/join-author-u/benefits-and-costs.html>

Everything You Want to Know to Get OPM (Other People's Money) to Support Your Book and Platform

Join us for a Webinar on November 30 at 4 p.m. MST



Would you like have a sponsor? If yes, this webinar is for you. You will learn the secrets in how to find a sponsor that ties in with your book, how to negotiate with them and how to get free stuff—lots of it. Jane Ubell knows ... and now, so will you.

In Everything You Want to Know to Get OPM (Other People's Money) to Support Your Book and Platform on Wednesday, November 30th, at 4 p.m. Mountain time, Jane will show you

- how to land a sponsor using Jane Ubell's unique 7 steps,
- how to find companies that are in alignment with your book,
- how to create benefits that will turn a "no" into a "yes," and
- how to determine what key elements sponsors are looking for.



Jane Ubell is a former TV and film producer. She has developed a unique program, *How to Land a Sponsor*, based on her 10 years as a leader in the celebrity sponsor field, securing millions of dollars in sponsorship money for her clients. During this webinar, you will learn what works and what doesn't.

There are only 100 seats—claim yours now.

Reserve your Webinar seat now at:

<https://www3.gotomeeting.com/register/500860398>

Monday Evening Salons

Mark your calendars ... Salons sell out early. Sessions will start at 6 p.m. and end before 9 p.m. A light supper is included.

Monday, November 28

Write Naked! Kitchen Table Writing with Anne Randolph

The Muse Writing Master will open up your creative juices with a special Salon designed to enhance your article and book writing skills.



November's Salon ... WRITE RAW!



Anyone who has heard of the Bronco's Tim Tebow knows that he is soon to be one of football's all-time greats. As phenomenal as Tebow is, he still works with a variety of professionals everyday to "up" his game.

So, how good a writer are you? Truthfully? Who are you working with to "up" your writing skills, your story lines, and your ability to move to the top of the game.

Many good ideas and concepts can be "great" if they have the right tweak. And a great writing coach!

This month's Author U Salon brings you that coach. Anne Randolph, the Writing Muse, is a master of inspiration. Her www.KitchenTableWriting.com workshops have taken so-so writers to good ... and good writers to great. Anne will show you how to ...

- spice up your blog,
- inspire your next article,
- create incredible images,
- use "tension" to ignite the reader's interest,
- put words into action.

No author should miss this groundbreaking Salon. Reserve your spot now for Monday, November 28th. Bring your appetite ... dinner is included.

Turn your "OK" and "Good" writing into "GREAT" writing for BLOGS, ARTICLES or YOUR NEXT BOOK! Anne's experiential "fresh writing" workshop explores gripping techniques by actually writing! Her dynamic exercises find the "white-hot center" to your work. Learn how to create incredible images and find "tension" that grasps your reader's attention. As Anne says, "Write is a verb. Put your words into action!" This workshop is great for fiction and non-fiction writers.

Bring paper and pen. Come write! You'll be amazed what you create.

Register now (\$27), seating is limited: <http://authoru.org/nov-28-evening-salon.html>



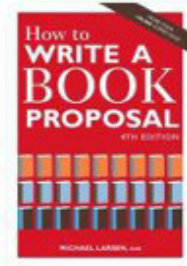
*Director of two opera companies and the Colorado Symphony, **Anne Randolph, M.A., M.F.A.**, now leads www.KitchenTableWriting.com and www.WriteYourLifeStory.org workshops in Denver and at conferences, including the Screenwriters Conference in Santa Fe. She has received awards from the National Endowment for the Arts and has worked as Stage Director in London, Amsterdam, Italy and New York. Her stories are published by Red Hen Press. www.AnneRandolph.com AnneRandolph@KitchenTableWriting.com 303-758-3426*



Book Smarts

How To Write A Book Proposal

Michael Larsen



If your publishing path is taking you toward traditional publishing, having a Proposal is a must—no exceptions. Michael Larsen's, *How to Write a Book Proposal* is now in its fourth edition. He and his wife, Elizabeth Pomada, created the Larsen-Pomada Literary Agency in the early 70s in San Francisco.

Frequently quoted and highly opinionated, Larsen's book is an excellent resource for any author who wants to create a quality proposal to sell to New York ... or for creating a blueprint of what the book is all about for the author's own reference.

It's peppered with what editors are looking for in a book proposal and discusses outlines, sample chapters and various submission requirements. His "how to test-market a book idea" is excellent and includes useful suggestions on selecting the right editors for the book project and publishers along with hooks, titles and platforms. Included are four sample proposals. Visit his website at www.Larsen-Pomada.com.



Cartoons, Illustrations and Graphic Recording

by Shannon Parish

Contact me now for your illustration,
presentation and/or event needs.

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Visit me online at:

www.ShannonParish.com

www.IllustratingYou.com

* Author U Members receive discounts!

The Technology and Tips Toolbox

by Kelly Johnson



With YouTube being the second most popular search engine people use when searching for information on the Internet, videos are here to stay! After all, who hasn't been drawn in by the eye-catching graphics and cool effects? An important item to remember about videos: they are not just about entertainment. There are a multitude of tutorial videos available on a variety of subjects to help demonstrate features; fix issues; show how to adjust settings; and teach about products, software and services. One of the advantages of tutorial videos is seeing the screen shots and being shown visually each step of how to add a setting, find a feature, fix an issue, etc.

To help navigate your online search for tutorials, here are some links to check out:

1. **CNET TV:** <http://cnettv.cnet.com/>

CNET TV is a free download and streaming video site that has a How To section with videos on topics such as Mac, cell phones, eReaders, software, Windows, MP3 players, Internet browsers and cameras.

