



The Resource

Vol. 2, No. 7

www.AuthorU.org

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Vanity Publishing - *Beware!*

Judith Briles, Author U Founder



What a tangled web they weave ... In the past two months, I've worked with several private clients and fielded numerous phone calls/emails from authors who have issues with their "publishers." In all cases, they've been duped.

Their publishers are really not "publishers," at least in the sense that they have the infrastructure to create and support a quality book and its author or that they have their internal team—from editing to some semblance of book design and publishing marketing and publicity and that they are *accountable* in the critical accountability departments of actual book sales and responsibility.

I attended a national conference last month where the attendees were speakers. Many were well established, but a majority—new to the industry—gobbled up information that would hopefully turn them into stars on the platform. Having a book helps. Within the Exhibit Hall, several booths proclaimed that they were publishers ... *they would publish your book for a small fee*. What were they? Vanity presses—nothing more, nothing less. The predators of the print world ... and they were signing up people ... their next victims, left and right.

Are there Red Flags that can help you spot the vanity press in sheep's clothing? Sure, start with these:

#1: We publish your book for ONLY \$___. This is called "pay-to-publish"—know it by the true name. When you are told that there is a fee to publish/print your book—that's what is being done. Quality has zip to do with it; if you want editing, marketing, publicity, redoing mistakes found or their layout, etc., you will pay. And you will pay for anything else that you want to fix at an over-inflated cost.

#2: We list your book on Amazon.com. Think big freakin' deal here. Anyone can list on Amazon—set aside 30 minutes, fill out the www.Amazon.com/Advantage form and you are listed. Should you be

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listed on Amazon? Yes indeed. You can do it ... anyone can do it. Vanity presses' shot in the arm was Amazon—otherwise, their books never got any type of national/international presence for their authors.

But, and it's a big BUT, if you dream of getting your book in a bookstore, wake up! The cheap workmanship and quality of what is usually produced will never make it there. In a phone conversation with a key person at the Tattered Cover here in Denver, CO, he said, "We don't purchase vanity press books—they usually fall apart ... not to mention, they are so costly per unit, and the return policy is usually not available—it's a clear pass for us."

#3: We have the solution for author success. So do I—it's work your tush off, although that's not what they will tell you. Their success will be to always buy all their add-on packages, driving your "investment" with this enterprise to many thousands of dollars—success for *them*, mostly likely, not you.

#4: Publisher looking for authors. Yes, there is always the rare gem, break-through author that the media loves to profile ... BUT here again, this is a rarity. Publishers have authors up the gazoo ... what they want is an author with a Platform and a Plan ... that's the part where you work your tush off.

#5: Author Beware notices from credible sites. Start with a search on Google and put in the name of the publishing entity you are checking out. Follow it with the word: *complaints*, *scam* and *problems* and see what pops up. Websites, such as *Rip-off Reports* at www.ripoff.com, *Writer Beware* on the Science Fiction and Fantasy Writers of America at www.sfwaweb.org/beware/ and *Preditors and Editors* at www.pred-ed.com/peba.htm will become your best friends. *Ripoff Reports* has a section dedicated to comments from former employees; *Preditors and Editors* states in red which publishers to avoid; and *Writer Beware* includes case studies from authors sharing their ill-fated experience.

#6 Bait and Switch. Many of these companies pitch (after all, most have a boiler room type of operation—it's about quotas) and you don't realize that you have to pay them to publish your book. Not until you have submitted information—from your name, contact, book title, even the manuscript—do you realize you need to pony up funds to keep the process going.

#7 Partnering with a well-know name. Let's face it, authors want their books published. When a vanity press partners, or purchases one that is well known, the assumption is that it's a marriage made in publishing heaven. Not likely. With the rapid growth of the self-publishing world, both large and small presses are looking for avenues to

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



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

Author U shows YOU, the author, how to be the best you think you can be . . . and then how to to be even more than you thought you could be.

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

FOUNDER: Judith Briles

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carry them to the masses of self-published authors that came through the vanity press door. Get out of the book daze and stupor and do your homework before you head down the aisle. See #6 above.

Do “publishers” rip-off authors? And, if so, do they do it deliberately?

The answer is simply yes. Your best defense: don't get involved with anything that looks like, feels like or acts like a vanity press. Companies like Author House, Author Solutions, Xlibris, iUniverse, Trafford Publishing, Palibris, Author HouseUK, Wordclay and Balboa Press are to be avoided like the plague.

At Author U, we stick our necks out and let you know about the good, the bad and the ugly. Publishing predators are the T-Rex of the industry—avoid, avoid, avoid.

Author U is two years old and growing stronger and bigger every day. Our recent Annual Summer BBQ was enjoyed by 85-plus members. The first program after the summer break is on September 15th and will focus on Publishing Legal Essentials for Authors—don't miss it. The first Salon is slated for September 26th and it will continue the creation of your Author Platform—it's hot seat time. September's webinar on the 29th is “All About the Media and Being on the Air.” Don't forget—the Fall BootCamp on October 22nd—creating your Internet Book Launch and Book Blog Tour.

Judith



Banned Book Week

September 24th - October 1st

Support words, books and freedom.



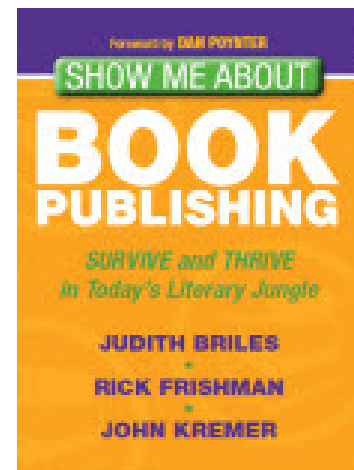
Amazon Best Seller!

Publishing is morphing on a daily basis ...

