



The Resource

Vol. 2, No. 6

Summer Issue

www.AuthorU.org

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It's Not a Fad ... It's a Trend ...

Judith Briles, Author U Founder



A distinct trend has surfaced with book shepherding clients I've worked with this past year. These successful, traditionally published authors are choosing to bypass New York. Yes, if they offered their ideas, their manuscripts to the traditional publishing community via their agents, the odds were extremely high that they would receive a hefty offer to publish the new book. Yet, these authors chose not to. Why?

For years, I've been talking about the four primary reasons I left traditional publishing: control, quality, timing, and money. Their reasons matched mine. What publishers do in support of authors has declined to a minor fraction of just 10 years ago; in fact, most have turned into quasi printing houses that include cover design and minor editing only. Marketing has been pushed to the author with the expectation that if an advance had been paid, it would be used to promote the book. Publishing corners have been cut from the quality of paper and covers to the amount of glue in the spines. And authors have awakened to the fact that publishers are leaving a lot of money out of their pockets.

Just as kids grow up, express their independence, and get their drivers' licenses, authors now want the keys to the publishing car. And it's long overdue.

That's where Author U comes in. You have the keys—with your hands on the wheel, you can go anywhere. The "anywhere" will be based on your platform, your vision, and your commitment. Along the way, Author U will introduce you to pit stops that will fuel your journey. You just have to keep refueling in the process. That's where the Author U community comes into play along with the variety of programs that are available—some in person, others via computer.

Continued on page 2

It's Not a Fad ... It's a Trend: Continued from page 1

Throughout the summer, the Tech Tool Box, Monday Evening Salons, and Webinars R Us have been active—book creation and book marketing don't take vacations. Participating in them gives our members the up-front and personal attention by the presenters to dig down, learn the concept or tool, and implement them. Webinars have plenty of seats; Salons and Tech Tool Boxes are limited, with each being sold out. Make sure you check the dates and topics for each within *The Resource* newsletter and on the Author U website and sign up early.

The rest of the Author U year has been planned. Dinner and a Program will return on September 15th with presenter Jon Tandler focusing on all things legal in the publishing world—come with your list of questions. October 22nd will be a Saturday BootCamp that reveals a variety of “how-tos” in creating an Internet Book Launch, identifying the right partners, and the creating of gifts and prizes and special websites to funnel it all through. On November 17th, Steve Stone will deliver a Multi-Media Internet program with wonderful goodies to add to your website.

Author U starts a new tradition and will be going to the Holiday Mart sponsored by Denver's Junior League in October. Participating members will have the opportunity to sell their books to thousands of pre-Holiday shoppers that are attracted to the event every year.

There's lots on the Author U Highway ... choose which pit stops will supply the fuel that you and your book need. And do plan on attending our annual BBQ on Saturday, the 20th of August. It's a freebie—just bring a side dish that feeds 8. Author U will fire up the grill, supply cool beverages, and offer something to satisfy the sweet tooth.

Judith

Are you following Author U?

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



Twitter: @AuthorU



Facebook: Facebook.com/AuthorU



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

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



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

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

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

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Shannon Parish, Layout,
IllustratingYou.com



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



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



Twitter: @AuthorU



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



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

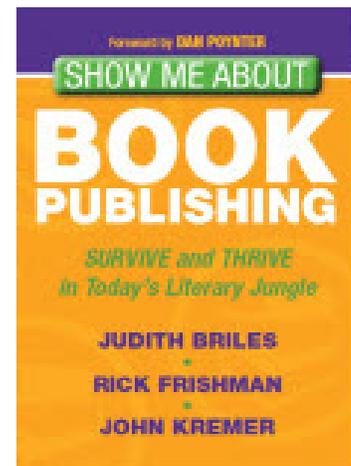
Amazon Best Seller!

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>



Author Tech Toolbox Workshops

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

Thursday, August 11th

How to Save Time Online Using Hootsuite

Feeling like posting to your social media sites takes too much time?

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

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

Sessions limited to 12 attendees. Starting at 3:00 pm and ending at 6:00 pm. Grab your space— Register online at www.authoru.org/author-tech-toolbox-workshops.html. (includes workbook and brain food to snack on.)

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. We will have brain food to snack on.

October 9th - 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 how to implement them with your book.

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.

November 2, 2011

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!



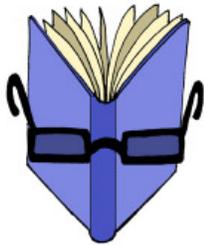
Kelly Johnson and Judith Briles
(Members Only)



Tech Toolbox: Continued from page 4

This Tech Salon will walk you through creating videos with Animoto or Flip Camera, uploading those videos to your YouTube channel, and customizing/optimizing your YouTube channel with Animoto and other videos that you create. You will be a video star in no time!

November 9, 2011

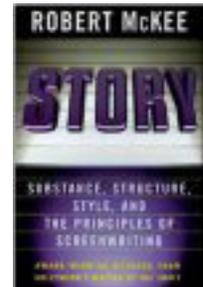


Book Smarts

Story: Substance, Structure, Style, and the Principles of Screenwriting

Robert McKee

Is there a screenplay in you ... or from your book? How would you like the guy who has won more Academy Awards, EMMY Awards, Writers Guild of America Awards, Directors Guild of America Awards and zillions of nominations to be your guide? You can with his amazing book, ***Story: Substance, Structure, Style, and the Principles of Screenwriting***. Robert McKee, known as the consummate teacher, sells out his classes and boasts over 35,000 graduates. Call him the Emperor of the Board.