2. **WordPress TV:** <http://wordpress.tv/>

WordPress video tutorials for beginners and experts.

3. **How Stuff Works:** <http://www.howstuffworks.com/>

It has a diverse collection with topics ranging from food, health, computers, etc.

4. **eHow:** <http://www.ehow.com/>

eHow has comprehensive tutorials with detailed instructions on how to do a variety of things.

5. **PC World's How to Site:** <http://www.pcworld.com/howto.html>

PC World, a great tech journal, has a how-to site that includes tutorials related to electronic gadgets, hardware and software applications.

And if you feel speaking to a human being is going to be of more assistance to you, go to **Get Human** (www.gethuman.com/). It offers the most direct number to use to reach a live person on the phone.

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.



Dinner and a Program – Thursday, November 17th

Please note—all programs are starting at 6 PM, not 6:30.

Internet Multimedia for Your Website Brand, Market & Separate Yourself from the Competition!

You don't want to miss this one—make your website snap, crackle and pop. There will be a few hot seats.

10 Tips to Put Pizzazz in Your Pitch

Getting Radio Hosts So Excited That They Demand You!

by Jackie Lapin



Getting one radio to book you may be just luck. But getting dozens or even hundreds of radio shows to book you means that you must have a compelling pitch letter and subject that are irresistible.

Hence prospective radio show guests need to know the *10 Tips to Put Pizzazz in Your Pitch – Getting Radio Hosts So Excited They Demand You!*

Before someone tackles self-booking on radio, they should have some basic knowledge of what a show host or producer is looking for and how to write a letter that excites the booker. We've perfected this art for our clients and are willing to share the inside scoop on making *you* appealing to the radio show.

So here are some guidelines that will help if you are proposing yourself for radio shows:

1. Make It a Memorable Pitch. It is imperative to get the immediate attention of the host or producer. The power of the lead paragraph cannot be underestimated. Especially in an email world, you have less than 30 seconds to grab their attention. So the concise first paragraph must shock, excite, intrigue or create a great reason to read on.

Some ways you can make it interesting are posing a question, making a bold statement, creating an unexpected juxtaposition, stating a problem that you are the person to solve, making a revelatory declaration, being topical and keying the interview to something newsworthy or an upcoming holiday, stating something only you can say or tweaking and teasing the host.

2. Essentials to Make It Compelling. You can provide some key elements that make you irresistible to a host. First, you must establish that there is a problem that engages the audience and for which you have the solution. Second, you must advise the host how your interview will benefit listeners. Third, you have to establish what you can say that they've never heard before. Even if they've heard similar topics, your voice must be distinct. Succinctly tell your own powerful story of growth and transformation so that you position yourself as an expert who can lead the listener in a similar transformation.

Tell the host how you can illuminate, motivate, inspire and make the listener *feel* something. Lastly, dare to be different—but not TOO different so it is off-putting, especially to mainstream media.

3. Take Advantage of Holiday-Themed Pitches. Look for holiday tie-ins, but still maintain your focus on the benefits to the listener. Work far in advance since many shows book their holiday segments as much as a month early.
4. Mold the Message to Specific Audience. Depending on genre, topic and type of demographics, different shows are looking for guests that fit a specific profile. Seldom can one letter work for all. You will need to tweak the message for each media segment while not diluting the appeal. Know the host and the show you are soliciting, and tailor the pitch letter to the host, subject and audience.

. . . Continued on page 16

Pizazz Your Pitch: Continued from page 15

5. Making Sure It Has All the Right Elements. In structuring a compelling pitch letter that makes them say “Yes,” you must have certain key information. These elements should be included in the order noted:
 1. An attention-grabbing lead
 2. Subject introduction/reason for interview
 3. Your credentials (keep these brief and pertinent)
 4. Benefits to the audience. Specifically State or spell out what will be learned by the listener
 5. Brief review quote from an endorser or reviewer, an objective party. In some cases you may want to state where you have been booked before. (Not on a competitive show, however.)
 6. Offer a copy of the book or product, and ask the host to advise if he/she would like one sent
 7. Provide contact to call for interview
 8. Restate in one line why you’d be a great guest and the benefits.
 9. Close and provide signature
 10. Keep it to one page
6. Create a Great Interview Packet. A radio interview packet is different from a general media kit. It has certain elements directed specifically to make it easy on the host to prepare for the interview. Your Interview Packet should include a release on your product or book, your biography, talking points or bullet-point summary of the content you want to cover, a brief two-paragraph introduction of you and your product that you want the host to read to the audience when introducing you, a list of things you want to promote (book, website, coaching program, upcoming teleseminar, for example), a list of suggested questions that you are offering the host in the event he/she chooses to use them and a JPG photo of yourself in case the interview is promoted on the show’s website.
7. Test Your Pitch. Before sending it *everywhere*, test it on a few shows. See whether it’s effective. Tweak it a bit, or try a different approach altogether until you find one that resonates with the hosts and producers.
8. Perfect the Follow-Up Call. Now that you’ve sent the email, fax or letter, it’s time to make the follow-up call. Try not to blow it here! After all, if you are dull and verbose on the query call, why should they book you for a full interview? So get to the point, don’t rattle on and keep it to a 30-second sound bite. Don’t over-introduce yourself. They don’t need all your credentials, just why you are the proper person to present this subject. For example, keep it to a description like, “I am the bestselling author of....” Sound exciting, but not excited. Be professional, but not monotone. Practice your pitch in advance on others to make sure you have it just right and can get it out without tripping over yourself. Leave your number twice—once at the start and once at the end of the call.