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

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

<http://amzn.to/jS3jAy>



Dinner and a Program

Thursday, September 15th

Intellectual Property Publishing Essentials 2011

A critical part of the foundation of your book includes the copyright, trademark, “what can I do” and “what should I do” to protect my work realms. A perfect way to kick off the fall Author U Dinner and a Program series is a “what’s what and who’s who” in this arena. With social media on the bullet train, you need to know the latest to protect—and support—your work.

Join Intellectual Property Attorney Jon Tandler as he weaves through the maze of publishing in today’s marketplace. His presentation will include

- Basic principles of copyright and fair use law;
- Plagiarism;
- Privacy law in the literary context; and
- Evaluating and obtaining permissions (clearances) from third parties, including quotes, lyrics, photos, interviews and other items.

There will be ample time for Q & A, so come with your questions!



Jon Tandler is a Shareholder of Ryley Carlock & Applewhite of Denver, Colorado, and practices corporate, intellectual property and publishing law. He works extensively in intellectual property law, providing counseling and transactional and dispute resolution services; his work in this practice area includes brand licensing, rights analysis for IP owners and claimants, and loan securitization with intellectual property. Jon also provides legal services in the niche field of publishing; he represents publishers, authors, literary agencies, packagers, university presses and trade associations. He serves on the faculty of the University of Denver Publishing Institute and regularly teaches about copyright and publishing for trade associations and continuing legal education. In addition to publishing law, he serves as outside counsel and provides transactional and business support services for business enterprises, professional service firms, non-profit institutions and individuals engaged in many industries.

Where: Hilton Garden Inn, DTC

When: Thursday, September 15th

Time: 6:00 PM (this is 30 minutes earlier)

Cost: \$30 Members until Sept. 13th, \$35 after; \$40 Non-Members until Sept. 13th, \$45 after.

Author Tech Toolbox Workshops

“Bring your laptop and get ready to shine online!”

Wednesday, September 28th - Part I: Getting Ready for the Big eBook Launch

Set up your accounts on Goodreads, Author Central, Google +, as well as Kindle and Publt accounts; optimize Twitter and Facebook accounts, etc. Bring your laptop and power source. Led by Kelly Johnson.

October 5th - Part 2: Shaking It Online. Make a Living with Your eBooks—the Workshop

Have you ever wondered how people make a living with their eBooks? That’s what “Shaking It Online” is all about. You will learn some of the most powerful and effective tools online and ways to implement them with your book. Led by Nick Taylor.

You will learn how

- To make online retailers market for you.
- To use Goodreads and other social media platforms.
- “Free” might be able to work for you.
- To talk about your backlist and how to use it.
- To connect with bloggers.
- Which free online tools you can use to create stunning splash pages and HTML emails.

One sessions: \$75, **Two Sessions** \$100 —includes all workshop material, snacks and beverage.

Sessions limited to 12 attendees. Starting at 3:00 pm and ending at 6:00 pm. Grab your space—Register online at www.authoru.org/sept-28-tech-toolbox.html.



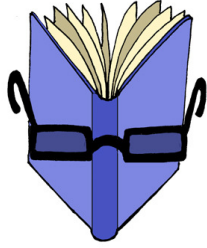
Kelly Johnson and Judith Briles
(Members Only)



The Holiday Gift Mart is SOLD OUT

It was the early bird that got the worm! Author U goes to the Holiday Gift Mart on October 13-16. If you want to be added to the waiting list to participate and sell your books, contact Judith Briles directly at

Judith@Briles.com.



Book Smarts

Upgrade to FREE: The Best Free & Low Cost Online Tools & Apps

by Beth Ziesenis

Who wouldn't want the best apps out there to make your authoring and business life easier ... and you can get it for free? Author Beth Ziesenis has created a useful guide to a variety of applications for your smartphone and computer. How would you like to have an app that

- scans your computer to find and delete large files to make room;
- alphabetizes lists,
- can organize a meeting,
- shows you how to avoid tools that are scams,
- IDs free meeting and email blast tools,
- IDs free small business tools and
- so much more?



And have it all for FREE? Each tool comes with its QR code as well.

It comes with two indexes—one that lists all by subject and the other by the proper name of the tool. For \$14.95, this book should be added to your reference shelf immediately—and replaced with the 2012 edition when that comes along.

Beth Ziesenis will become your new nerdy best friend. Her website, www.AskBethZ.com, invites you to utilize her “Ask Beth” forum to ask anything.

Dinner and a Program – Thursday, September 15th

Intellectual Property Publishing Essentials 2011 with Attorney Jon Tandler will be part of your foundation as an author. Whether you are just beginning your journey or you are well along your way, the opening program for the fall season is an essential one. Bring your questions—there will be plenty of time for Q & A. Please note—all programs are starting at 6 PM, not 6:30.



A Perfect Afternoon and Evening ...



The second Annual Author U BBQ for members landed on a perfect Colorado day and evening in August. The weather was not too hot and definitely not cold, and 85 members enjoyed the usual brats, burgers and chicken and a variety of side dishes, not to mention a beverage or two of choice.

One of the great strengths of the Author U community is its diversity and depth. Hosted by Judith Briles and John Maling, the park-like backyard welcomed all and served as a backdrop for a gourmet serving of conversations, friendships and catch-ups.

See everyone next year!



“Felt great to be among my author friends tonight at AuthorU party. Reminded about how much I love writing! Ahhh, I’m rejuvenated! Thanks” Penny Holguin

“The BarBQue was a grand event. Mom and I had a delicious, inspiring time with our little group that formed for dinner. Thank you for your generosity and the lovely opportunity to meet such fine people.” Francesca Starr

“I had the most interesting and amazing conversations—what a wonderful evening.” Joan McWilliams



Ronnie Moore, Barbara Sternbert, Dorlies Rasmussen, Francesca Sternberg, Joan McWilliams



Loren and Arjena Due

“What a delightful evening at the Bar B Q! We had a great time and met some new friends.” Loren and Arjena Due

“Thank you for your marvelous hospitality at Author U BBQ. The food was copious and delicious, the setting incomparable and the hosts amazing!! Thank you Judith and John for a Super Sunday Gathering.” Rhondda Hartman

Decoding the Mysterious QR Codes and Increasing Your Online Presence

by Kelly Johnson



Hi, Readers! This article is written by Kelly Johnson, who is my virtual assistant and a member of my virtual production team. She explains the mysterious little black and white patterned squares we see popping up all over the landscape. What are they, how do we use them, what benefits do they offer for our business and personal use?