What separates ***Story*** from so many screenwriting “how-to” books? It’s about the *form*, not the *formula*. Throughout, you will find examples from hundreds of films like *Chinatown*, *Through a Glass Darkly*, and *Casablanca*. Major sections have been pulled and dissected, and hundreds of other films are referenced and used—some not so kindly.

There’s plenty of software to help you structure a screenplay—what is needed is a great story. ***Story*** shows you how to create it so that Hollywood notices. It’s not the idea that will get there, it’s the *story*.



Gizmos and Gadgets Tech Tool Box kicked off on July 14th. The next session is August 11th—Hootsuite and Beyond. There are 4 spots available. Details on the AuthorU website, <http://authoru.org/july-14th-tech-toolbox.html>

How Self-Publishers Can Sell More Books with Article Marketing, Part 1

by Joel Friedlander



I've been fascinated by article marketing since I first started to learn ways to let other people know about my blog. Like most people, I use my blog as a central focus for other online activities; yet, it's initially hard to figure out how to let people know you're there.

You might wonder why a primarily Internet marketing technique shows up on my self-publishing blog. I want to show nonfiction authors how they can bring more people to their website or blog to become part of their community, support their ongoing work, and buy books or other products related to the books they publish.

Takeaway: Article marketing is marketing that any author can do with a small time investment and no cost. It can help self-publishers grow their community and sell more books.

To this end, I have discussed *Why Self-Publishing is a Long-Tail Business* (<http://bit.ly/pLWeFG>), *How Nonfiction Self-Publishers Can Become Keyword Naturals* (<http://bit.ly/qnHxfY>), and *How to Write Book Titles for People and Robots*. (<http://bit.ly/pGwlhL>) Here's why:

1. Hundreds of thousands of books are being published every year, in addition to the books already in print.
2. Bookstores are struggling, and many have already gone out of business.
3. Online sales of books continue to trend up; with fewer bookstores, this will only increase.

If you're a self-publishing author, you have to ask yourself this critical question:

How will anyone who doesn't know me find my book?

Marketing for the Age of Discoverability

To make the most of your marketing, you have to know how people search for topics that your book covers and how they find the answers they're looking for. Why? Because at that moment people turn from searchers into buyers. How can you take advantage of that? Article Marketing is a simple but potentially powerful way to reach out to the wider web beyond your own domain to find people asking questions that you—or your book—can answer.

The idea is simple. You write short articles about some specific area that people want to know about and submit them to a site that distributes articles. I picked the largest of these sites, ezinearticles.com (<http://ezinearticles.com>), and concentrated on just that one. People entering search terms in Google or another search engine will find my articles, just as they will yours. Webmasters and bloggers who need content also use these directories, since the articles are free to re-use as content on their website, ezine, or blog as long as they credit you as author and include links back to your site.

In the past I've used the example of an author who has a book about building brick pizza ovens, a well-defined *long-tail self-publishing* (<http://bit.ly/pLWeFG>) topic. Now I'm going to switch to a real-world example—my own marketing—to show you what I've done, the results I'm getting, and how I plan to maximize my use of this technique.

The History of My Article Marketing Program So Far

Last October, November, and December, I uploaded a total of 12 articles to ezinearticles.com. Over the last five months, I have sent out occasional Tweets on Twitter with a link to one of the articles; but mostly I did nothing. I checked in once in a while, and I now have 17 articles. I've already started Phase II of my project, but some of these are still awaiting approval before being released on the site. These statistics, however, are almost all from the original 12 articles I published. Each of these articles deals with some aspect of self-publishing, so they are all focused on my niche.

You can also see these 12 articles were picked up and republished 17 times. The rest of the statistics are for the articles on the ezinearticles.com website, where they have attracted almost 1,500 views, with over 80 people clicking through the articles' links that lead to my blog.

The Big Plan

This was a good result for a modest investment of time and no money. Not only that, but these articles will be there forever and will continue to generate links and traffic based on their content—without any intervention on my part. My plan is dead simple: Go from 12 articles to 100, then re-evaluate. If 12 articles generated 1,500 views, I reasoned that 100 articles might yield as many as 12,000 views in a few months, completely unattended, as well as a few hundred re-posted to other websites.

Often, after a book is published, the author calls me up and says, "What do I do now?" It's far better to have a marketing plan before you publish—perhaps even before you write the book. Still, there are things you can do if you're serious about growing your tribe and selling more books. You can begin with article marketing, which looks like a good way to establish yourself in your niche and drive decent traffic to your website.

Joel Friedlander is a self-published author; a book designer; and blogs about book design, self-publishing and the indie publishing life at www.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.



Save The Dates!

| | |
|------------------|--------------------------|
| Aug 11 | Tech Toolbox |
| Aug 20 | Member BBQ |
| Sept 15 | Dinner and a Program |
| Sept 26 | Salon |
| Sept 28 | Tech Tool Box |
| Oct 7-8 | Author U in Los Angeles! |
| Oct 13-18 | Holiday Gift Mart |
| Oct 22 | Fall Boot Camp |
| Oct 24 | Salon |

Info: <http://authoru.org/calendar.html>

Technology Tips & Tricks

by Kelly Johnson



During the summer months, we want to find more time to spend outdoors, to enjoy the sun, to take family vacations, and to visit our favorite ice cream shops for an evening treat. In order to give us some freedom from our computers and allow us to be more mobile, here are some apps for your smart phones and iPads to check out.

GoSkyWatch Planetarium

While you enjoy a nice evening of relaxation on your patio and gaze up at the night sky, you may wonder how to identify the constellations? With the GoSkyWatch Planetarium app, you can locate and identify stars, planets, and constellations by pointing your iPhone, iPod Touch or iPad to the sky. Go explore the stars! The cost for this app is \$3.99. <http://sn.im/goskywatchapp>

Yelp

I am always on the lookout for the next best pizza joint or a nearby gas station when the empty light flashes on in my car! The Yelp app can help you find places and services, and it provides reviews. This app also updates walking directions when you hold up your smart phone and aim it in any direction. There is no cost for this app.