Continued on page 17

Pizazz Your Pitch: Continued from page 16

9. Don't Overlook Internet Radio. You can take advantage of Internet Radio in a way you can't with mainstream. Internet radio show hosts may not have as big an audience, but they have a more targeted audience and will let you aggressively and enthusiastically sell your product or service. You get more plugs over a longer extended amount of time. Internet radio hosts tend to be better educated and more focused on the subject matter. They often will post the interview as a podcast, where it will get more listeners afterward and can be provided to you for your website. Many times you can arrange other business ventures with them to market your products. Some will post your book or product on their site so that listeners can immediately click through to your website or to Amazon.com. Most importantly, Internet radio hosts are accustomed to letting you drive listeners to your website for newsletter signups, free ebooks and other incentives to get people on your opt-in list.
10. Hire a Pro. Once you realize the amount of work it takes to create this kind of appeal and then research the thousands of radio shows that are potential portals for your message, you may find it easier to retain an agency that has a special *Radio Media Tour*, an exclusive turn-key agency package that strategically positions the spokesman for the marketplace and then connects with radio shows across the nation to arrange interview bookings. For more information, go to: <http://bit.ly/v5eVp6>



Jackie Lapin's [Conscious Media Relations](http://www.ConsciousMediaRelations.com) creates Radio Media Tours especially for authors, speakers and coaches by offering them to an exclusive list of more than *2000 radio hosts* who seek interviews with *leaders in personal development, health, spiritual growth and success principles*. For more information go to www.PersonalDevelopmentRadioMediaTour.com or call 818-707-1473. Contact her at Jackie@ConsciousMediaRelations.com

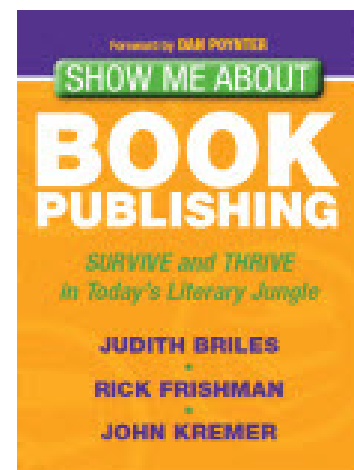
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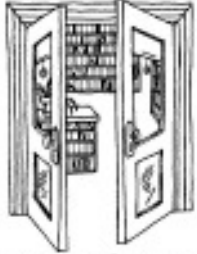
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When you have book in hand, complete the Author Guidelines found at <http://www.tatteredcover.com/local-authors>. If your game plan is to do an author event, this is a must-do. Discount to the Tattered Cover at 45 percent.

You can reach Katie directly on Tuesdays through Thursdays and Saturdays from 12.30 to 9 in the evening. She loves to meet authors ... why not email her and set up an appointment so you can drop in for 15 minutes and tell her about your book?

Remember the 3 Ps—Pitch, Platform, Plan. Get it down on a max of two pages and include with a copy of your book for her. Bookstores want to believe that you will drive people to buy at their store ... let her know what you will do to make that happen.

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Member Tips



Did You Know ... that the final stats for summertime show that in August, book sales were up 11 percent in 2011 over August 2010 book sales?

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Ten Ways to Know if Your (Internet) Marketing is Paying Off

by Penny Sansevieri



So you're out there marketing. You're doing all the right things (or so you think). You're following the book marketing advice of some leaders in the industry. You've got a checklist, and you're methodically checking off your goals. But how do you know you're doing everything right? The fact is that most of us don't. Yet we forge ahead, keeping pace with our marketing plan without ever

knowing if it's paying off. We don't see it in sales. Does that mean it's not working? Not at all. You could be seeing the effects in other places but just aren't keeping track of it.

I find that, especially in social media, you need to keep a close eye on what's working and what's not. If you've spent any time online, you know that you can be in front of your computer for what seems like 20 minutes, and yet three hours have gone by. If the three hours of marketing is paying off, then it's fine to spend the time. But you need to know the difference. Here are a few things you can review to measure the effectiveness (or ineffectiveness) of your marketing.

1. Jumping in without a plan: Set clear, measureable goals because most marketing is invisible. Let's face it, you send an email and wonder half the time if the intended recipient got it or if it ended up in a spam filter, never to be seen again. That's the power behind goals. You need them and you need to run your campaign by them. So what are your goals? And no, you may not say sell books. Yes, that factors in, but there are a million small steps along the way before you even get to sales. Consider these goals and see if any of them fit your book, topic and future:
 - a. Establish yourself as an expert or get known in your particular field. Hey, maybe you just want to be known as the go-to person for everything related to paranormal romance. That's great, and it's a realistic, attainable goal.
 - b. Increase the visibility of your brand. OK, sort of the same as the bullet before this one but more geared to the non-fiction author.
 - c. Increase traffic and incoming links to your website. This is a great goal. Whether you are fiction or non-fiction, it's a terrific focus.
 - d. Do what makes sense for your book—if your followers aren't on Twitter, then why have you spent the last month or so promoting yourself on there? Mind you, Twitter works for most of the books we manage, but there are a few that don't make sense. Twitter skews older than most people think, so don't be surprised if your YA reader isn't on there. Before you launch headfirst into a campaign, make sure it fits your demographic.

Continued on page 21

Internet Marketing Payoff: continued from page 20 . . .

