



The Resource

Vol. 2, No. 8

www.AuthorU.org

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Persistence, Perseverance and Passion ... That's the Ticket

Judith Briles, Author U Founder



Two publishing scenarios ... do you choose self-publishing/independent or traditional? ... that's the question.

Here's an astonishing fact: Three books on the top 10 titles on the Combined Print and E-Book Fiction Best Seller List (<http://nyti.ms/nzCxcN>) in September were self-published: #4 *Blind Faith* by CJ Lyons, #5 *The Mill River Recluse* by Darcie

Chan, and #6 *The Abbey* by Chris Culver. All were published under the own imprints—all very successful.

Self-publishing is increasing exponentially. It has moved into the ranks of the honorable—authors who felt that ... and publishers who believed that ... New York was the only true way to publish are quickly becoming the dinosaurs of the literary world.

Publishing your own books isn't easy. You still have to write a good book and sell it largely on your own. You have to work your tush off ... no exceptions. But it's faster, you have more control over it, and you get a bigger share of the profits.

Amazing ... how this world of publishing has changed. The rapid speed with which self- and independently published books have risen in acceptance and success is something traditional publishers never anticipated—and probably didn't want to dream about.

Another author chose to go the New York route. When Kathryn Stockett submitted her manuscript, she was almost giddy when her first few rejections came in from agents—remarks like “It didn't sustain my interest” to “There is no market for this kind of tiring writing” were the norm. She just kept tweaking her manuscript,

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Persistence, Perseverance: Continued from page 1

believing a publisher would fall in love with it. Those first few rejections were a badge of honor.

At rejection 15, she was feeling less giddy; at 40, she felt that the past year-and-a-half of rejections was getting old—she began to lie to her friends about what she did on the weekends ... as she continued to tweak her manuscript. When she hit rejection #45, neurosis hit—all she could think about was getting an agent, revising the book, and getting it published. Even the advanced labor contractions of her daughter’s pending arrival couldn’t pull her away from the rewrites—to make her book better, more compelling, readable.

After five years of writing and three-and-a-half years of rejections, she hit pay dirt shortly after the arrival of rejection #60. Number 61 wanted her book. It was a good thing for all of us, as millions have enjoyed the sassy spirit of *The Help*.

What if Kathryn Stockett had given up after the first rejection ... or the 15th ... the 30th ... the 45th ... or the 60th? The answer is that she wouldn’t have sold her book, much less found it in the movie theaters. What about the self- and independent author? Can she or he make it to the big screen or a major best-seller list? Yes—but in either case, it’s going to be about persistence, perseverance and passion—all elements of the Author’s Platform.

Most New York published authors now sell less than 1,000 books—surely a number that any self-and independent published author can run circles around. Why?—because they know they have to do the work to move their book, whereas the New York author believes their publisher will do the work. In their dreams ...

This month brings the Fall BookCamp—all about creating and launching an Internet campaign for your new and not-so-new book. From the landing page to the partners and gifts to creating an amazing book blog tour—the what-fors and how-tos will be revealed in a true “Show You About ...” BookCamp on Saturday, October 22nd. If you’ve got a book or are going to have one within the next six months, this BookCamp is for you. Bypass the rejections—take your passion and persistence to a successful launch or relaunch your book.

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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NEWSLETTER:

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



Fall BookCamp ...

Creating and Harvesting Your Internet Book Launch and Book Blog Tour

Creating an Internet Book Campaign and Book Blog Tour works for books that are hot off the press, as well as ones that have been around the track. Fall time is all about the coming harvest ... and an excellent time to harvest your new book ... or reseed and bring a tired one back to life.

In this jam-packed day, you will learn the techniques to create a successful Internet campaign that includes

- **Strategies for bringing in partners and affiliates;**
- **Creating and writing snappy, sassy and salty copy;**
- **Customizing a book blog tour;**
- **Identifying the key blogs that are ideal to partner with;**
- **Techniques for engaging blog owners and their readers;**
- **Designing of Gifts and Bonuses and how to get them;**
- **Setting up your Amazon and Nook links;**
- **Tips for creating the welcome video;**
- **Developing a “customized” campaign to attract the right buyers;**
- **Creating a customized mini-website designed just for the book campaign;**
- **Punching up your copy to “hook” the buyer;**
- **Identifying which tools to incorporate to make your campaign flow;**
- **Tips for Pre-During-Post campaign success; and**
- **Much, much more.**

Think interactive ... you will be creating material onsite that will be used to implement your campaign. This BootCamp is not all lecture—it's designed for you to roll up your sleeves and come away with the elements for your campaign and book tour, the strategies and how-tos to implement it and follow-up to insure success.

Your presenters are Mara Purl, Shannon Parish and Judith Briles. Each has created successful Internet launches for themselves, their books and their clients.

- Date:** Saturday, October 22nd.
- Where:** Doubletree at 225 and Iliff, Aurora, CO
- Time:** Registration is at 8.30—day ends at 4
- Cost:** Author U members \$129; non-paid members \$179 until September 15th.
Lunch and workbook are included.

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

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 ...