Yelp for iPhone, Android, Blackberry, Windows Phone 7, Palm Pre and <http://www.yelp.com/yelpmobile>

CardStar

As I was running errands over the weekend, I found myself constantly pulling out the zippered pouch I carry for reward cards and digging through the massive stack I have to find the appropriate card for a particular store. With the CardStar® app, I can conveniently have my reward cards available through my smart phone. You can store, manage, and access your club, loyalty, and reward cards on your smart phone, where they can be scanned directly from your smart phone screen. You enter your membership number, and CardStar® creates a digital card. **There is no cost for this app.**

For iPhone, iPod touch, and iPad. <http://sn.im/cardstarapp>

Summer Travel Apps

To explore additional apps for the iPhone and BlackBerry, visit the link below to view these recommended BlackBerry and iPhone apps for summer travel: <http://bit.ly/qkl97s>

“See” you online!

To your success,
Kelly

Kelly Johnson works with authors to manage technical, creative, and administrative projects for their businesses and books. She's an article writing coach, does blog and website maintenance, knows how to implement an online shopping cart strategy, and is the principal of Cornerstone Virtual Assistance. She can be reached at kjohnson@cornerstoneva.com. Her website is www.cornerstoneva.com.

Do We *Really* Have to Follow the Rules?

by Linda Lane, Editor



Writing, like most professions, comes with its own set of rules – written and unwritten. Ignored, they can send us into the ranks of self-serving amateurs; strictly applied, they may trap us in that proverbial box we’re supposed to think outside of. Let’s consider just a few and how they might shape our writing.

- Get rid of the adverbs (-ly words).
- Never use clichés.
- Eliminate every word that does not move the story forward.
- Vary sentence structures.
- Use powerful, active verbs, not passive ones.
- End each chapter with a hook that leaves the reader on the edge of her chair.
- And then there are the “genre rules,” such as “introduce the love interest by page 9” or whatever. The list goes on.

One of those clichés we’re not supposed to use says that rules are made to be broken. Does this apply in good writing? Yes. And no. Knowing when and where is the key. (Yes, I’m aware that I included two fragments in this paragraph.) So how might we utilize the above rules to enhance rather than restrict our work?

- Adverbs are part of our language and have a place in our speech and our writing. Overused, however, they portray us as lazy writers who rely on them to give our work the punch it lacks because we’re not focused on powerful writing.
- Clichés come and go, which means they can date our work. An abundant sprinkling of them suggests trite rather than creative thinking. But on *rare* occasions, a well-placed one can emphasize a point or enhance characterization. Original, however, is always better.
- Wordiness often equates to redundancy and irrelevancy. Writing that is spare to the point of sparseness, on the other hand, lacks color and emotion. Find the balance that doesn’t bog down the story.
- Varying sentence lengths and structures adds interest. Utilize this tool to enhance your work, but don’t obsess about it to the point of counting the number of words or refusing to ever put two short or two long sentences side by side. Again, balance is the key.
- The occasional use of a passive verb may create a memorable thought. (It was a dark and stormy night.) However, a different structure can sharpen your word picture. (The storm raged through the dark night.)

Continued on page 10

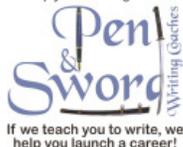
Follow the Rules: continued from page 10 . . .

- Hooks keep readers turning pages to see what happens next. Still, not every chapter needs to end with a cliffhanger. Providing an answer to a dilemma that brings its own set of problems or raising a question in the reader’s mind works well, too. This applies equally to fiction and nonfiction.
- Genre rules, by their very nature, can hinder creativity...or promote it, depending on their application. Some writers become very adept at turning these restrictive “lemons” into literary “lemonade.”

By its very name, *creative* work implies the absence of a “box” – or, at the very least, an open box. Can you imagine Bach or Beethoven working within the confines of a cubicle that stifled their creativity? How about Kitaro? David Foster? Rolf Løvland of Secret Garden? Picasso? Shakespeare? Isaac Asimov? Robert Ludlum? Mary Higgins Clark? Did/do they follow rules? If they didn’t, we would have never heard of them because they would have produced chaotic, unpolished work devoid of definitive voice/style and audience appeal. Did they stretch those rules to the breaking point? Now and then—but when they did, it worked. And they have all left their mark in their respective fields. *Why* did their breaking the rules work?

They *knew* the “rules.” They *practiced* the “rules.” And they knew *when* and *how* to break them. (Or perhaps, in the case of the writers, their editors did.) Individual voice and style, however, should never be used as an excuse for bad writing. Our goal should always be to write a great story or create a powerful nonfiction piece that touches our audience. When we do that well, we are on our way to making those rules *work* for us, as well as giving us license to break them on occasion.

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



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

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Twitter: @AuthorU



Facebook: www.Facebook.com/AuthorU



Blog:

www.authoru.org/feed



Tips

Treat social media as a form of advertising. It's pretty simple: Advertising is about selling. Social media is about building relationships. Whereas advertising is often ignored, social media offers opportunities to showcase expertise and engage potential customers in more meaningful ways. And it's free.

Summer's here, meaning that vacations are the norm. Be smart with your media and publishing pitches; you will run into plenty of "out of office" responses.