2. Neglecting other marketing: I know it's easy to get all a-twitter about Twitter, but what else are you doing to promote yourself and your book? If you're good at events and speaking, are you still focused on that? Don't get too myopic on doing just one thing for your marketing. The truth is you need to do a lot of different things, balanced out over a week or a month, for your marketing to really make sense.
3. Set goals – be clear on what you hope to achieve in social media: What are your goals for Twitter? If it's just about gathering followers, you are missing a big piece of this social networking tool. For many marketing people, it's all about the number, but numbers don't make much sense unless they are driving interest to you and your book. If the numbers keep growing along with traffic to your website, you're on the right track. But if you're just growing numbers for the sake of being able to say that you have 10,000 followers, then it makes no sense. That's like buying a fancy car you can't really afford. Eventually the debt of it will drag you down. It's the same with Twitter and Facebook and any other social media site. It's not about the numbers. It's about the activity.
4. Be clear on who you are trying to reach: many of you say you're trying to reach readers, but is that really true? We all want to sell books, but who are you really going after? In all likelihood you will have a variety of different targets you are going after. Consider these: booksellers, speaking opportunities, interviews, bulk sale targets, reviewers and readers, to name a few.
5. Measure effectively: in order to know if stuff is working, you'll need to measure effectively. As I pointed out earlier on in this article, you may not want to do that by fans or followers; instead consider these ideas as ways to measure your success:
 - a. Retweets on Twitter: the best sign of success on Twitter is the amount of retweets. Are you getting them? If so, how often? If your tweets are good and your followers are active, you should see a few a week at least (depending on the amount of followers you have). If you're curious about the amount of Tweets that get RT'd – check out retweetrank.com. [Twitter Analyzer \(twitteranalyzer.com\)](http://twitteranalyzer.com) is another great tool for determining how far tweets have traveled.
 - b. Site hits: are the hits to your site increasing? Are you watching your analytics to be sure? If you're not, you should be. Watch your site stats closely, and monitor the increase in traffic and where it's coming from.
 - c. Inbound links: how many new ones are you getting? Did you do a vanity search before you started this campaign? If not, do that now. Make sure you know how many new incoming links you're getting as a result of your efforts.
 - d. Sign-ups to your mailing list: are they increasing? If you're doing the right stuff in your social media, they should be increasing weekly.

Continued on page 22

Internet Marketing Payoff: continued from page 21 . . .

6. Increasing the contacts in your industry: remember that social media marketing is just like going to a networking meeting. You want to expand your reach and get to know others in your industry. If you're not increasing your reach and contact base, you need to be. This is another great way to gauge how effective your marketing is.

We always want to make progress in our marketing, but we're not always sure how to do it or if what we're doing is making a difference. Follow these steps to see if it helps your marketing momentum. If it's paying off, you'll know sooner rather than later, and you can keep doing the good stuff and punt the bad.

Bonus: additional tools for tracking marketing

Bit.ly: this site serves as both a URL shortened and a measurement tool. Bit.ly can help get you real time results on clicks to links you are posting to Facebook and Twitter.

Google Analytics: if you don't have any backend web analytics (and even if you do), Google gives you a lot of valuable data.

Trackur: this is a great monitoring site to see what's being featured on you online and off. It's not free like Google Alerts but much more comprehensive. Their basic package is \$18 a month.



Ho ... Ho ... Ho ...

Time for the Author U Holiday Party!

It's that time of the year again: Fun, Laughter, Great Food, Interesting Gifts and Amazing Conversations

The Author U Holiday Party will be held on

Date: Saturday, December 17th from 6: 30 to ???

Location: Judith and John's, 14160 E Bellewood Dr., Aurora, CO 80015

Cost: \$15 per person or \$25 per couple ... includes dinner and drinks (no tipping!)



Gifts: We do an exchange; please keep your cost value to less than \$15—hot items in the past: wine; nifty gadgets from Home Depot and Costco; sports stuff; movie tickets; a stuffed animal was the “in” item one year; etc.

Register on line: <http://bit.ly/szpiWl>

Create a Partnership for Managing Your Social Media Presence

by Melody Jones



If you've been attending AuthorU events, you know by now that you must leverage social media to promote your name, your book and your brand. It's not optional—it's necessary.

Facebook, Twitter, LinkedIn, YouTube, Google+, Tumblr, WordPress blog, Goodreads, Scribd, Delicious, Ning, StumbleUpon...did this partial list of social media sites overwhelm you? Does the social media beast seem enormous, time consuming and hard to tame? The answer: partnership.

Partnering with a social media manager relieves the daily maintenance stress of your social media presence. Social media managers should work within your marketing plan to ensure your online presence melds with your author goals, whether you want to drive traffic to your blog, build awareness for your speaking engagements or increase book sales.

Based on your business goals, your manager should help develop a social media game plan and schedule, set up and link profiles and engage with your fans through online conversation and consistent postings. A good social media manager reviews progress with you every month, suggests improvements or changes when necessary, keeps up with social media news, researches your industry for interesting information to share with fans and communicates with you immediately if an issue or question arises with a fan.

As owner of Social Media Management Services, I especially enjoy working with creative types like authors and artists. One of my clients, writing coach Anne Randolph of [Kitchen Table Writing](#), states "Melody is amazing! She creates on-line connections, speaks in your voice, stimulates excitement and traffic, all in a wink for her and a bonus for me." I help her maintain a consistent Facebook presence, but I also provide as-needed mentoring and coaching for others, including author Sharon Breay of [Breay Design Associates](#). "She explained things so clearly to non-techy me, and as usual for her, did so with a light sense of humor."