Technology is overwhelming. One gadget that is becoming a mainstay for businesses and for anyone who wants to have chosen information transformed immediately to the receiver is the **QR Code**.

A QR Code, or Quick Response Code, is a two dimensional code that is in a black square pattern with a white background. People with a camera phone that has a code reader application installed can scan a QR code to display text, to open a web page and view a video, to name a few options.

What's the cool factor for authors who use a QR code? You may have a QR code directed to your book trailer video or to a web page with an opt-in box dedicated to resources and downloads for items related to your book or to a coupon code providing a discount or free shipping.

Here is a QR code to view a video I created:



2. Creating a book trailer video

With the popularity of video, I encourage authors to have a video trailer created for promoting their book. I send a list to clients, requesting the information I need for the video and to begin the video creation process. Video is also a great method for increasing your online presence and having your target audience get to know you better.

Not only can the book trailer be viewed through a QR code, I also upload client videos to their YouTube account, Facebook Fan Page, blog and SlideShare.net accounts and check that those accounts are optimized. I want clients to be able to repurpose their content through a variety of methods to help reach as many members of their target audience as possible.

3. Facebook Fan Pages

Many authors have expressed to me they want to have a Facebook Fan Page for their book, but they do not know where to start or how to create what they view as the "eye-catching features" for attracting their target audience to their Fan Page. When I create Fan Pages for clients, I discuss how a welcome page may reflect branding and feature a video and how Fan Pages may include an opt-in box to increase a subscriber newsletter list, post events related to their book and business and have links to their blog posts on their Fan Page Wall. Another important factor in having a Facebook Fan Page versus just a Facebook

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Decoding QR: Continued from page 8

Personal Profile is that Fan Pages are indexed in search engines, which is another method to increase your online presence for your target audience to find you.

One of the beneficial aspects in working with a virtual assistant is that it allows you to focus on your passions and where you feel the majority of your time needs to be spent. Since virtual assistants are business owners, we understand the peaks and valleys that occur in running a business and often serve as a creative sounding board for clients. Don't feel you have to be a lone ranger in your business. Partner with a virtual assistant to collaborate on projects for your business. The possibilities are endless!

Cornerstone Virtual Assistance specializes in working with authors to manage the technical, creative and administrative projects for your business. Kelly Johnson, owner and Online Business Manager, strives to move your business to the next level by ensuring that the foundation of your business is supported through managing projects and proposing creative ideas to help achieve success. Kelly's certifications include Professional Author's Assistant, online shopping cart maintenance, and article writing coach. Services offered include website and blog maintenance, newsletter creation, Facebook Fan Pages, book publishing support, desktop publishing, video creation with Animoto and teleseminar management. Visit our website at www.cornerstoneva.com/



Save The Dates!

Sept 15	Dinner and a Program
Sept 26	Salon
Sept 28	Tech Tool Box
Sept 29	Webinar
Oct 7-8	Author U in Los Angeles!
Oct 13-18	Holiday Gift Mart
Oct 22	Fall Boot Camp
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

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.



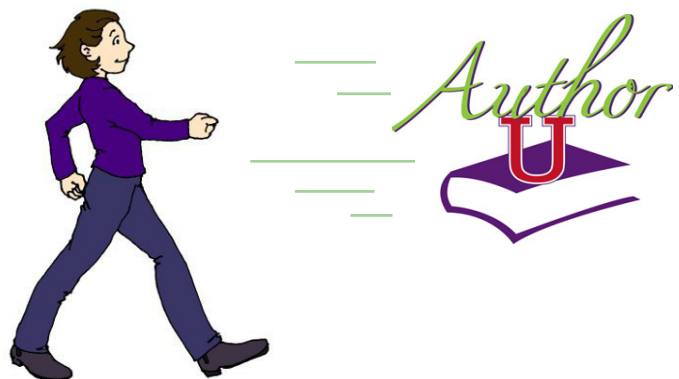
Twitter: @AuthorU



Facebook: www.Facebook.com/AuthorU



Blog: www.authoru.org/feed



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ShannonParish.com

Ask the Right Questions and Find More Sales Opportunities - Part 1

by Brian Jud



Many independent publishers ignore non-trade sales because they do not know where to start selling. Their definition of non-bookstore marketing is selling books “outside of the bookstore.” However, that only suggests where *not* to sell books; it offers no direction, insight or instruction about where or how to actually do it.

Asking and answering certain questions can help you overcome these initial concerns about entering the world of non-trade sales. To make it easier for you to conduct your own question-asking sessions, I have compiled a list of basic questions about different topics to give you a jumping-off point.

- In how many ways can we change our book to make it more marketable? Should we make it smaller or larger? Increase the spine width or make the typeface on the spine more legible for better visibility on the shelf? Come up with a new title, color combination or cover design? What else can we do?
- In how many ways can we work more successfully with our distributors? Can we communicate better? Share our marketing plans? Participate in cooperative advertising? What else can we do?
- In how many ways can we improve our pricing? If we lower our production costs, could we make more money at the same list price or even at a lower list price? What else can we do?
- In how many ways can we improve the quality and quantity of our promotion? Should we try to appear on targeted television and radio shows? Improve our performance on each by taking media training courses? Improve our press release and kits? Hire a publicist? Create more and better sales promotion items? Improve our website? What else can we do?