It's Book Award entry time again. This makes sense for your marketing dollars (yes awards should be put in that category)—Recommended:

Parents Choice Awards

<http://www.parents-choice.org/>

Indie Excellence Awards

<http://www.indieexcellence.com/indie-results-2011.htm>

Foreword Reviews Book of the Year

<http://www.forewordreviews.com/services/book-awards/botya/>

USA Book Awards

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

IBPA Ben Franklin Awards

<http://www.ibpa-online.org/pubresources/benfrank.aspx>

Independent Publishing Book Awards – IPPY

<http://www.independentpublisher.com/ipland/ipawards.php>

Moonbeam Children's Book Awards

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

Book Reviews that go to libraries:

Midwest Book Reviews

James Cox, Editor

278 Orchard Drive

Oregon, WI 53575-1129

Submission guidelines: http://www.midwestbookreview.com/get_rev.htm

Author U Goes to the Holiday Mart in October

Imagine shoppers—*gift* shoppers—coming to a special place on a special day, looking for unique gifts for the Holidays. Thousands of them. Would your book be something that would be perfect under a tree, in a stocking, for Hanukkah, as a special treat, or ... just fill in the blank?

On October 13 – 16, Author U will participate in Denver's Junior League Holiday Gift Mart. We've got a big booth, and you have the opportunity, if you choose to participate, to sell your books to thousands of buyers. This is the site that Colorado author Justin Matott shared about at the Extravaganza, where his books broke out when he first started along his amazing journey of success.

Think of the Mart as a store — a special, unique store where thousands come every year to buy stuff, things, arts, crafts ... and yes, even books. Author U will be in the Artisan section.

We have to man and woman it, and you will be responsible for your own inventory. You should, and want to, work the booth, being available to tell a would-be buyer what treasures are buried between the covers.

This isn't free. The booth tain't cheap—it's four days of focused, all-day selling. But AU thinks it will create excellent financial returns for our authors. Judith Briles and John Maling will be there the entire four days to run the booth and process sales—

Your cost, if you choose to accept the Author U Holiday Mart Mission, is

\$150 for 1 book; \$200 for 2 books

Work the booth up to 4 hours, or more if you choose.

We understand that some of you are out of state—please contact Judith directly on how you can participate.

Space is limited to 20 Author U members only, and it will be a first come, first served basis. To be in the "**Pick Me**" crowd, email Judith now at Judith@Briles.com. To the Holiday Mart and beyond!



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

What Special Effects Will Add Flair to Your Book Job?

by Karen Saunders



You may want to consider using one of these unique processes to add pizzazz to a special job. They are implemented during the “finishing” stage and may well be worth the added cost of your piece. Ideal places for these special effects are pocket folders, brochures, and invitations.

Embossing

Embossing uses a metal die, heat, and pressure to reshape the surface of paper. Embossing raises the image above the paper surface while debossing lowers the image. Unless combined with foils (described below), it is referred to as “blind embossing.” A small magnesium die (for example, a

logo on your business card) may cost \$100. You will need a more expensive brass die for intricate designs, beveled edges, sculptured images, or for print runs longer than 1000 impressions. Dies are priced on size, intricacy, and material—brass being the best quality. Embossing is very attractive on textured cover-weight papers (for example, pocket folders).



Foil Stamping (or Foiling)

Foil stamping uses a heated die to stamp and adhere a special mylar-backed material to paper. Foils come in many colors and materials (including metallic and pearlescence), special patterns, and designs. You can combine foil stamping with embossing to create a more striking 3D image.

Diecuts

Diecuts are areas that are completely or partially punched out with a steel blade (like a cookie cutter). A diecut can be as simple as a slit designed to hold the corners of a business card to a folder. Die cuts on the outside of a piece allow part of an interior image to show through on the outside. These effects can be quite creative. Your entire piece may be diecut into a unique shape!

Some common uses of diecuts are rounded corners, door hanger slits, flaps, holes, windows, and pop-ups. Many printers keep a number of these common dies in stock.

Varnish

Varnish is a liquid shellac put on a printed piece to add a glossy, satin, or dull finish. It is applied like a final layer of ink after your piece is printed and it may be clear or tinted. Varnish can be used to reduce glare or enhance readability. Spot gloss varnish applied to photos printed on a coated matte paper will make the photos “pop.” Aqueous coating is a more durable process that provides protection from fingerprints, scuffing, and scratches. UV-coating provides a high-gloss, rubbery, clear finish.

Curl-free Laminate

This is a film laminate that is used mostly on paperback book covers to add protection and durability. It comes in a gloss or matte finish.

Continued on page 14

Flair: continued from page 13 . . .

Fifth Color

You may notice that certain PMS [Pantone Matching System] colors [a standardized system for matching colors] do not reproduce well when printed with 4-color process (CMYK) inks. If your logo is one of these PMS colors, you may consider running a “fifth color.” In addition to the 4-color process inks, the printer would add the same PMS color ink that you normally use on your spot color jobs (for example, your stationery package) as your fifth color. The PMS ink would make your logo color match the color of your logo on your stationery materials.

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

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

. . . *The EDITING!*

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

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

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Unparalleled Editing Services for Serious Writers



What to Expect When Seeking Illustrations for Your Book

By Shannon Parish



Many clients I work with have never worked with an illustrator before. Unfortunately, they have often received misleading information from others, based on assumptions or the rare 'finds' they heard about where someone located an extremely cheap artist.

It is true that our world is becoming "flat," aka, it is becoming easy to work with third-world service providers who do not live in our economy and can afford to sell their services for next to nothing, including full rights to the work they produce. Such working relationships, however, can be fraught with problems that range from communication and motivational issues to scams to the outright disappearance of the foreign artist, as in the case of one of my clients.

This client spent thousands of dollars with an artist in another country and was thrilled that now she had all rights to the artwork at rock bottom prices. After the character she wanted had been developed to her satisfaction and several initial pieces of artwork created, the artist disappeared.