I can help you tame the social media beast through partnership. Prices for management services range from a \$75 flat fee for one hour of phone consultation and coaching to a full package that includes consultation, plan and schedule, coaching/mentoring, profile set-up, 7 day/week Facebook and Twitter engagement and management, industry research, analysis of top three competitors, monthly meetings, weekly email updates, and more.

AuthorU members joining my Facebook page at www.facebook.com/socialmediamelody and signing a one-year contract will receive a 20% discount for management services, a discount created especially for this group and offered nowhere else. Email Melody Jones at socialmediacoffee@gmail.com for social media service packages, prices and questions.

Melody Jones is owner of Social Media Management Services, where she takes care of the day-to-day so you don't have to, and founder of Social Media Coffee, a monthly social media education and networking group in Parker, CO. Her writing and poetry will be published in an upcoming anthology. Join her Facebook pages: www.facebook.com/melodysocialmedia and www.facebook.com/socialmediacoffeeCO. Email her at socialmediacoffee@gmail.com.

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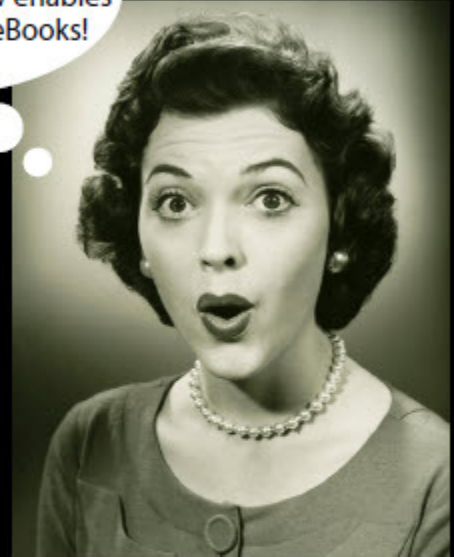


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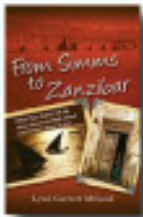
Author U Members Rock with Book Awards!



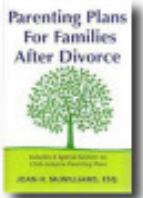
Author U members are opening emails with announcements of national recognition from USA Book News Awards. Many of the books' authors had the "assist" that included the skills of several in the Author U community. Bravo to all!

Recent announcement from USA Book News awards include:

Suzie Shride (aka Carol Sue Shride) received Finalist kudos in the Fiction: Young Adult category for *Lucy Dakota: Adventures of a Modern Explorer Book 1-Rocky Mountain Beginnings*.



Lynn Garrett McLeod is doing the happy dance (and so is cover designer Nick Zelinger of NZ Graphics, interior layout and design by Ronnie Moore of WESType Publishing, editing by John Maling, Book Shepherding by Judith Briles). Her book, *From Simms to Zanzibar* won the Best Cover Design Awards and Finalist recognition for Best Non-fiction book with USA Book News. Bravo!

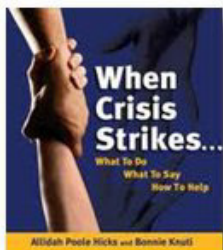


Joan McWilliams' *Parenting Plans for Families After Divorce* took Best Book in the Parenting/Family: Divorce category (interior design by Ronnie Moore of WESType Publishing, cover design by Nick Zelinger of NZ Graphics, editing by John Maling and Book Shepherding by Judith Briles)

Robert Pendergrast, MD's *Breast Cancer: Reduce Your Risk with the Foods You Love* (cover and interior design by Nick Zelinger of NZ Graphics, editing by John Maling and Book Shepherding by Judith Briles) is a Finalist in the Health: Cancer category.



Polly Letofsky's *3mph: The Adventure of One Woman's Walk Around the World* got double recognition as a Finalist in both the Travel: Essay and Autobiography/Memoirs categories. (Nick Zelinger and NZ Graphics designed the interior).



Allidah Poole Hicks and Bonnie Knuti, authors of *When Crisis Strikes... What To Do, What To Say, How To Help* received Finalist honors in the Health: General category. (Ronnie Moore and WESType Publishing designed the interior with Book Shepherding by Judith Briles).

Award-winning books make great gifts ... what a variety to choose from. Congrats to all.

Book Promotion Contact List System

by Dan Poynter



Eyeballs have moved from print to online. Advertisers know this. They have moved their money to the Internet.

You should send review copies to book bloggers, websites, forum leaders, and other opinion molders in your book's category.

Start with the book bloggers. They're the new book reviewers.

Review copies should be sent to book bloggers and subject-matter-expert bloggers who focus on **your book's category**.

For example, books on leadership should only go to blogs on leadership.

We've heard stories of book sales that have taken off after mentions by bloggers. How can you make this phenomenon work for your book?

There are bloggers, bloggers on subjects and book bloggers. All are valuable to you, but the book bloggers are the best because they write about books and are book-category oriented. Few read and comment on anything else.

Ninety-eight percent of the book bloggers are female, young, a high percentage are moms and most read and write about Young-Adult (YA) books. No surprise. But many focus on historical fiction, women's studies and all the other genres.

So how do you find bloggers who want to be notified of your books? Make a Google search for "book blogger directory."

Better yet, narrow your search. If you have a book on horses, search for "horse book blogger directory." You will be amazed at what you find.

Start with a network of nearly 2,000 book bloggers and book reviewers at <http://bit.ly/vmK99c>.