These questions do not represent an exhaustive list. Let your conversation lead the way; and when you least expect it, you just might stumble upon that one great idea.

Asking and answering these questions for your titles will help you formulate ideas about how to take them to new markets—possibly in different formats—to meet the needs of new groups of people. In short, they will help you find new ways to make more money selling your book without worrying about returns.

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.*



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

Counting the Cost

by Linda Lane, Editor



Choosing the perfect publisher to meet your needs is one of the most important decisions you'll make on the road from concept to creation of your book. The next step is "cash in your pocket" — at least that's the hope. Be sure to read Judith's article on page 1, and then read it again. She knows what she's talking about; she'll steer you in the right publishing direction.

Publishers are out there to make money—for them, not necessarily for you. That's why many of them get their dollars up front. If you make money, that's fine; but *your* profit is not most publishers' priority. That's also why you often pay a fixed rate for their various publishing packages and more for any extras you need. They are not philanthropic organizations; nor are they do-gooders. *Their* profit is their bottom line.

The writing/publishing process is costly because you can't do it all yourself if you want a professional finished product. Unedited pages printed on a copy machine and spiral bound at some local establishment don't show up on the NYT bestseller lists. You need to involve others to take you to that level. How do you find the right pros to help you? How do you count the cost?

Finding the right pros can be as simple as joining Author U and taking advantage of the multitude of meetings and workshops that introduce you to legitimate publishing and related professionals. If none of the members meet your specific requirements, you still get direction on finding the right people to make your work shine.

Counting the cost involves more than the act of taking your book from manuscript to printed form. Prior to that, you will no doubt want to hire a competent editor, perhaps more than one or an editing team, so that your book measures up quality-wise to the best in the marketplace. Editors can be expensive. However, not seeking editing services can be even more expensive. Why? Cost doesn't always mean dollars and cents. If you have written a fiction or nonfiction book, you need a pro to edit it. You're too close to the work to see its shortcomings, and your family and friends will be so impressed with your effort (or so determined not to hurt your feelings) that you won't get an honest evaluation. Nobody who knows and loves you is likely to say, "Great idea, lousy writing." Yet, if you put out a book that doesn't measure up, you will be remembered as the author whose works aren't worth buying. Not good!

Another area you don't want to overlook is book design—cover and interior. Your work must appeal to the eye of the potential reader before it will ever become a purchase. Again, go for the pro. It may cost money, but it's an investment in your work. If you don't value it enough to make it look its best, as well as read its best, why should reader value it enough to buy it?

Count the cost. Be willing to invest in your future as a successful writer. The tools are available. Use them.

If we edit your manuscript, we
help you make it great...

**Pen
& Sword**
Writing Coaches

If we teach you to write, we
help you launch a career!

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



Tips

In every writer's tool kit should be *The Synonym Finder* by J. I. Rodale. A 1350-page paperback volume priced below \$12 on Amazon, it's easier to use and offers many more alternatives for each entry than a thesaurus.

Need a health break? First, consult the *SitOrSquat* app on your phone and if nothing is found, look for a bank with which you have a relationship. Show the teller your relevant ATM or credit card and ask if they have a restroom customers can use. What you will get is a sparkling clean facility!

Using QR Codes for promotion is a trend. Add a QR Code to your business card. Use it to market yourself and your book. How about putting the first chapter of your book embedded in a QR code on a business card with a link to your website to purchase? Media in your cards? It's common now for talk shows invite authors to put the first chapter of their book on their website. The QR code/business card is a great way of spreading the word about your book.

Change the font. Are your eyes bugging out when it comes to looking for typos and other errors in the final edit of your book? Have read and re-read it countless times? At this point you can't see anything that needs to be changed because you know what it is supposed to say and your eyes are telling you that it's there, even when it isn't. Make a copy of your Word document and change it to a different font. The different font makes your brain "see" a new document.

Adult Hardcover Sales Down 23% This Year



According to Association of American Publishers (AAP) sales figures for the first half of 2011, adult paperback is the most popular trade category. However, paperback sales dipped nearly 18 percent, and hardcover sales fell 23 percent compared to the same period in the previous year. At the same time, *eBooks sales have continued to grow at a rapid pace*. We've embedded the complete chart below. What do you think about these figures?

Here's more from the release: "May is traditionally the second month in the U.S. classroom curriculum buying period, and AAP's previous report showed a year-to-year decline for April 2011 ... Additionally, Religious Books maintained growth for another month, showing increases of 21.6% vs. May 2010 and 10.8% year-to-date."

Trade categories year-to-date: (YA = Young Adult)

Category	2011 YTD	2010 YTD	Percent Change
Adult Paperback	\$473.1 Million	\$576.4M	-17.9%
E-Books	\$389.7M	\$149.8M	+160.1%
Adult Hardcover	\$386.2M	\$504.1M	-23.4%
Religious Books	\$252.5M	\$227.8M	+10.8%
Children's/YA Hardcover	\$198.1M	\$211.4M	-6.3%
Adult Mass Market	\$185.1M	\$264.8M	-30.1%
Children's/YA Paperback	\$163.5M	\$192.5M	-15.1%
Downloaded Audiobooks	\$36.5M	\$31.2M	+17.0%

Being a Nobody in the Publishing World Has Its Benefits

By Seth David Chernoff



First of all, when you follow your heart, you tend to have a passion unrivaled by most. You tend to work harder than most with a laser-like focus. Most importantly, when you aren't in it for the money, success is determined by the feelings and sensations along the way, which makes for a beautiful journey.

When it came time to publish my book series: *Manual For Living*, most people in my inner circle were probably scratching their heads. Here I was, a successful entrepreneur and marketing professional who decided to publish a *user's guide to the meaning of life*. However, for those of you who have overcome catastrophic illness, faced death or lost a loved one, there is an unparalleled strength in survivorship. Having survived two separate bouts of cancer myself, it wasn't a question of *if* I was going to do this, but *how* and *when*. It took me 10 years to prepare the *Manual For Living* book series for publication. It is comprised of three books: *REALITY* – released in June 2010; *CONNECTION* – releasing September 21, 2011; and *PURPOSE* – releasing in the fall of 2012.