When my client tried to find the artist again, the reality of her shortsightedness regarding future product development and collaboration cost her multiple thousands; in addition, she lost several years as she sought another artist who could reproduce the original artwork as closely as possible. Her project is still not finished, and she's many years into it and seeking funding to continue.

What sounded like a great investment at an extremely low price has turned into an expensive nightmare. Her entire business, product line, and book series have now been delayed ten years (at last conversation).

It's true that an author or two will be lucky enough to get beautiful artwork with full rights for a low price—but are the risks worth the gamble?

That said, here are a few things you need to know when working with an illustrator.

1. Provide as much information as possible! An illustration is a manifestation of concepts and ideas presented in a dynamic, visual way. You and your artist need to be on the same page when it comes to fully understanding your illustration needs.
2. Search for photos, existing artwork, or other samples that represent as closely as possible what you would like to see in regard to style and expression of a message (stick figures work too!).
3. Know how many illustrations the artist will need to create for you, and know how you will use them. The more exposures your final image receives and the more frequently they appear, the more the illustrator will expect to be compensated for the work.
4. Are you buying a single use of the illustration? If so, the illustrator is free to resell the image for other applications. If you want exclusive rights to use the image, then you will pay a higher price.
5. Communicate a clear timeline. Allow enough time for the concept drawings, revisions, and final art. If you are leaving the creative interpretation up to your illustrator, you'll want to provide additional time for multiple rounds of initial sketches and revisions. Making changes after the final art phase can be frustrating and costly for both parties.

Continued on page 16

Illustrator: continued from page 15 . . .

6. Know what your budget is going to be. Consider everything that is involved in getting an illustration completed. If your budget is small, that's no problem; but discuss options with your illustrator and clearly communicate the work you want completed. Some artists, like me, have connections with capital resources to assist in funding your publishing business.
7. If you need to have a Non-Disclosure (NDA) or Confidentiality Agreement signed, be sure to state this up front before discussing your project. If you don't have one and would like use one, email me. I'll send a template for you to use.
8. Take time to review artwork proposals from several artists before you decide to work with them. Just because one is less expensive than another does not mean that in the long run you will receive the illustration(s) that you wanted, or that you will have saved money. I can't tell you the times I've spoken with clients who jumped at a cheap bid, only to experience extreme frustration and receive nothing of what they had hoped for. (You get what you pay for.)
9. When seeking an illustrator, be sure you have access to a variety of illustrations that will clearly represent their consistency in style. Speak with them and note their communication and understanding of your project. If you have miscommunication in the bidding process, you can be sure you'll be frustrated later when you're working together.
10. Cross your t's and dot your i's when you come to a business agreement—in other words, *know* what you're agreeing to. An agreement can be simple, or complicated, so a clear knowledge of your expectations and the requirements of your illustrator will protect you both and make your illustration journey a fun and exciting trip that will be profitable for you both.
11. Understand the illustration process. Your first view of your illustrations will NOT be finished products complete with smooth lines and color. These are conceptual illustrations to show you how the image will appear. My clients review their initial concept pencil sketches on a password protected Web page, which they can view from any computer or location. Communication regarding the images occurs through email, printed and faxed sketches with comments marked on each image, or over the phone.
12. Once each image is approved, it will be completed and delivered in an electronic file format that can be downloaded from the client's private page. Not all artists deliver in the same manner. Make sure you communicate and understand how your artwork will be delivered.



Just because you now have access to a final digital artwork file does NOT mean you can use it anywhere and at any time. You've just purchased the rights to use it for the agreed upon purpose. Before you can use it again, you will need to communicate with the artist and purchase additional usage rights, which are usually a percentage of your original fee.

Never take an image and make a new image. A line illustration cannot be colored in later by you or another artist—this is making a derivative of copyrighted artwork and is against the law. Working smart and with integrity, and developing a positive working relationship with your artist, will not only save you time and money, it will open the door for a positive and profitable experience for you both. Best of wishes on seeking your next illustrator!



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

Special Sales: The Buck Starts Here (Non-Retail)

By Brian Jud



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

Non-retail sales. Corporations, associations, foundations, government agencies, and the armed services buy books directly from publishers for use as premiums, incentives, sales promotions, for educational purposes, and sometimes for resale. The factor differentiating this segment from the retail sector is that you sell *directly* to buyers in these organizations. Sales are typically made in large quantities, returns are rare, and payment is received more quickly.

Content is king in this sector. Companies and associations want to use the *information in your books* to help them sell more of the products or services they offer. They use your content as a tool to increase their sales, introduce new products, educate students, or motivate members or employees.

Businesses. There are two areas of opportunity in the corporate setting. One is Human Resources, whose managers may seek books on retirement-planning programs or how to save money on insurance premiums by showing employees ways to improve their health. Employee recognition and motivation is also a growing trend.

Next, call on product or brand managers who may use your books to introduce new products, to reward buyers for making a purchase, or as a gift to customers. The company may customize your book by placing its logo on them. Contact Guy Achtzehn (guy@msgpromo.com) for a sales force to represent your titles to this segment.

Associations. Over 135,000 nonprofit membership organizations exist worldwide. Consider two major ways to sell to associations. The first is termed “cause marketing,” where you donate a percentage of each sale to a charitable, non-profit organization to help finance their cause. The other approach is to sell books directly to the association, which in turn uses them as a premium to increase membership or re-sells them in their bookstores.

Schools. The academic marketplace is an opportune segment for publishers, one using books as a foundation for its existence. It impacts people of all ages, from pre-school through graduate school and adult education courses. Regardless of the grade, age of student, major in college or choice of home, public or private education, the need for books is ubiquitous.

Government. How would you like to sell to a customer that needs your content, has virtually unlimited funds, and does not return your books? There is such a customer—your own federal government. And don’t ignore state and local agencies.