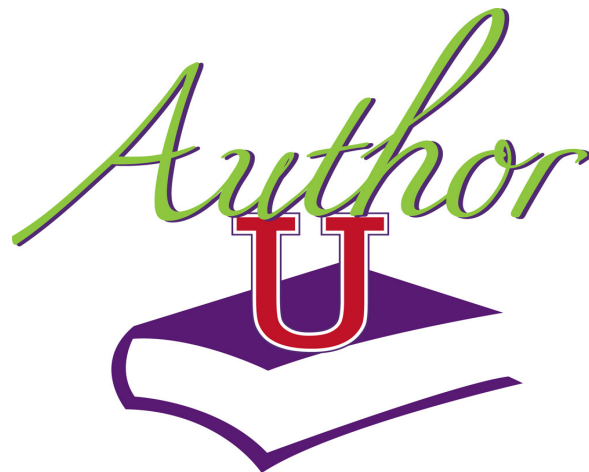
Discounts for

- 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 newsletters—*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>



Publishing Law - Certain Essentials



Jon Tandler spoke for two hours on central aspects of copyright law at the Hilton Garden Inn, DTC, to an engaged Author U audience at September's monthly dinner meeting. Interspersed liberally with Q & A periods, the lecture addressed issues concerning unique, individual concerns of audience members regarding their books, ideas and manuscripts "in progress." Several participants said, "This is exactly what I've needed . . .," indicating the success of the program. Regardless of individual situation, however, clear understanding of relationships between individuals and entities involved in the creation of copyrightable material and the necessity of documenting of all issues in detail was of overriding importance.

Consider, for example, who owns the copyright for material created. The answer may not be as clear-cut as you think. Was the author-creator an individual, independent of any company regarding the purpose and act of creation of the material? Or was the work created by a company employee acting within the "scope of company duties"? Is the product a "joint work of authorship," where the percentage of contribution to it (time, ideas and costs) needs to be determined to decide the fractional percentages of ownership of the copyright? If art is required, is the commissioned/used art owned by the author(s) and/or the artist? In each case, beyond the independent individual working for him or herself, the parties involved need to fully define/agree in writing as to their part in the structure of the project.

Beyond the basic copyright principle, Jon discussed briefly the Fair Use of Copyright Works defined in Section 107 of the Copyright Act of 1976 and its use in defense of copyright infringement. Four factors were addressed as the basis of any decision:

1. The purpose and character of its use. The word "transformative" is key here. Is the work in question repetitive, or does it add something new?
2. The nature of the copyright work: how creative? The more creative, the broader the fair use criterion employed in judgment.
3. The amount of the original work and the importance of that material actually used: both qualitative and quantitative elements are involved in the judgment, pro and con. Two examples of cases were presented. First, the publication of portions of President Ford's memoirs without permission, and, second, the publication of special materials from the Harry Potter series without the permission of the author.
4. The effect on the present and future market for the original copyrighted material with the appearance of materials incorporating portions of that original material. There the question of statutes of limitation arose: materials are free and clear to use 70 years after the death of the author(s).

Another subject touched upon by Tandler was the troublesome issue of plagiarism. The succinct commentary was that "snippets" *in general* skirted any danger, but it was best to be sure by checking with the author or publishing company. In other words, *document* to be sure.

Four types of Invasion of Privacy were also addressed:

1. Intrusion into Seclusion by the intrusive entering or observation in non-public places.

Essentials: Continued from page 5

2. Misappropriation of name or likeness, voice or photo, used for promotion or commercial purposes.
3. Public disclosure of private or embarrassing fact not of public concern, even if true.
4. "False Light": publishing facts or statements putting the subject(s) in a highly unfavorable light.

Jon finished with a discussion of permission for use of third-party content. First, he presented a non-comprehensive list of "Potential Rights holders in Literary Content," ranging from authors, writers and publishers to collective rights organizations, and assignees of licenses. Divisibility of Rights was the final element of the discussion: namely, the fact that the exclusive rights of copyright under section 106 are divisible and "may be licensed by the various parties for various purposes." An example was given of a book publisher licensed by the author to publish and at the same time a movie studio being licensed for motion picture rights to the same book.

Jon R. Tandler is a partner in the firm of Ryley, Carlock and Applewhite and specializes in intellectual rights and business law. He can be reached at JTandler@rcalaw.com.



Save The Dates!

Oct 5	Tech Tool Box
Oct 13-16	Holiday Gift Mart
Oct 22	Fall BookCamp
Oct 24	Salon
Nov 9	Tech Tool Box
Nov 17	Dinner and a Program
Nov 28	Salon
Dec 17	Holiday Party

Info: www.authoru.org/calendar.html

Fall BookCamp ... Creating and Harvesting Your Internet Book Launch and Book Blog Tour.



If you have a book, no matter if it's hot off the press or been around the block a time or two, the Fall BookCamp on October 22nd is the place to be. Author U members pay \$129; non-paid members \$179. After the 15th, registration increases to \$159 for Author U members and \$199 for non-members. Lunch and workbook are included. **Register now!** <http://bit.ly/rm3cdB>

Monday Evening Salon

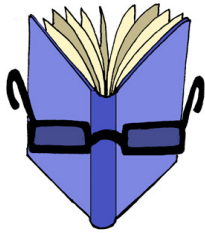


October 24th at 6 pm ... Finding Financing for Authors

Scott Jordan will show you where to find money to finance your books and projects.

Registration is limited on all Salons.

You must pre-register. Includes a light supper program will start at 6.00 PM.