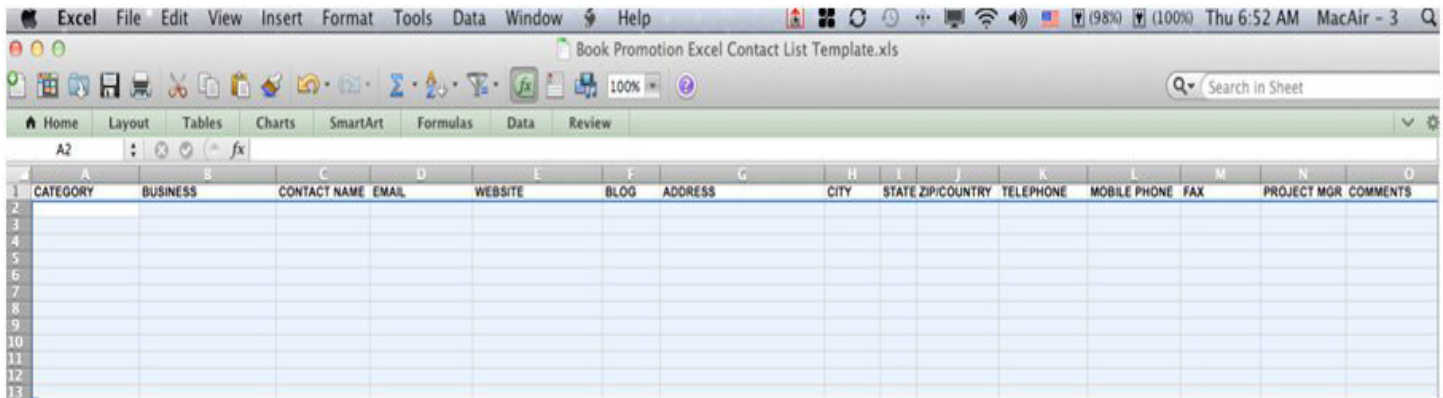
Now, the work begins: finding bloggers' names, email addresses and other contact details. Many do not even list their last name on their blog sites. But this work is well worth the effort. You will be contacting your new friends over and over.

Remember, these aren't just any bloggers; they are those that love books in your category (such as horses). They are members of your tribe. They love the same subject you love.

Book bloggers are the new reviewers. Blogs are influential in their fields. Reviews and mentions sell books. Make up your list of bloggers now.

We like to enter the contact information into an Excel spreadsheet. That way, we can continue to add further contact details, such as street addresses, and the list becomes sortable. It is easy to add to, and it's easy to pull off the postal and email addresses for individual and group mailings.

The list you assemble will be a valuable company asset and will be used over and over



Columns may be labeled: category, business name, contact name, email, website, blog, address (as in street address), city, state, zip code/country, telephone, mobile phone, fax, project manager and comments. The category column is where you list whether it is a blog, forum, website, print magazine, etc. The list you assemble will be focused on your category. General review publications are not likely to reach a large number of people interested in your subject. You will use this list to send review copies, news releases, and other announcements on your subject and book.

Assembling this list will be both valuable and fun. You will discover people all over the world interested in your subject and eager to know about your book.

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Dinner and a Program — Thursday, November 17th

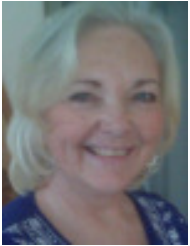
Please note—all programs are starting at 6 PM, not 6:30.

Internet Multimedia for Your Website Brand, Market & Separate Yourself from the Competition!

You don't want to miss this one—make your website snap, crackle and pop. There will be a few hot seats.

You Get What You Pay For - Or Do You?

By Shannon Parish



As I ended my phone call, I just kept shaking my head, trying to comprehend the conversation I'd just had with one of my favorite clients. He had partnered with two co-authors who are writing a book that must have cartoons in it as a vital part of their new workshops and classes for workbook exercises.

That day he had spent well over four hours trying to find cartoons that would 'fit' their exercises and that would be free. What he found was that even though there is so-called 'free' clipart, it really isn't free. There are different ways of approaching it, but many will give you a low resolution file for print online only - anything higher than the 72 dpi must be paid for. If you accept their agreement, you give them your full contact information and are then enrolled into their master marketing list and will receive additional spam as a result. (These lists are sold to other marketers who are 'affiliates' of the original site.)

He said that as he moved from website to website, he became more and more frustrated and realized that he was thinking the whole time, "I like Shannon's cartoons better" ... and as the hand on the clock kept ticking away, he began to wonder if he was really saving money or not, so he picked up his phone and called me.

Because of the great relationship we have, I gave him a really great break on pricing with roomy licensing rights to help him. I then sent a series of cartoons that I already had in stock and created another one for him that he wanted. He then sent the cartoons and my bid to his co-authors for approval.

Their reply floored me. They said they expected the artwork for free - and in exchange would put my contact information in the back of their book. Now, I've had authors tell me that they'd put my name on the front of the book - but newsflash - you have to give credit to the creator of your illustrations anyway! As he relayed this information to me, he voiced his frustration over their lack of valuing his time as well. He told them to look for themselves, artwork wasn't as free and easy to find online as they thought - and he had better things to do with his time.

As we discussed their expectations, my friend commented that he knew of two other business people who had 'hired' out for artwork overseas. The artwork was dirt cheap and was delivered digitally. What they didn't realize is that the files also contained code that was gathering the information of everyone who purchased the item the artwork was inserted into.

Now, I don't know much about phantom codes, but I do know people. There's always a catch to 'free.' Good people can't feed their family on well wishes and good intentions, and bad people aren't about to.