Special Sales: continued from page 17 . . .

Military. You can sell books domestically or overseas to military exchanges and libraries, Department of Defense Dependent Schools, onboard ships, to retired military personnel and to the families of military personnel. Do this online and through commissaries and direct marketing.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy. Simply divide non-bookstore marketing into its two component parts, and you may find hundreds, if not thousands, of prospective customers for your titles.

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

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July 25th AU Salon – a Real Winner

By Barbara Joye, author of *The Creating Formula* and Liz Beerman, author of *Beached*

Editor's note: Barbara Joye and Liz Beerman attended Author U's July Salon, "Writing for Magazines," hosted by Judith Briles and conducted by feature writer Sally Sitch. In this article, created for The Resource, they share the highlights of the program and the outstanding value of Author U Salons.



"Once again, Judith Briles created the setting for another one of her amazing Author U Salons." **Barbara Joye** wrote, "As was promised, the evening was jammed-packed.... Sally...presented a no-nonsense program of incredible information. Those attending now have the tools to move into the world of 'paid-by-the-word' writing of magazine articles. During the evening she covered

1. The world of custom publishing,
2. What magazine editors want,
3. How to create interesting article topics and present them,
4. How to achieve success when approaching magazine editors,
5. Techniques for article research and the tools for such,
6. How to showcase yourself as an article writer whether you are or not,
7. Price ranges for articles and where to find them for each magazine,
8. How to negotiate with the editor,
9. How to reuse the same 'works' ethically while earning a fee for little effort.
10. Email links for nearly every topic she [addressed.]

"The evening was so full of information, antidotes, and answered questions that many attendees felt the effect of writer's cramp and brain overload. ... Such is the scene that Judith Briles sets with her Author U Salons. The quality of presentation and the meeting of minds make the Salons ... unique and well worth an evening of your time."



Liz Beerman noted, "Sally reached into her bag of experience, memories, and anecdotes to illustrate her interactions, both good and bad, with a variety of editors. She then boiled it down for us into two types of stories that editors are looking for: *evergreens*, those time-honored stories that continue to be the backbone of the bulk of consumer publications. Topics here include fitness, health, money, saving money, relationships, and stress reduction, among others. The second story type is either *bringing a brand new idea* or putting a *new spin on and old one*."



Continued on Page 20 ...

July Salon: Continued from Page 19 ...

“She shared that editors don’t always know what they want and appreciate writers who come to them with the ‘what if’s’ and ‘what about’s’ taken from bits and bytes of information found in the back pages and corners of news and existing magazines....

“Her template for a pitch included everything from the opening line, ‘I would like to propose (for a specific section, edition, etc.) an article entitled xxxx. The gist of the story will be xxxx and then close with your credentials.’ She encouraged pitching based on the calendar—Mother’s Day, Fourth of July, holidays, or on anniversaries—50th anniversary of the Barbie doll, etc. Then consider how you might be interactive and draw the reader into the conversation. Interactions might be a sidebar quiz about the subject or a reference to a supporting website. ... [She] admitted she was still surprised by the number of writers willing to give away their ‘words’ just for the chance to be published ... and warned that there were several ‘red flags’ that identified neophytes to editors. One of the most obvious was the way they negotiated payment. ‘Remember,’ she said, ‘they don’t know that you are new in this genre until YOU give it away!’

“Sally concluded by taking questions from the group and encouraged us all to be good detectives and hunt for new ideas that can be turned into magazine article concepts. She challenged us to spend the time to ‘deconstruct’ good articles to see what not only made them good, but made them desirable to the publication.”



What I like in a good author is not what he says, but what he whispers.

~Logan Pearsall Smith, “All Trivia,” Afterthoughts, 1931

Is QR for You?

by Henry Ayala



QR (quick response) codes are those funny, square, squiggly symbols that are starting to pop up all over. From store tags to mailers and magazine ads and books, the QR revolution has begun. What are they? How can they help your business?

First, let's consider a little background. These symbols started in Japan, where they are quite ubiquitous as a way for the auto makers to keep track of their parts inventory. But they soon evolved into much more than that. Now they are found on everything from business cards to bus ads and even buildings.

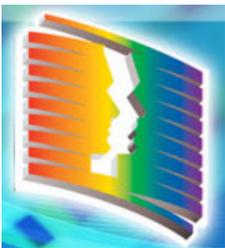
Why are they so popular? The answer is convenience to the consumer. The QR code is a hard link that quickly directs the customer to your specified web address, using a smart phone.

Imagine a potential customer seeing an ad for your company or product. They are interested but want more information. Instantly, they can scan the QR code with their smart phone, and they are directed to your web address that can contain video, coupons, order forms, or your company's web page.

For more durable printed pieces, such as catalogs, brochures, books, or posters, you can update the information at the web address. So the QR code remains fresh.

A creative example is a Korean supermarket chain that grew their business without adding brick and mortar stores. They put up life-size posters of their store shelves in subway stations. Harried commuters could scan the QR codes for each item as they waited in the station. The items scanned went into a shopping cart. Once the order was placed, the items were delivered to the shopper soon after they arrived home.

The QR symbols are free. However, the real trick is to use them to direct your customers to the best information on the Web you can come up with. It's time for your creative marketing juices to get flowing, pump up your business, and support of your book.



Henry Ayala is the owner of Tu-Vets Corporation, one of Author U's Premier Partners. Tu-vets prints quality brochures, postcards, business cards, and other items for the author. Contact him at <mailto:Henry@tu-vets.com> or 800 894-8977 for money saving news and exclusive weekly specials. His website is www.tu-vets.com.