Book Smarts

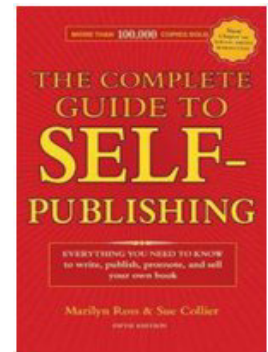
The Complete Guide to Self-Publishing

Marilyn Ross & Sue Collier (Writer's Digest Books)

In this fifth edition, Author U member Sue Collier has joined Marilyn Ross in looking at the bottom line of self-publishing: how to control the future of your manuscript and your writing career.

In this up-to-date edition, including a section on social media, it covers a broad range of topics—including

- Case studies of how small publishers excel
- Practical advice on choosing between POD and offset printing
- What's the latest in the ePublishing world
- Strategies for selling books in Canada
- How to leverage your social media marketing so you stand above the crowd
- Ideas on how to find cash to fund your publishing empire
- Zillions of resources



There are dozens, maybe hundreds of books out there on self-publishing in general. This one is worthwhile to get and kick on your shelf—pulling it off to check for info, be re-inspired ... knowing that you have a friend on your side. Both authors have been there, done that. Know the publishing world—the good, not-so-good and the very ugly.

With the rapid growth of self-publishing, the predators lurk everywhere. *The Complete Guide to Self-Publishing* will keep them off your doorstep.



REMEMBER: It's time to renew your Author U Membership now!

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

Spam - It Is Not Exclusive to Your Computer Inbox Anymore

by Kelly Johnson



The other day, I was working on my computer and heard my cell phone “bing” that a text message had been sent to me. I thought, “Great! A quick break from the computer to chat with my husband, friend or colleague.” I grabbed my cell to read the text message and what did I discover? Not a loving message from my hubby or a “howdy” from a friend – no, I was sent an inappropriate picture by an unknown number. Don’t we have to waste enough time and energy on trying to remove spam from our inboxes that now we have to find ways to block spammers on our cells too. If only spammers used their powers for good instead of evil!

I did some checking and found that AT&T provides a way for you to block text messages; they just don’t publicize it much. Go to <http://mymessages.wireless.att.com/>. You’ll need to register here, even if you already have an AT&T login for your regular account. Once you’re there, you’ll have a few different options for blocking text messages. In addition, they offer block and allow lists, where email addresses and domains entered enable you to block or allow emails sent to your cell phone.

You can also contact AT&T, and for no charge they will add the feature “No Solicitation” to your cell number account to help block spammers.

I also asked AT&T about reporting spam email. At this time, AT&T does not have a way to report spam email, but they said in some of those spam emails you receive, at the bottom, you can select the link for the option that says you no longer wish to receive messages.

Here’s to successfully putting a halt to spam!

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.



Cartoons, Illustrations and Graphic Recording by Shannon Parish

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presentation and/or event needs.

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www.IllustratingYou.com

* Author U Members receive discounts!

Ask the Right Questions and Sell More Books - Part 2

by Brian Jud



Asking and answering certain questions can help you overcome these initial concerns about entering the world of non-trade sales. The following are some additional questions you can ask to find new ways to sell your books and new places in which people can buy them. The questions themselves are universal and apply to all subject areas; however, in this example I have focused on how they relate to a publisher trying to market a career or job-search title.

- *Who could use the information in your book?* The answer to this question should direct you to broad market segments. In this case, it is people seeking employment for the first time or trying to find new employment after being laid off.
- *Where do people generally look for the information in your book?* Your first answer is most likely bookstores. Keep adding places like colleges and high schools, state employment departments, employment agencies, outplacement firms, and networking groups to your list.
- *Who else could use the information in your book?* Finding new niches in which to sell existing titles may be the most efficient way to increase your sales and revenue. You might be able to sell your content to high school or college students, people who are over fifty years old, women, blue-collar workers and more.
- *Who influences the people that use your content?* Instead of marketing directly to prospective customers, you may want to market to people who can influence them. You could potentially sell your book to career development officers at colleges, to guidance counselors in high schools or to the parents of graduating seniors.
- *Who uses (or could use) your book in large quantities?* You can sell 10,000 books to 10,000 different people one at a time, or you can sell 10,000 books to one person at one time. Clearly, the latter option would be more profitable. Find people who can buy in large quantities. They may be in government offices, corporations, schools, or many other places.
- *Is there an aspect of your content that could lead to a new product form?* Certain things are difficult to verbalize. In this case, it may be difficult to adequately portray in writing certain interview skills like body language, eye communication and facial expression. This might lead to demonstrating those skills in a video or DVD.
- *What information about your customers could lead to a new product form?* Once you determine who your target audience is, find out how they like to get their information. Research among college students may uncover the need for job-search information in a more easy-to-use format. Instead of one long book, a series of booklets could be created, each devoted to one traditional job-search tactic, such as writing a resumé or interviewing.

Seek new opportunities with a clear eye and an alert imagination. Be open to at least evaluating a different way of reaching the goals you have set for your business. Non-trade marketing is like electricity. It gives energy and power to the publisher, author and title. It brings good books to life.

Brian Jud is on the Board of Author U and is an author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC. He is also a partner in Premium Book Company that sells books to non-bookstore buyers on a non-returnable, commission-only basis. He is the author of *How to Make Real Money Selling Books as well as the Publishers Weekly title*, *Beyond the Bookstore*, and *The Marketing Planning CD-ROM*. His website is www.BookMarketingWorks.com.

Tips



USB Not Working? John Melton of Top Hat Techs (720-425-8889) advice: Once in a while, the USB ports on a computer stop working. Of course, this can be a bit unnerving. So, what do you do?