My question is this: How much is your own intellectual property worth? Why would you sell yourself short by being cheap or 'free'? And, if you are expecting to exchange marketing for work - do you really know what you are offering? Who is your market? Nobody is going to value your work any higher than you do. If you give it away, it's worth nothing.

It has taken me a lifetime to hone my skills, just as it has taken you a lifetime to learn yours. What goes around, comes around. A mindset of poverty always attracts poverty. One of value, attracts value. Think!



Shannon Parish has more than 30 years' experience working with speakers, authors, small business and other professionals. 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.

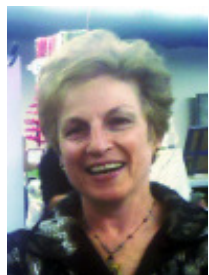
Member News



Doug Koltavy's multi award-winning book, *The Legacy of Beezer and Boomer: Lessons on Living and Dying from My Canine Brothers*, received an excellent review from *Best Friends Animal Society* magazine (September-October 2011).



Katie Roberts is at work on *If It's Buried, It's Not a Treasure*. She recently participated in a program at the Thornton Senior Center, Preventing the Ostrich Syndrome: The Art of Starting Crucial Conversations.



Lynn Hellerstein is back to print after selling over 5,000 copies of *See It. Say It Do It!* She's just released a new DVD/CD six-hour course on Visual Processing and Academics that is geared for OT, OTA, social workers, educators and counselors. The series provides the newest solutions for children's learning success. More information is available at LynnHellerstein.com/shop/.



Ronnie Moore and **WESType Publishing** are honored to have designed the interiors of *Get Clarity* by Cathy and Gary Hawk, *Don't Carve the Turkey with the Chainsaw* by Roger Frame, *Where to Go When the Bank Says NO* by Steve Replin, *Thumbonomics* by Heather Lutze and *Health Care 2020* by Steve Jacob.



Roger Frame is thrilled to have the Tattered Cover order copies of his just released book, *Don't Carve the Turkey with the Chainsaw: Resolving Family Conflict* just in time for all the Holidays.



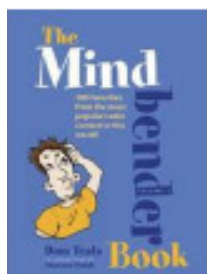
Nick Zelinger and **NZ Graphics** have completed the cover work for *Don't Carve the Turkey with the Chainsaw* by Roger Frame, *Where to Go When the Bank Says NO* by Steve Replin, *Health Care 2020* by Steve Jacob, and the interior and exterior work for *Leaders First* by Gene Morton and *The Missing Piece in Leadership* by Doug Krug.



Jim Rohrer, author of *Never Lose Your Job ... Become a More Valuable Player* is focusing on speaking and marketing. He's pleased to share that his wife is finally pain free after three years with a new hip!



Gary and Sharon Worrell, authors of the forthcoming *Sexual Addiction: Strategies for Healing* will be hosting an Internet radio program on the RockStar Radio Network, beginning January 2, 2012. *Strategies for Healing from Addictions* will provide the tools and recover education for addressing compulsive behaviors that are undermining success. Partner recovery issues will also be a major topic. Sharon and Gary will address marital and relationship challenges when addictions are a problem.



Dom Testa has entertained, puzzled and stumped his radio audience with *The Mindbender*. Now, for the first time, he has assembled one hundred of the all-time best for you to figure out. Compete with family, friends and co-workers to see who can claim the biggest brain! *The MindBender* is perfect for a stocking stuffer! Each Mind Bender question is illustrated with a cartoon by Shannon Parish.



Author U is going live. Starting the Show Me About Book Publishing show on Thursday afternoons beginning December 1st on the RockStar Network, 4 PM Mountain time. Watch for details—**Judith Briles** will host.



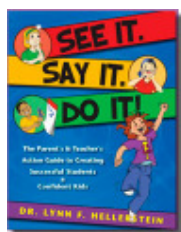
Brian Jud looks forward to returning to Colorado and presenting his all new *Maverick Marketing BookCamp* for authors and publishers on Saturday, January 21, 2012. Sign up now—discount rates for AU members.



Rick Frishman just completed the fall Author 101 University marathon he coordinates twice a year in Las Vegas. Stellar programs were presented by Tom Antion (Internet marketing), Daniel Hall (webinars), Peter Hoppenfeld (legal), Brendon Burchard (expertise), Carol McManus (LinkedIn), Alex Carroll (radio), Barbara DeAngelis (finding self) and Hobie Hobart (cover design). Los Angeles is the next site on March 2-4, 2012.



Barbara Joye has been contacted by agents in Italy about translating her book, *The Creating Formula*.



Lynn Hellerstein has secured Chinese rights for *See It. Say It. Do It!* Interest also has come from India, Turkey, Korea and Spain.



The “*Storm of the i*” journey continues to pick up momentum. The latest award is a *Book of the Year* gold medal from *Foreword Magazine*, is #6.) Tina feels that she has been so lucky—it’s been an unbelievable ride.

While all the hoopla has been great fun and acknowledgement feels good, the most rewarding part by far has been the peace that’s come to me with regard to my relationship with my father. He’s 95 now, and I just came back from visiting him and my mother in N.Y. They both welcomed me with open arms.

Throughout the painful years of my childhood, I wondered how things would turn out in the end—and now I know.

A Note from Judith ...

Why Belong to Author U?



I attended three publishing conferences in October and November (I’m with Leo Riggio, CEO of Barnes & Noble at one of them). One of the major “ahas” I came away with was how much information is conveyed to Author U members via meetings and *The Resource* that puts the Author U member way ahead of the crowd—what others consider the “norm” in the publishing world.