Member News

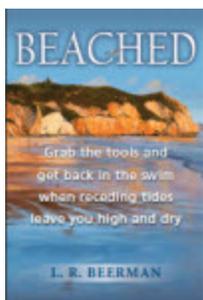
Jim Hall continues to share the news about *Parachuting for Gold in Old Mexico*, his quest for lost gold mines and all the adventures that encompassed. Both his experiences in his younger years and his later years as an author have been educational and life changing! He was recently called by Follett, who wants to purchase books. That is a celebration! In addition to local events, Jim is looking forward to going to Orange, Mass., aka Jumptown, for a Skydiver Reunion in September.

Cheryl Carpinello is thrilled to announce a publishing contract for *Young Knights of the Round Table: The King's Ransom*. [MUSEitUp Publishing](#) out of Canada picked up the digital and print rights. Tentative date for its debut is May 2012. *Young Knights* will first appear digitally. Cheryl is also the author of *Guinevere: On the Eve of Legend*.

Seth David Chernoff reports that *Manual For Living: REALITY* hit 30,000 sales/downloads on iTunes and Kindle after 12 months on the market and a strong PR and marketing campaign. Book two in the series (*Manual For Living: CONNECTION, A User's Guide to the Meaning of Life*) comes out September 21st.

Lynn Hellerstein, author of *See It. Say It. Do It!* is honored to have Hellerstein & Brenner Vision Center voted into the 2011 Family Favorites Edition sponsored by the Colorado Parent Magazine, under the category of "Best of Business & Service." Her practice was voted "One of the top 5 best places in Colorado for Vision Care for Kids."

Susan Piergeorge, author of *Boomer Be Well! Rebel Against Aging Through Food, Nutrition, and Lifestyle* and nutrition coach, posts weekly tips on her blog, <http://susanpiergeorge.com/blog/>. *Boomer Be Well!* covers trends in food, nutrition, health, and lifestyle for the Baby Boomer generation. Topics include food; food safety; allergies; sensitivities; intolerances; use of supplements; nutrition; and health conditions associated with aging, such as arthritis, diabetes, osteoporosis, cardiovascular disease, insomnia, and many more. Cooking tips and recipes are also included throughout the book.



Liz Beerman is dancing on the beach with her just-released *Beached*—available in digital and trade paper formats now. What happens when something unexpected crashes into your life? Perhaps an unforeseen layoff, medical diagnosis, unexpected loss of a loved one, or other disaster impacts you or someone you know. What do you do next? Six characters are beached. Through messages received in unexpected ways and the sage advice of a mysterious lighthouse keeper, resolutions that enable them to move on with their lives are framed and executed. This motivational and inspirational parable is a must-read for anyone challenged with life's unpredictable moments.

Member News: Continued from Page 22Continued on Page 21

Kim Field has written, produced, narrated and hosted the film that is featured in the Littleton Museum's latest exhibit, *Pivotal Points*. From an excellent array of maps that are hundreds of years old, learn about Colorado's evolution from the mapmaker's perspective.

Chuck Blakeman announces a special offer for his No-Nonsense Strategic Plan Workshop. He asks, "Is it time to dust off that Business Plan you wrote for the bank two years ago, update it, and put it back on the shelf to collect more dust? Or is it time to trade in that worthless, dusty Business Plan for a Strategic Plan that will 1) guide you tactically and practically every day of the year (a rolling 12-month plan); 2) be dynamic, changing with the needs of your business; 3) make it easy for you to measure whether each week/month/quarter is making you money; and 4) be concise and clear enough that you could stand and share your annual strategy in 2-3 minutes." Chuck knows what he's talking about—he manages several companies from \$2 million to \$120 million. Date is August 18th from 11 to 4:30. Location is Fiddler's Green Center I. Space is limited, so call 303-669-2349 for details. Special rate of \$77 for AU members.

Author Events:

Be part of the Jefferson County Public Library Author Meet and Greet as they prepare to celebrate Banned Books Week. JCPL is offering table space to display and sell author's books and to chat with their patrons.

11 a.m.-2 p.m. Saturday, Sept. 24
Belmar Library
555 S. Allison Parkway
Lakewood CO 80226



Authors may sell their books on-site, but will need to provide all supplies and change for their transactions as no change or credit card transactions can be provided by the Library. You get a table space (3-4 feet table top) and a chair. There will be no access to electrical outlets. JCPL will provide snacks and beverages throughout the event.

Space is limited. Please register by Aug. 15. You will receive confirmation of your reservation by Aug. 25. The website with more info and a form to register for the event: <http://www.formsite.com/jcplforms/callforauthors/>,

Sell Your Book at the Library, Aurora

The Aurora Public Library will be hosting an Author Meet & Greet on October 23rd. They are looking for authors who would like to attend. Download the PDF application from the home page at www.auroralibrary.org

If you have any further questions, contact Megan Ellis, Outreach and Programming, at 303-739-7473 or email mellis@auroragov.org



Welcome to our New Members!



Donna McGuigan is an ardent explorer of the metaphysical and science fiction worlds, a veteran RN and Holistic Practitioner by day, an author by night. She's the author of *A Call to Radiance* and is working on a mystical thriller that is the beginning of a series. When she's not writing, she can be found at her Holistic practice, www.hearttohearthealing.com.



Jenny Kachnic, CCMT, CRP, the owner of Canine Wellness, LLC, provides alternative and complementary healing options for dogs in the Denver-Metro area. Jenny is also a service dog trainer and Advisory Board Member for The Grey Muzzle Organization. She is currently writing a book on senior dog care, which is, of course, about her favorite topic—dogs.



Anthonette Klinkerman, a powerhouse in pink combat boots, is the author of *Courtesy Bootcamp*. She teaches at an alternative night high school when not out speaking and putting her audiences through drills. Her website is www.courtesybootcamp.com.