First of all, you should know that I was committed NOT to use a traditional publisher. Even though I was an unknown author in a saturated category (Self-Help & Mind, Body & Spirit), as a labor of love I wasn't willing to allow anyone to control the fate of my book series. If I succeeded - fantastic. If I failed – I could take full responsibility.

Fast-forward one year – we recently surpassed sales & downloads of over 35,000 copies of book one in the series: *Manual For Living: REALITY*. We have developed a strong following on Facebook, Twitter and LinkedIn with a large email list. We aren't quite where we want to be, but with *Manual For Living: CONNECTION* coming out soon, hopefully we are prepared to extend our reach and to be of service along the way. For those of you blazing your own trail, here are some things we learned along the way that might be helpful to you:

Rule #1 – GET HELP. I needed help and a lot of it. I read everything I could get my hands on – books, blogs, articles, you name it. I befriended successful authors and hired a small army of support staff to speed up the learning curve. I had a book designer, proofreading editor, layout designer, a core publicist and a specialty publicist, a few marketing consultants and even an hour with Judith Briles (incredible by the way). I didn't spend a fortune, but it was a tremendous investment of time (and worth every minute).

Rule #2 – TEST THE WATERS. I wasn't willing to print 10,000 copies of my first book until I KNEW that it would have some traction in the market. So, I did my initial release with POD (Print on Demand) through Lightning Source. This way it *looked* like any other book on the market—with the one downside that distribution was challenging because book stores and retailers don't want to order POD books. While this is not the most profitable route, it did afford me the opportunity to have my book immediately available in the United States, Canada, and across Europe without a large investment. *NOTE: After we had sold the*

Being a Nobody: Continued from page 13

first 400 or so books via POD, we did a large print run and eventually signed on with a true distributor in the US and Europe.

Rule #3 – GO DIGITAL. Everybody talks about the digital revolution, and I was ready to embrace it. Not only did I offer my book in every format under the sun—I broke it up into sections that I sell for \$.99 each and had one section that I gave away for free. My digital versions were also immediately available for download all over the globe. *Note: I did NOT use smashwords because I wanted more control over the product – but I have heard that it's a great starter solution.*

Rule #4 – COVER YOUR BASES. I did all the obvious things that are required of a successful book marketing campaign: a good looking website, Twitter, Facebook, LinkedIn, blogging, listings in directories, setting up Amazon Author Central, etc.

Rule #5 – MARKET LIKE CRAZY. I was on over 120 radio shows in the first 6-7 months after my book launched. We sent marketing materials and called almost every independent bookstore (visited a few) and were eventually stocked in about 110 independent stores. We sent the book out to hundreds of blog reviewers (many who wrote fantastic reviews of the book). I wrote articles, did book signings, tweeted, posted on Facebook, ANYTHING we could think of.

Rule #6 – DON'T GIVE UP. It's exhausting. You feel vulnerable, and it can be incredibly discouraging at times. However, if you are clear on what truly constitutes success for you, you cannot fail.

Many blessings on your journey. If I can be of assistance to any of you, don't hesitate to ask.

Seth David Chernoff is a two-time cancer survivor, an award-winning author, a gifted public speaker, highly successful marketing professional and founder of multiple companies. He is the author of *Manual For Living: REALITY*, and his new book is *Manual For Living: CONNECTION, A User's Guide to the Meaning of Life*. His work has been featured in *The Wall Street Journal*, *Chicago Tribune*, *San Francisco Chronicle*, *Popular Mechanics*, *Business Week*, *USA Today*, and nationally and internationally on TV and Radio. For more information please visit <http://www.SethChernoff.com>.

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, September 26

Creating Your Author and Book Platform with Judith Briles

Step-by-step ... there is a process in identifying your niche, your market, your strategy.

Monday, October 24

Finding Financing for Authors with Scott Jordan

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.

Fall BootCamp ...



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 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 at 8.30—day ends at 4 / Lunch and workbook are included

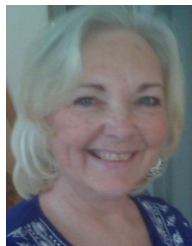
Cost until September 25th: Author U members \$109 / Non-paid members \$139

Cost after September 25th: Author U members \$129 / Non-paid members \$179

Register now: www.authoru.org/1504-2.html

Funding Options for Your Book Project

By Shannon Parish



When you request illustrations from an artist for your book, be prepared to invest in those illustrations. It is not uncommon for an author to desire illustrations, yet have no expectations of what those illustrations will cost.

As an illustrator, I've sought out a variety of resources where you can access the capital you need to pay for your publishing dream—including illustrations.

Negotiating with an artist to lower their prices so that you can save money is possible, *but not always a productive way to ensure that your illustrations are what you want*. In order to pay for their overhead, artists are no different from any other service professional. Sure, there are corners that can be cut, and illustrations can be simplified, but what you are paying for is the licensing for the usage of those images.

Do it right. Plan your illustration investment wisely—and creatively. Here are three resources you'll want to investigate for your book project:

1. **KickStarter** (www.kickstarter.com/) "Kickstarter is the largest funding platform for creative projects in the world. Every week, tens of thousands of amazing people pledge millions of dollars to projects from the worlds of music, film, art, technology, design, food, publishing and other creative fields."