Most of the time a simple solution restores the USB ports to full functionality. First, shut down your computer if you can. You may have to do it using the power button to turn it off.

Then unplug it. Yes, *you must actually unplug it*. If it is a laptop, also remove the battery. After a minute or so, plug it back in and turn it on. Once your computer boots up, the USB ports likely will have regained their full functionality. If this doesn't work, you may have a more serious problem and will need technical assistance.

Finding the Right Word ... Selecting the right word is a must. Using a Thesaurus is important, and using it properly even more important. It is easy to tell beginner authors from the mature—they use new words with correct meanings that would never be used in a daily context. If you seek to replace a word of common usage, make sure the replacement is of common usage—remember that the majority of the population reads at the 6th grade level. If you look up the word you seek to replace and can't find that perfect substitute, select one word from the listing and look it up. Nothing there? Select another word from that listing and look it up. Sometimes, you have to reach down 10 look-ups deep before the perfect word for the sentence is discovered.

What's Your Cyber Info Look Like on Mobile? With the explosion of smart phones and tablet devices, your website needs to be mobile-compatible. Here are a few websites that allow you to check out how your website will look on a variety of mobile devices.

- testiphone.com
- ipadpeek.com
- mtld.mobi/emulator.php

Where to Get QR Codes

There are many QR code generators out there; some are great, and some are not. Here are two QR code generators that can be used to create your QR codes:

GoQR.me

... Continued on page 11

Tips: continued from page 10 . . .

GoQR.me is completely FREE and even ad free. It is simple to use and generates a downloadable PNG at any size you choose. You can also set the size of the margin around the QR code, background color, QR code color and error correction code.

GoQR.me creates

- Text QR Codes
- URL/Link QR Codes
- Phone Number QR Codes
- SMS QR Codes
- vCard QR Codes (best for QR code business cards)



Go to: <http://goqr.me>

QRMobilize – Social Network and Business QR Code Generator

QRMobilize provides a **FREE** way of creating your QR code mobile landing page, linking to all your social media accounts. When you sign up, you have the option of adding a picture, bio, phone number, email and website and all your social networks. The advantage is that you can use this one QR code to link to all your information. This is a new product that is continually adding more features. Present features include

- Ability to add Facebook User or Facebook Page
- Ability to add Twitter
- Add over 15 other social networks including Google +
- Mobile friendly landing page that works on most mobile phones
- Built with businesses in mind
- Multiple themes to choose from for your mobile landing page
- Simple and clean simple design

Go to: <http://qrmobilize.com>

Why Authors Need Social Media Marketing

by Andrew Jones



It seems these days that everyone and, literally, their dogs have a presence on social media in one way or another. From Facebook to Twitter and a multitude of more niche networks in between, one observation is easy to make: Social Media is no longer an option for authors today who are interested in promoting their books and expanding their brand.

You may find yourself asking the question, “What does being social have to do with writing and publishing my book?” The answer is simple—everything. Anyone who has written a book knows that no one is ever going to be as vested in the promotion of your book as you are. Therefore, it is extremely important for you to take advantage of as many promotional venues as possible. With over 600 million people on Facebook alone, it is easy to recognize the highly reachable group of people online every day.

Whether you opt to do your social media marketing yourself or, as many authors opt to do, outsource it, there are a few things you need to be prepared for. You must have a game plan, you need to know what realistic expectations you can have from your social media and/or your outsourcer, and you need to know the part you will be playing in all this.

As with any marketing effort, no one ever dives in without a marketing plan of some sort. The same holds true for your social media marketing. In your game plan, it is important to create a schedule of sorts for your preparation, launch and engagement. It is also extremely helpful to be clear on what overarching goals you want to accomplish before you begin. Do you want to attract more traffic to your website? Do you want to create more point-of sale-opportunities for your book? Do you want to become the go-to guru for your area of specialty and get featured in various media?

Begin with the end in mind, and you will have a guiding hand to keep you from spending time on things that waste your time and do not fit in with your strategy. If you go with an outsourced social media manager, they should provide a game plan for you. If they do not, ASK! If they still do not, or act like they don't know what you are talking about... get a new social media manager.

Everyone has heard stories of “star” authors who set up a Facebook page and overnight attracted thousands of avid followers to their presences—followers who engage non-stop and clamor for every ounce of new material they can produce. These people do exist; however, they are the rarity or Internet-Urban-Myth that leads many authors to become disappointed with the results they garner from their social media efforts. Rome was not built overnight, and neither is your social media empire. Having a realistic expectation of steady growth and knowing that social media is a marathon more than a sprint race will keep you in the proper attitude to launch and help your social media presence flourish.

People too often get caught up with the “Big numbers are best!” philosophy. It is not to say that you should not try to capture a good number of followers, but social media more and more is becoming a game of quality over quantity. No longer do people expect those with the largest number of followers to produce the best information. Instead, they look to those who are ACTIVE and ENGAGING with their community as the true guru's of their industry. Start slow, make sure your follower numbers are always going up versus down (or else you are putting out information people do not like), and engage with your followers. Create a comfortable place to encourage conversation on your profiles, and you will see your followers not

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Social Marketing: continued from page 12 . . .

only grow, but they will become loyal to you – and soon will be clamoring for every piece of material YOU can produce.