Author U’s focus has always been on the author who wants to be successful and commits to building that success. New authors, authors just beginning on their

writing journey and experienced authors are who our members are. We mentor each other, share insights, grow and succeed in the process and have a good time along the way.

Next year’s Extravaganza will have all new faces and voices presenting ... bringing you the next, next thing in your Authoring and Publishing worlds. Put May 4-5 on your calendars now—our theme: *It’s Takes a Village to Create a Book!*

If you joined Author U prior to December of 2010, it’s time to renew your Dues. You can do online or off the invoice you will receive within a few days.



New Members



Michelle Berman Marchildon has been an award-winning journalist for several newspapers and magazines, the only one of which that still exists being the *Lexington Herald Leader* in Kentucky. After these journalistic endeavors, she spent a decade in sales and marketing before leaving to raise her family: three dogs, two boys and one husband in Colorado. In the midst of all this excitement right side up, she found time to get on her mat and discover a new perspective upside down in yoga.

She is a senior teacher at Corepower Yoga in Cherry Hills, Colorado, and she teaches Anusara Inspired at Sacredi in Park Hill. You can find more information and her schedule at www.MichelleMarchildon.com. Michelle will publish her first book in early 2012, *Finding More on the Mat: How I Grew Better, Wiser and Stronger Through Yoga*.

When asked why she decided to publish her own work, she replied: "I noticed a lot of very rich publishers and quite a few starving writers, and thought I might try to bridge the gap!"



Sally Bonkrude is the author of *Conscious Performing ... from fear to freedom*, and has recorded the CD, *Tools to Conscious Performing*. She is known for her natural, organic inner processes that transform the downward spiral into fear, loss of confidence and opportunities into an upward spin of energetic, enthusiastic energy that helps you get your message across and maximize your potential in business.

Sally has been a lead trainer in curriculum development, sales, diversity, music therapy and performance skills for 25 years. Today, as the creator of the Great Potential System known as GPS, Sally is taking her training nationally to companies, organizations, business professionals, entrepreneurs, universities and schools. She helps them to tap into their creativity, make positive connections and create a company climate that is positive, innovative and open to change. Her website is www.PositiveInnerChange.com.



Suman Morarka, MD specializes in pediatrics with her private practice in Centennial. Her forthcoming book will focus on ADHD and the diagnosis and management of ADHD in children, including new approaches like Neurofeedback and Brain Gym. Information on commonly used medications that are available will be discussed along with a chapter on nutrition for children. The working title is *ADHD Simplified*.

Author U Goes to the Mart!

Author U members found themselves surrounded by sugar plums, goblins and all things that fit into the Holiday world at the Denver's Jr. League Holiday Mart. Some books sold lots of copies; others just a few. The hottest sellers were kid's books, spirituality, personal finance and humor.



Bobbi Boldon, Bonnie Knuti, Judith Briles



John Maling

Kudos to all the authors who committed their time in working the booth, chatted with potential buyers and put our booth together ... not to mention the amazing take down that was done in record time!

We had fun, signed books, made friends with other "boothies," did some shopping for our own lists and snacked our way through the tasty goodies we found throughout the Mart.



Judith Briles, Lynn Hellerstein



Judith Briles



Tech Toolbox

Wednesday, November 9th, 3 to 6 p.m.

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!

Wednesday, November 16th, 3 to 6 p.m.

How to Save Time Online Using Hootsuite and Using Google+, Facebook and Twitter – 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?

Register Online at <http://authoru.org/author-tech-toolbox-workshops.html>

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January's BookCamp

Maverick Marketing

with Brian Jud

Hundreds of thousands of titles are published every year, and you are competing with them for shelf space, airtime and your customer's wallet. But there are better, easier, more profitable ways to sell your books—and Brian will tell you all about them.

With a little creativity, you can upstage, differ from and outperform your competition. Brian will show you where to find thousands of prospective buyers in non-bookstore markets. He will help you stand out from the crowd of books displayed in the canyons of shelves in retail stores. You will discover how to sell more books to non-bookstore retailers such as gift shops, supermarkets, discount stores, warehouse clubs, book clubs, catalogs airport stores and home-shopping networks

Brian will also show you how to sell your existing content in new ways with unique promotions and pricing strategies that will increase your sales, revenue and profits to non-retail buyers such as those in corporations, associations, schools, libraries, government agencies and the military—people with the budgets to buy your books in large, non-returnable quantities. You will discover

- how to sell more books in ways your never thought possible;
- why niche publishing can be the best way to increase your sales, revenue and profits;
- how to convert a nonfiction book into a money-making juggernaut;
- how to market fiction to more buyers, more profitably;
- a new business model for exploiting today's multiple marketplaces;
- the best promotion, sales and distribution tips to sell more books and make more money;
- how to create a mutually profitable proposal and present it to your prospects effectively;
- many ways to negotiate sales for people who hate to sell.

Brian will help you be more successful by trying new and different marketing actions—and adding a little fun to the ways in which you are selling your books now.



Brian Jud, author of *How to Make Real Money Selling Books*, now offers commission-based sales of nonfiction, fiction and children's titles to buyers in special markets. He's on the Board of Author U, providing valuable information throughout the year to Author U members. Follow him on twitter.com/bookmarketing. Visit his website at for more information www.premiumbookcompany.com and subscribe to his newsletter.

When: Saturday, January 21, 2012

Time: 8:30 to 3:00

Location: Hilton Garden Inn, DTC

Register: <http://bit.ly/s5QTdV>



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