2. **CrowdFunding** (Remember that old saying, "Many hands make light work?") Here's a modern twist with a financial flavor. A little money from a lot of people ... Check out these sites to facilitate your own CrowdFunding! Read more about CrowdFunding on Frugalbits at (www.frugalbits.com/goods-services/take-it-to-the-street/)

IndieGoGo.com

ProFounder.com

RocketHub.com

Quirky.com

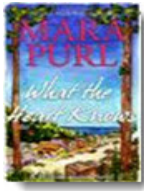
3. **Sponsors** This type of funding is occurring more and more in movies; you see the clues of sponsorship with products being shown with prominent placement. A Pepsi can sits on a table next to a bag of Doritos while an actor opens a can of Folger's in front of a window that frames a Ferrari seen parked on the driveway. Who do you know that would benefit from having their product or service mentioned in your book?

Illustrations are worth doing right. They *speak instantly* of the quality of the rest of the book. Cutting corners on your illustration investment will shout "amateur" for the unlucky author who publishes his/her book with poor quality artwork. Do it right—plan ahead.



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.

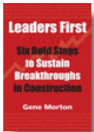
Member News



Mara Purl has completed her August book blog tour for *What the Heart Knows*. “It’s been an extraordinary experience! If I had to put my finger on what’s the most important aspect of it, I’d say it’s research. My team and I had to pull out every possible sub-stratum of subject matter that exists in my books, then research the Internet like crazy to find matches to these topics. When we found a good match, we got a ‘yes’ to having the website host me and become part of my tour. Now that I’ve ‘appeared’ on several sites, we’re all noticing true connection. That means we’ve provided their followers with true value; and it means I’m gradually adding to my own followers. There’s just no way to ‘fake’ this. It only works by being truthful. And I must add—this is about as much work as actually writing a book. Unbelievable commitment of time and energy. But for me, it’s the other half of the project. I would never consider writing a book without also doing the marketing.”



AU Note: Mara will reveal all the “how-tos” and secrets of putting together a Book Blog tour that landed her on Kindle’s best-seller list at the October 22nd BootCamp.



Gene Morton shares that the final touches have been completed and *Leaders First: Six Bold Steps to Sustain Breakthroughs in Construction* is at the printers.



Steve Replin has done the final read-through, and *Where to Go When the Bank Says NO* is at the printers.



Doug Krug shares that *The Missing Piece in Leadership* is at the printers with his first signing slated for late September—over 200 copies pre-ordered!



Roger Frame will enjoy his late summer vacation knowing that *Don't Carve the Turkey with a Chainsaw* is at the printers.



Joan McWilliams sold 160 books at her first signing for *Parenting Plans for Families After Divorce*.



Patrick Griffith has just rolled out his book trailer—clever, creative. *The Search for Artemis* was a semi-finalist in Amazon's New Fiction contest. Get yours on Kindle or Nook.



Lynn Hellerstein shares that the *American Optometric Association Journal's* most recent issue has given a stellar review on her book, *See It. Say It. Do It!* She has sold 5,000 copies and has gone back to print.



Dom Testa hosts an evening of fun as he celebrate the release of *Cosmic Storm*, the fifth book in the beloved Galahad series! Join him at the Tattered Cover in Highlands Ranch on October 5th at 7 p.m.

Monday Evening Salon

September 26th at 6 p.m. ...(Members Only) \$27

Your Author and Book Platform

Are you ready to create yours?

- Do you know what your Platform is?
- Do you have your Platform in place?
- Do you know what steps you need to take to create your Platform?
- Do you have a strategy to enhance the one you currently have?
- Do you want to build one?



There will be pre-work to be submitted prior to the Salon. Registration is limited on all Salons. Everyone is on the hot seat as Judith Briles assesses where you are and provides steps to build on what you currently have. Includes a light supper. Program will start at 6 p.m.

Register online at www.authoru.org/sept-26-evening-salon.html

Library People

Library People—Friends of Colorado Libraries is having a fundraiser with Barnes & Noble. This is being held on International Literacy Day, September 8th, at two main stores:

- The Loveland Centerra Barnes & Noble, 5835 Sky Pond Drive
- The South Colorado Barnes & Noble, 960 S Colorado Blvd, Denver, noon to 8 p.m. Special appearance by author Dick Kreck (The Smaldones) at this store at 5 p.m.



The offer also will be honored at ANY Barnes & Noble store in the state from September 8th through the 13th.

For every eligible item that is purchased at Barnes & Noble and identified as part of the Library People—Friends of Colorado Libraries bookfair, Barnes & Noble contributes up to 12% of the purchase price to my organization. More details are included on the website, www.barnesandnoble.com/bookfairs

Please consider visiting a Barnes & Noble store OR the website and making a purchase on behalf of libraries. Barnes & Noble offers books, music, DVDs, educational toys and games, gift products and so much more. In addition, online purchases are eligible for the offer. Visit www.bn.com/bookfairs

to start shopping. Please ensure you enter our organization's bookfair ID (Bookfair ID: 10508869) on the payment page to ensure we receive credit.

To learn more about Library People, a statewide nonprofit that works toward quality library service for Colorado residents by providing advocacy, support, and coordination of service projects, visit www.librarypeople.org

Stuck of What to Tweet About?

by Penny Sansevieri



Twitter is a great way to meet people, develop relationships and promote yourself and your book or business. But it's important to avoid being seen as someone who just self-promotes. Most of your tweets should be about helping others, but you also need to inject some personality to put the "social" into social networking and help people get to know you.