If you outsource your social media, you can expect your manager to set everything up for you and maintain the profiles day to day with regular updates and responses to questions your followers may pose. Outsourcing your social media removes much of the stress and “How will I have time for this?” However, your manager is not an expert in your field—you are. *It is your job to provide your manager with the information he needs to act in your stead.*

- If they are writing for you, you need to make clear to them the topics they can cover and what to avoid.
- If they are responding to people for you, work out a Frequently Asked Questions list and have them report back to you if they have a question come up that they are not sure how to answer.

Even if they cover everything for you – it is in your best interest to have them provide you with some degree of education for engaging with your audience and put that education to work by logging in from time to time to post and respond to people YOURSELF. The personal touch you can provide is necessary to your growing social media empire. Your manager is there to take the “hard part” out of it by taking care of the day-to-day growing your presence while leaving you with the option to partake in the fun-stuff whenever you choose.

Andrew Jones is a Premier Partner and the CEO of New Media Fluent (<http://NewMediaFluent.com>). New Media Fluent has been in the business of helping others capitalize on social media and Internet marketing since 2009. They offer a full menu of services to clients, ranging from Social Media Management and Search Engine Optimization to Web Design and Social Customer Service. Contact New Media Fluent at <http://NewMediaFluent.com/contact-us.html>

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>

Outsourcing Tips for Hiring Freelancers

By Joan Stewart, The Publicity Hound



Outsourcing work like press releases, editing, proofreading and even writing articles is one of the best ways to generate content that you can use in your publicity campaign.

Hiring freelancers, however, can create dozens of problems if you're not careful and you don't know what you're doing. Here are tips on how to hire freelancers to help with your PR.

Freelance writing—where to find help

Leilki McKinley, an outsourcing expert who was my guest during a teleseminar on Outsourcing Secrets: How to Get the Best Quality, Price & Teamwork from Freelancers, (<http://bit.ly/q4EFcR>) says Elance.com and GuruKnowledge.com are two excellent websites where you can post projects and ask for bids. Both sites have escrow programs that prevent you and the freelancer from shortchanging each other.

When posting a project, insist that bidders speak English as a first language if the job entails writing, editing or proofreading. That isn't necessary for projects such as graphics or website work, however. Both sites also let you restrict bidders to within the United States.

Post flyers advertising your need for writers in the journalism and English departments at local colleges and universities.

Ask professors to recommend their best students. Professors might even want to earn some extra money.

Post a "help wanted" ad to find freelancers on Craigslist in the city nearest to where you live.

Freelance writers can be loyal to you.

Don't assume that the lowest bid is the best bid. When posting a project, insist that bidders include sample articles. Make sure you review them before accepting a bid.

Keep track of which freelancers you hire at sites like Elance.com and Guru.com and who does the best work. That's because you can invite them to bid when you post another writing project.

Rewarding good work with bonuses goes a long way toward encouraging freelancers to work for you again. The best writers are in great demand.

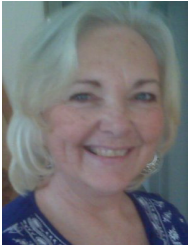
Build a small army of freelancers you can call on when you have multiple projects.

One of the most frustrating parts of a publicity campaign is failing to take advantage of all the opportunities right in front of you, such as the ability to write and distribute press releases online on a regular basis, or writing articles for article directory sites. Freelancers help remove the frustration and stress.

Joan Stewart is known globally as *The Publicity Hound*. She was a featured speaker at the 2011 Author U Extravaganza. Her website is www.PublicityHound.com.

Think Outside the Box

By Shannon Parish



My guess is that one of your favorite places to visit is your local bookstore. Just walking around in one makes my mind and heart soar. So many creative minds, thoughts, how-to's and . . . *product ideas!*

Bookmarks, gift books, and ebooks are easy to include into your product repertoire; but to expand your imagination, start with noticing.

Noticing what book covers catch your eye, what displays intrigue you enough for you to stop and touch or what gadgets you talk yourself into buying—is vital to the first step to opening your mind and seeing possibilities you might not have considered before.

The next step beyond noticing what catches your attention is noticing what catches the attention of the other shoppers in the store. Go ahead, grab a latté and sit down in a comfy chair where you can see as much activity in the store as possible. What are people picking up? What are they buying besides books?

When you start noticing how people (including yourself) shop and what they get excited about, you can start thinking in terms of themes. Theme thinking is fun and can be quite exciting and inspiring—and capital attractive! Investors like to invest in businesses that think beyond the obvious and create empires that can easily become fads. Every fad that you've seen in your lifetime began with someone's thought followed by action. It's not a stretch of the mind to think that you just might be the creator of the next one!

Themes can be centered around colors and branding, but they can also be centered around activities or holidays, as well as age groups and male or female needs.

Writing a book with that particular theme in mind will give you ideas about existing products that can be included in the manuscript (attracting possible sponsorship funding), as well as what your reader may want with them while reading. With children's books, this can be easy—so let's bump up the age group and consider what an adult reader might enjoy.

A couple I know loves to travel in their RV and spend a lot of time researching everything from campgrounds to interior amenities that will make their traveling fun and comfortable. If the book you wrote is about historical towns and how they got their names, for instance, imagine how much your traveling reader would enjoy reading a book that she can interact with. Perhaps you'll include a removable cover that can snap? A pen holder for activities? An interior pocket for recipes or notes of interest?

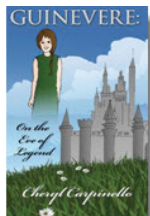
Children love fantasy. What do adults enjoy? Entertainment, stress relief, order, inspiration, how-to, education, escape and thought provoking topics, to name a few. What is needed with each of those themes to make your book not only informative or entertaining, but handy or fun to have?

The more outside the box you think, the more you will attract not only the capital you need for your project, but the more focused you will be in gathering your publishing and service provider team as well as your marketing direction. Maximize your time, money and efforts. Think outside the box!



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



Cheryl Carpinello has published *Guinevere: On the Eve of Legend* and will release *Knights of the Round Table: The King's Ransom* in 2012.

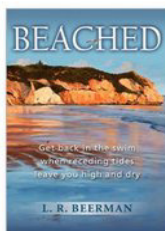


Brian Jud, Dan Poynter and Judith Briles presented their *Masters of Book Marketing* in St. Louis September 30-October 1st.



Dom Testa launches book five in the Galahad series this month. *Cosmic Storm* debuts at the Tattered Cover, Highlands Ranch, on October 5th at 7 p.m. Per Dom: "The first four books in the series have featured sabotage, mutiny, aliens, heartbreak, music, mystery and all sorts of impossible challenges... and yet, *Cosmic Storm* is in many ways the most challenging book of them all. You won't believe what fates await the crew of Galahad this time around."

Liz Beerman has completed eight author-book signings throughout the Denver Metro area for her just released book, *Beached*.



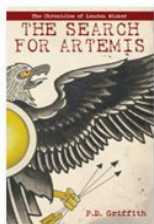
Collin Earl and Chris Snelgrove announce that their new book, *Harmonics: Revelations* just dropped on Amazon—very cool!!! *Harmonics: Rise of the Magician* is now free in eBook format.



Marc Brawner has been creating fun for over 20 years. He is a sculptor and a freelance illustrator for all forms—but mostly humorous. He does book covers, illustrations and presentations. He's based in Denver and his website is www.LittleSpider.net.



Kent Ira Groff encourages all to check out his new website, www.LinkYourSpirituality.com. My Weekly Reflections gives you a brief spiritual insight and practical exercise to start your week. The website offers a treasure trove of resources on writing, depression and spirituality. Kent is the author of several books, including *What Would I Believe If I Didn't Believe Anything? A Handbook for Spiritual Orphans*.



Patrick Griffith has lots to share: *The Chronicles of Landon Wicker: The Search for Artemis* is in paper and eBook on Amazon and Barnes & Noble. His new book trailer is getting lots of attention on YouTube, and his new website, www.LandonWicker.com went live on September 10th. He's currently running a blogger publicity campaign, which has resulted as of September 15th in 19 reviews, 3 author interviews and 5 guest posts that are scheduled for October and November postings. And last but not least, he is 25 percent through writing Book 2, *The Prince's Trap* for the series.



New Members



Laurel Downing Bill is a third-generation Alaskan. She is author of the recently released Alaska history series, *Aunt Phil's Trunk*. Volumes 1 through 4, which include about 350 historical photographs per book, feature lively stories about Alaska's colorful past.

With press reviews touting her work as "the most well-researched, well-written and fun-to-read Alaska history available," the books now sell all across Alaska from stores like Barnes & Nobles and Wal-mart to small independent bookstores and gift shops.

Laurel is currently writing Volume 5, the last book in her "Aunt Phil's Trunk" series, while she and her husband spend the summers in Alaska and the winters enjoying the sunshine of deep South Texas. Her Website link is www.AuntPhilsTrunk.com.



Sid Grosvenor claims Lake Chapala, Mexico, as his home. His past lives include being a Dallas Police Dept. Commander, an Attorney, (Juris Doctor – Southern Methodist University with Advanced Studies in International Real Estate Law at the University of Exeter, Exeter England), and a Real Estate Investor/Broker. Currently, he's a successful Exclusive Buyers Only Realtor at Lake Chapala, Mexico, and is in the process of writing his first book "so I can share the area with many more people." The working title is *How to Live a Caviar Lifestyle on a Tuna Fish Pension at Safe, Beautiful and Affordable Lake Chapala, Mexico*. Lake Chapala's website: www.ChapalaClub.com.



Julie Griffin - What brings me to authoring? There isn't a niche for a "writer" like me. I say writer in quotes because I don't see myself as a writer. I'm a person who likes to write. I'm not a children's writer, but I've written children's books. A full-time poet? No, but I have written poetry, some of which has placed second and third in Denver Women Press Club contests. A short story writer? Maybe, but my stories are considered closer to "flash fiction" (really short) than actual "short" stories, although my story "Rich" (from the Elephant Eyes manuscript) got an Honorable Mention from the 73rd Writer's Digest Competition in the Genre Short Story category. And before I forget, I've written a play, too. So, am a writer? I don't know. Would people like to read some of the things I've written? Maybe. Could it strike a chord somewhere within them? Possibly. So, I write and now, I'll publish.



Lorie S. Gose, Psy.D. - Lorie's passion is to help people have better days. She is the new author of *CalmUp® Journey: Your Daily Ascending Tool for Better Days* and the companion book, *CalmUp® Journey Pages: Your Keepsafe for Better Days*. With over fifteen years of experience working as a licensed clinical psychologist, Dr. Gose is preparing to launch her life's work. Look for her books and website coming early October. www.DrLorieGose.com. Lorie lives in Lakewood, Colorado, with her husband, son and two dogs.