Here are 50 ideas for tweeting or promoting:

1. Teach stuff – teach a little mini-lesson on Twitter. Delve into your area of expertise or just talk about book publishing and how to get published.
2. Share sites or blogs that your followers would be interested in. Be their "filter" to new and exciting information.
3. Use www.Socialoomph.com to post tweets to your account for later posting so you don't have to be sitting on top of Twitter every minute of the day.
4. Use Twitter as a news source: you can easily announce news both from your world (as long as it relates to your topic) and from the world of your expertise. For example, I've done tweets on book industry stuff, breaking news, etc.
5. Widen your network – follow other Twitter folk. This will not only give you some ideas for your own "tweets," but it's a great way to network with other writers or professionals.
6. Offer advice: use www.Tweetdeck.com or Twitter Search (www.search.twitter.com) to see who's asking for info on your area of expertise and then offer them some help/insight. This is a great way to build relationships.
7. It's ok to market yourself, but be careful about pimping your stuff too much.
8. Be original, useful and helpful.
9. If you're on tour with your book or doing an event, tweet on that and invite your local followers to attend.
10. Tweet any good reviews your book gets. It's always fun to share the good stuff!
11. Every Tweet counts. Don't just tweet on useless stuff, or you'll lose followers (don't tell people you're washing your cat).
12. It's not all about you (back to the cat). People want to know useful stuff. I know this is getting repetitive, but there's a reason: it's important.
13. Promote your Twitter account in your email signature line and on your blog.
14. Network: don't expect your followers to grow if you're not following other people. Network, search for others in your area and follow them.

Continued on page 20

Tweet About: Continued from page 19

15. Personal is ok. Even though I said not to post useless information, it's still not a bad idea to (from time to time) post a personal Tweet or two. Provide value and Twitter followers will beat a path to your door.
16. Follow everyone who follows you. You can use sites like www.Socialtoo.com and www.Socialoomph.com to autofollow everyone who follows you. These services can also send a nice welcome message to your new followers.
17. There is a lot of noise on Twitter. The sooner you get comfortable with that, the better. It's like being at one massive cocktail party; you have to find ways to filter out the noise. Sites like SocialOomph can help you do that.
18. Embed a link or some other sign-up in your welcome message; this is another great way to capture emails for your newsletter (assuming you have one).
19. Use sites like SocialOomph or Twitter Search to see who's talking about you, and then follow them, too, or comment on their tweet.
20. It's ok to repeat your tweets. With the volume of messages people get, your followers will often miss some of your posts.
21. Feed your blog through Twitter using Twitterfeed.com.
22. Join Help a Reporter out: Follow [@petershankman](https://twitter.com/petershankman) for tweets on media leads (it's a great service).
23. Don't feel like you have to respond to every tweet, but I generally try to respond to all tweets that are replies to mine (you can find these under @replies on your Twitter home page).
24. Want to stay on top of your market and find stuff to Tweet about? Then go to Alltop.com and search for your category. There are thousands of them up there. Here are a few to consider: www.socialmedia.alltop.com, www.twitter.alltop.com and www.publishing.alltop.com.
25. Review a product or book on Twitter.
26. Follow big names in your market on Twitter: This will often bring in their followers, too, and you want to see what the "big guys" are up to.
27. Get a good picture: don't leave your avatar blank. Personalize your page if you can, but a good Twitter picture is a must.
28. www.Tweetbeep.com is a lot like Google alerts. You can plug in your keywords, and you're pinged each time they are used.
29. Are you ready to add pictures to your Tweets? Then head on over to www.Twitpic.com. This site will let you upload pictures and tweet to them.
30. Use YouTube to share helpful videos you think your followers will love.

Continued on page 21 . . .

Tweet About: Continued from page 20

31. Music on Twitter is also possible, thanks to TwittyTunes (www.foxytunes.com/twittytunes/). This site is great for sharing music, and it has a simple Firefox add-on that lets you Twitter on music you're currently listening to.
32. Invite people to subscribe to your ezine and offer an incentive.
33. Introduce other authors or experts to each other or to your Twitter followers (they should also be on Twitter).
34. Participate in Follow Fridays #FF and Writer Wednesdays #WW. Recommend your favorite tweeters by using the #followfriday or #FF hashtag along with their user names.
35. Link to your own articles and blog posts. Shorten the URL using www.bit.ly so you can track the number of clicks you get.
36. Link to great videos.
37. Ask for advice or ask questions that encourage responses.
38. Comment on someone's interesting Twitter background or clever bio.
39. Offer a free downloadable ebook or sample chapter with no strings attached.
40. Thank others for mentioning you on Twitter.
41. Link to an interesting Wikipedia entry on your topic or specialty.
42. Link to a transcript from an interesting Twitter chat.
43. Post an inspirational quote or message.
44. Link to other blogs, helpful articles.
45. Reply to someone else's Twitter post.
46. Run a contest.
47. Promote a special offer exclusively to your Twitter tribe.
48. Retweet (RT) someone else's posts, it's a great way to network!
49. Thank someone for RTing your post. It's always great to acknowledge someone for doing that!
50. Talk about the latest trends in your industry.

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

How NOT to Respond to a Bad Review of Your Book

By Patti Thorn

Managing Partner, BlueInk Review



Looking for a review of your book? There's a lesson to be learned in the case of Jacqueline Howett. Howett's angry response to a bad review of her book posted online, went viral, and now she's nearly as infamous as Snooki after the *Jersey Shore* chick took a punch in a bar.

Here's the backstory:

Howett wrote and published an ebook novel titled *The Greek Seaman*. She then managed to get it reviewed by a blogger – not an easy task in this world of exploding digital content. So far, so good.

But all good things must end, and Howett's good thing ended the moment the review came out. While the blogger thought Howett's story had some merit, he complained about its many grammatical errors and difficult-to-read sentence structure. Few readers, he said, would persevere through the thicket of obstacles to experience the story.

Howett was not amused.

She accused the reviewer of reading the wrong format (he insists this was not the case). She said her Amazon reviewers gave the book "5 stars and 4 stars and they say they really enjoyed the *Greek Seaman* and thought it was really well written." She posted 3 of those reviews, just to prove her case.

She was just getting warmed up.

Back in the heyday of newspapers, they used to say "never pick a fight with those who buy ink by the barrel." Someone should have updated that warning for Howett: never pick a fight with those who have a forward button on their computer.

After she posted her response to the review, others began posting on the site in support of the reviewer. And Howett, summoning all graciousness and restraint, told the blogger that his behavior was "discusting" (proving his point that she was no Strunk or White). She then called him a liar. This fueled the fire until Howett lost it altogether and told her online tormenters to "F— off!"...not once, but twice.