Marc Brawner is an author and illustrator of children's books, as well as the Owner/President of Little Spider Creations. In his words, "I've always loved writing and illustrating books for children and their parents to enjoy reading. I created a wordless book right out of art school called *PBJ, The Sandwich Adventure*. I didn't know how to market it, thus it went nowhere. Then life intruded, and I had to make money to pay my bills. I own my own company, Little Spider Creations, which does theming for the amusement industry. Now I'd like to get back to my first love (writing and illustrating) and make some money along the way." See Marc's creations at www.LittleSpider.net.

Author U Members Support Joplin, Missouri, Schools



What an amazing gathering of all things books has happened. Author U members gathered up their books and went to their basements. Over 1200 pounds of books and teaching material were shipped to tornado-stricken schools in Joplin, Missouri. Who knows what the dollar value is of all the books and teacher support material... many thousands of dollars. How about *priceless*?

Two of our members were former teachers and knew just what the classes and their teachers needed. Georgann Hall and Carol Sue Shride delivered boxes of teaching material to support Joplin's destroyed schools. They are "back in business" in temporary buildings—it was indeed a good thing we all did. Joplin sends a HUGE thank you.



Vivian Reeves, Judith Briles and John Maling prepare books for shipping.



Driver from Hercules Shipping arrives to pick books up.



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Amateur-Hour Books:

Do You Know the Warning Signs?

by Joel Friedlander



Let's face it; I look at a lot of books. The fellow at the UPS store who receives packages for me has become my pal. They have a neat system that shoots an email to me whenever there's a package. That's the kind of automation that really works because it saves me from making a trip down there just to stare into an empty mailbox.

People send me books, which is really nice of them. I get stacks of books. I don't publish many **book reviews** (<http://bit.ly/q9usrl>) on the blog, but I get the books anyway.

Self-published books quite easily fall into two categories:

1. Books almost entirely created and produced by the authors
2. Books created by book professionals

And you simply can't mistake one for the other. It's extremely rare to run into someone who can learn to produce a professional-looking book without professional experience. I've seen a few of those, too.

Do-it-yourself publishing (<http://bit.ly/qCsQ3f>) is one form of self-publishing. Seth Godin is self-publishing now. His books are gorgeous, the equivalent of or better than most anything coming from a traditional publisher.

And the same is true for many self-publishers, although they are not as famous as Godin. They want a book they can be proud of, one that they have confidence in. They know the book will represent them well in the marketplace.

Here's how I can tell the other ones:

- **Pagination errors.** Blank pages with running heads. Chapter openers with running heads and folios (page numbers). Starting important book parts on verso (left-hand) pages.
- **Typesetting gaffes.** Books set in Times New Roman. Palatino. Rag right composition. Straight quotes mixed with "curly" quotes. Extra space between indented paragraphs. Underline for italics. Entire books set with hyphenation set to "off."
- **Gratuitous formatting.** Books that look like blogs. Lots of bullets and numbered lists. Callouts, three or four subheads per page. Lots of bold type.
- **Odd page construction.** Leading that doesn't work. Huge top and bottom margins. Or all very tight, right-up-to-the-blue-line margins and type packed together to save space.
- **Boxes.** Specifically, round-corner, drop-shadow boxes.

Continued on page 20

Warning Signs: Continued from page 19

- **Incessant clipart.** Stock photos throughout the book. Clipart. Many photos with captions and runarounds, creating “rivers” in text.

It’s also true that I’ve done almost all these things myself at one time or another. That’s how you learn. But I don’t recall doing most of them in one book, and that’s what I see when I look at self-published DIY books.

The predictability of the errors listed above is assured. It’s almost always the same types of errors, easy to prevent if you know how. After all, it doesn’t take more work to design a good-looking and well-constructed book than it does to design one that looks like an after-school project. In fact, I bet it takes less. The only difference is the difference in skill, knowledge, experience.

This is no reflection on the content of these books; some of them are quite good. But anyone who knows books will know the moment they pick up a book with these signs what they are looking at, and I guarantee it won’t inspire much confidence.

I admire the authors who do it all themselves, and I’ve seen many who have learned and overcome the beginner mistakes and gone on to publish creditable books. I sometimes feature their books here, and I’m proud to do so. They took the time to learn, and you can too.

Two things that will help:

- Look at front-list books from major publishers. Study them. Look at books from academic presses if you’re writing that kind of book. There are standards and conventions, and they are all embodied in the books turned out by publishers.
- Get a one year subscription to the online version of the **Chicago Manual of Style** (<http://bit.ly/oTzdHq>) or buy a print copy. I like the online version. One year will be a very minor expense in your book budget, and you can search its articles to answer many questions about book construction conventions.

Go and make good books.

***Joel Friedlander** is a self-published author and book designer who blogs about book design, self-publishing and the indie publishing life at TheBookDesigner.com. He’s also the proprietor of *Marin Bookworks*, where he helps publishers and authors who decide to publish get to market on time and on budget with books that are both properly constructed and beautiful to read.*



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



Tech Toolbox

Wednesday, November 2nd

3 to 6 PM

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 9th

3 to 6 PM

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?

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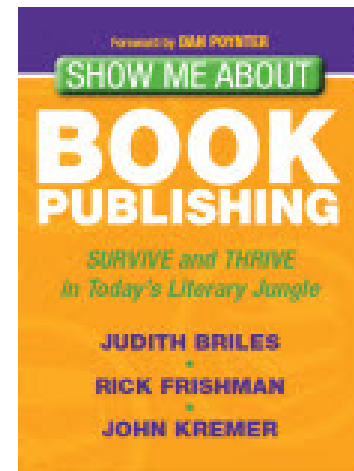
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Dinner and a Program – Thursday, November 17th

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

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Under the Covers ... with NZ/Graphics

Your Cover and What it Says About You

by Nick Zelinger



It seems almost silly to overstate the importance of good book cover design. I mean, after all, who wants a “bad” cover design for their book? No one, of course. But a larger—more challenging—issue is this: Can I have a great cover that works as a powerful marketing tool while still staying true to Who I Am? (read that as: *OMG! the marketing department has chosen fuchsia as the main color and a font style that looks like something out of the Magna Carta!*)

There are many examples of successful cover designs that accomplish both (and just as many that don’t). That’s where you—as author, independent publisher—come in. Research, research, research. Go online and browse book covers. Visit your local book stores and pick out the books—especially the ones in your subject category (your competition)—and see what makes them work. Which ones are bestsellers? Which ones aesthetically appeal to you? Which ones don’t?

When working with the book designer of your choice, you should have that information under your belt. Most good designers will come up with some pretty amazing concepts on their own (but they will benefit from your input and direction). It’s a true team effort, and the give-and-take between you and your designer makes the magic happen.

To get you off to a good start with your designer and book project, do the following:

1. **RESEARCH.** You can’t do enough of it. That includes your designer. He or she should have a clear understanding of your subject matter/target audience.
2. Your cover should work (look great) for both print and e-book versions. Most of the time, the first view any customer will see of your title will be a thumbnail view of your cover.
3. **PROPER USE OF FONTS.** The choice of font style can make or break a cover. Mixing 3 or more fonts on the cover muddies up the design, and style itself will determine the personality of the cover. Fonts are bit like fashion—they tend to be trendy and show their age. Oh, and never use an italic style for the author’s name.
4. **IMAGES.** The combination of the right fonts and color may be all one needs to produce a strong cover. Images (photos, illustrations) can be powerful but need to compliment the style and placement of the chosen font styles.
5. **BACK COVER.** Whether it’s fiction or non-fiction, this is your marketing area—your ad space. It is a confined area: you need room for your bar code, possibly an author photo, short (short!) bio, maybe a publishing company name and logo. So lead things off with a strong headline. Follow it with a short intro or synopsis, then brief bullet points about what your book will do for the reader. If it’s fiction, consider a short, dramatic excerpt. Brevity is best here. Think of the back cover copy as a teaser—just enough to grab someone’s interest.

Selling your book is pretty much like selling your home. If the inside is beautifully furnished, it’s only logical to have the outside dynamic and inviting to grab the buyer’s attention and get him or her inside.

Nick Zelinger has been designing award-winning book covers and their interiors for years. His website is www.NZGraphics.com. He can be reached at NZGraphics@comcast.net.

Optimizing Your Print Marketing Dollar

Henry Ayala, Tu-Vets Corporation



When you design a marketing program to sell your books, don't assume that your printed pieces can't be as high tech as online advertising. As a matter of fact, printing can now be interactive with your online effort and increase your overall return.

In last month's *The Resource*, I discussed QR codes and the ease with which your customers can access additional information with a smart phone. The codes are available online, but the URL that the code directs to is critical. The small viewing area on the phones require that the site be optimized for this. Think coupons, YouTube videos and special offers—all good candidates for this, as well.

For mailing pieces, there are a number of cost effective choices:

First, as *AuthorU* members, you have the option to participate in the *Independent Book Publishers Association (IBPA)* co-op mailing programs. They mail to various library, multicultural and reference groups. The mailings typically go to 3,000 to 4,000 addresses, and the cost to include your supplied printed flyer is in the \$200 to \$300 range, considerably less than even just postage on individual mailings.

Second is variable data personalization. This is where the mailing service picks up individual information from your Excel mail list and prints this at the same time they are printing the address. This is usually an individual's name, but it can be any copy that is on your spread sheet. Remember that all people love to see their names in print. The cost for this is minimal as it only entails some additional set up time for the mailer. This can be done on the envelope or on the individual printed piece if it is a self-mailer.

Third is variable data printing. This is a complete digital printing process that allows customization of an assortment of elements on the printed piece. The addition of QR codes, PURLS (personal URL addresses for each recipient) and customized images on each individual piece are only a few ideas. This typically costs the most; but when designed properly for the intended recipient, the rate of return outweighs the extra costs, and additional sales can be expected. Your printer should be involved early in your project to insure the best results.

Finally, there are mail tracking programs that allow you to follow the progress of your mailed pieces. They use the new USPS *IMB* barcode that is required on all mailing pieces. A powerful example is *Find My Mail*. With this program, you can track your printed piece to the point of delivery. Knowing this information, you can follow up immediately with the recipient via email, phone calls or your direct sales reps. Imagine the impact of contacting the customer and telling him or her that you know they received your mailer. And then you can emphasize particular features that benefit them. These tracking services are very affordable and can be used as a stand-alone service or bundled with static or variable printing.

Remember to *Keep Print InThe Mix* and reap additional profits!

Henry Ayala is the owner of Tu-Vets and a Premier Partner of Author U (see Tu-vets page on the Author U website) . Tu-vets offers AU members a discount on all printing needs, including business cards, post cards, flyers and brochures. For more information, please contact Henry@tu-vets.com.



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