(In case you're wondering if Howett had a right to be angry at the review, here are two sentences from her book, posted by the reviewer:

"She carried her stocky build carefully back down the stairs."

"Don and Katy watched hypnotically Gino place more coffees out at another table with supreme balance."

That deafening sound you hear is every English teacher in America clucking his or her tongue in unison.

By the end, more than 300 people had all piled on Howett, and the whole interchange went viral. No one, it seems, was impressed with the hapless author's ability to handle criticism.

Continued on page 23

Letter to the Editor: continued from page 22 . . .

Aside from giving everyone a chuckle, Howett's temper tantrum should serve as a reality check to other authors. At BlueInk Review, we are occasionally in the unfortunate position of handing out bad reviews and responding to upset authors. Like Howett, the authors often defend themselves by telling us that others loved their book: family and friends, reviewers on Amazon, etc.

One author recently protested his review by saying that he had 11 4- and 5-star reviews on Amazon – all for a book our reviewer found “atrocious.” The online reviews, our critic pointed out to us, were all from first-time Amazon reviewers. (Can you say “friends and family”?)

If there's one thing you learn quickly in this business of criticism, it's this: never trust feedback from friends and family. Friends and family don't like to hurt the feelings of friends and family. Case in point: I was at dinner recently with my girlfriend, Lori, who was in the midst of a dilemma. A colleague of hers had just self-published a book. Lori was invited to the upcoming booksigning. The book was dreadful, Lori said. What was she going to tell her friend when asked if she liked it?

After much discussion, she came to this decision: “I'm going to tell her it was great!”

That's what friends do for friends. And, let's be honest, friends also write lots of 4- and 5-star reviews on Amazon for friends.

The point is this: Howett's defensiveness will only kill her own progress as a writer. An objective, third-party critique is not only helpful, but absolutely essential to a writer's understanding of his or her work. Whether that critique comes from a fellow author, a teacher, or a professional critic, few can learn without it.

Continued on page 24

September 15th will highlight the fall season of Author U's Dinner & Program. New start time is 6:00 pm. Attorney Jon Tandler will be the featured presenter—**Everything You Wanted to Know About Publishing and Intellectual Property and Didn't Know What to Ask**. Bring your questions ... Jon's got the answers.

October's BootCamp

Saturday, October 22nd

(Early bird registration ends September 25th - save \$\$\$!)

It's all about **Creating an Internet Book Launch**, including the development of the special website, how to create prizes and gifts (and should you), how to create the right copy and how to partner with those that will support your book. It doesn't matter whether you have a new book or an old book—what you want is a book.



How NOT to Respond: continued from page 23 . . .

Yes, such feedback is only one person's opinion. But in the hands of a professional critic, at least, that one person is someone who understands the genre, is widely read, can recognize the difference between a powerful sentence and a muddled one and—most importantly—doesn't worry about losing a friend by articulating the pros and cons of the work. An objective assessment is far more valuable than asking Aunt Sadie or your English major buddy what he/she think of your work.

Writers who believe in their craft should seek out objective reviews, as Howett did—then have the wisdom to receive the result with some introspection. Of course, getting a bad review hurts. But it also has the power to instruct. After reading a review, an author should take a deep breath. Take a jog around the block. Take a tranquilizer, if she must. But finally, when she has stopped seeing red, she needs to look at what the reviewer is saying and try to understand where she might have gone off track and discern what she can do differently next time.

Oh yeah. And she would do well to avoid telling the reviewer to F—off—especially in full view of the Internet public. Being humiliated in front of thousands of web voyeurs is no way to launch a career.

Unless, of course, you're Snooki.

***Patti Thorn** is the former book review editor for the Rocky Mountain News, now co-founder of BlueInk Review. BlueInk provides serious reviews of self-published books that publishing insiders trust. Its critics have written for high-profile publications such as The New York Times and Washington Post or served as editors at respected traditional publishing houses. Learn more at www.blueinkreview.com.*



Author U September Webinar

Thursday, Sept. 29th, 10 am to 11:30 am

You're on the Air:

How to land and perform on more TV and radio shows

Do you want to sell more books on TV and radio shows? This personal media-training course will show you how to get on more shows and appear confident, using convincing words and actions to deliver your message. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews for radio shows. You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

Thursday, September 29 16, 10:00 – 11:30 pm MT

Sign up now at

<https://www1.gotomeeting.com/register/644658784>



Author U is Us ...

Have you explored www.AuthorU.org? Author U is for the serious author and independent publisher. Its programs and BootCamps are all designed to create, promote and turn you and your book(s) into the success you want.

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- *The Resource* Newsletter, published online 9 times a year
- All programs designed for the committed and serious author
- Reduced attendance costs for monthly programs, BootCamps and Extravaganza in May
- Attendance at Member-only events: Holiday and Annual BBQ
- Book Printing discounts and perks: **Sheridan Books, Friesens Corporation, Thomson-Shore, Color House Graphics, King Printing, Total Systems Printing**
- Legal assistance for authors and publishers: Replin; Rhodes, LLC
- Printing of flyers, business cards, postcards: Tu-Vets Printing
- Interior Designs for books discounts: WESType Publishing, NZ Graphics
- eBooks, Audio book discounts: DarkFire Productions
- National Book Distribution discounts: Midpoint Trade
- Graphics and Book Cover design discounts: NZ Graphics, MacGraphics
- Editing services discounts: Editing by John Maling, Patti Thorn, and www.DenverEditor.com
- Webinar design and implementation discounts: The Webinar Mentor
- Virtual office assistance discounts: Cornerstone Virtual Assistant
- Book and Publishing coaching discounts: The Book Shepherd
- Website design discounts: Here Next Year
- Distribution with Midpoint Trade and Book Masters
- The list continues to grow!

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

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