Ryan Moehring was born in Nampa, Idaho, and raised in Omaha, Nebraska. (He's still not sure what he did to piss off his parents.) Ryan attended Beals Elementary School in Omaha, where, as a result of his unfashionable mullet and husky physique, he was indiscriminately pummeled during recess by white and black kids alike. As a result, to this day he is terrified of playground gravel—won't go near the stuff.

He currently lives in Colorado with his wife and dogs, where he earned his master's degree from Denver University's Sturm College of Law. While Ryan's legal writings have been published by the likes of Oxford University Press, *The Fried Twinkie Manifesto* is his first book. His website is www.FriedTwinkieManifesto.com.



Elaine Gibbs, a Real Estate Broker/Owner in Colorado Springs, has been in the business for over 39 years. Now she has written a book on a particular facet of that business and is looking toward Author U for help in the production and sale of her new book. She also looks forward to participating in Author U activities.



Welcome to our New Members!



Wendy L. Duncan spent eighteen years in the corporate world of insurance, experiencing and witnessing the impact good leaders and bad managers had on employee morale, employee health, and production. Last year, she left the industry to pursue her life's passions, which include writing, improving animal health, and rescuing animals in disaster situations.

Since then she has expanded her vision to helping leaders and organizations create positive change in employee/manager relationships. She wrote and published *Lead Employees to Success Not Out the Door* in September 2010 and recently started a blog to help others address difficult workplace situations and become better leaders.

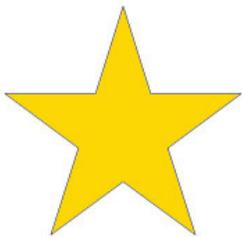
While currently working in the animal health industry, she has also started writing two novels and is interested in eventually trying her hand at travel writing, which will she hopes lead to some exciting vacations.



Dorlies Rasmussen was born in Germany during the turmoil of World War II. To avoid the advancing Russians, her mother fled with 18-month-old Dorlies and her siblings to a different part of the country. During this time, her father was fighting for their country in the Battle of the Bulge. Subsequently, they were reunited with him and lived in a cramped section of an abandoned prisoner of war camp until 1952. Dorlies and her family finally emigrated to the U.S. and settled in Greeley, Colorado.

She is retired now, but her career has spanned a variety of occupations that include real estate endeavors, community organizations, modeling petite clothing for specialty shops, and owning a distinguished and award-winning design studio called Designing Women & Associates, Inc.

Having a great passion for the study of history, culture, and human creation, and motivated by a promise she made to her parents, Dorlies has set out to record the remarkable story of her heritage. At the same time, she hopes to entertain her readers and raise their awareness that the world is not always as it appears, and that wars are created by politicians and not by humanity at large.



Good Things To Do:

Tornadoes Are Bad News ... Let's Help Joplin, Missouri, Schools: its schools need fiction and nonfiction books for K-12 students and teacher resource guides. The high school is destroyed. Books that can't be used will be given to the local National Guard unit. If you have new or used books or know anyone who does, contact Judith Briles or deliver to her home—she will forward directly to the district. Call 303-885-2207 or email her at Judith@Briles.com. Thanks to Judy Kundert, Penny Holquin, Sara, Stuebe, and Georgann Hall, who have already delivered boxes of goodies. **Please get your books to Judith no later than August 10th.** Call and let her know you are bringing them... we have to arrange for delivery to Joplin with the carrier.

Craft An Exceptional Elevator Pitch

by Penny Sansevieri



What is an elevator pitch and why do you need one? It's a short one- to two-sentence description about our book—the briefest of the briefest descriptions you can develop. Elevator pitches are important because our ever-shrinking attention spans can only be captured by a very short, succinct pitch.

How do you craft an elevator pitch? First, look at the core of your book to determine your primary message. What is it *really* about? Next, what's in it for the reader?

When I worked with people on elevator pitches, I found that they often kept the best sentence for last. Authors typically save the crescendo of the story until the final chapter. You don't want to do that in an elevator pitch. You want to lead with the tease that will pull the reader in.

When would you use an elevator pitch? You might use it to promote yourself to the media, to book a speaking event, or to pitch a blogger. Elevator pitches can be used for a number of reasons and in a variety of ways. Once you create a great elevator pitch, you may find yourself using it over and over again. That's a good thing!

Components of a great elevator pitch

Every elevator pitch must

- Have emotional appeal,
- Be helpful,
- Be insightful,
- Be timely
- Matter to your reader!

Essential Elements of a Powerful Elevator Pitch

- 1. Concise:** Your pitch needs to be short, sweet, and to the point.
- 2. Clear:** Save your five-dollar words for another time. Use simple language any layperson can understand. If you make someone think about a word, you'll lose them.
- 3. Passion:** If you're not passionate about your topic, how can you expect anyone else to be?
- 4. Visual:** Use words that bring visual elements to your reader's mind. Make your message memorable to bring the reader/listener into your story.

Continued on page 29

Elevator Pitch: Continued from page 28

5. Stories: People love stories, so tell the story. When the pitch is woven into the fabric of your book, it creates a smooth presentation.

How to Craft Your Killer Elevator Pitch

- **Write it down:** Start by writing a very short story so you can tell the story of your book in two paragraphs. This gets the juices flowing. As you edit your story down from 200,000 words to two paragraphs, you'll see why it's important to pull only the most essential elements into your pitch.
- **Make a list:** Write down 10 to 20 things that your book does for the reader—action statements, benefits, or book objectives.
- **Record yourself:** Next, record yourself and see how you sound. Likely, you will not like the first few drafts you try. This will help you listen to what you're saying so you can fine-tune it.
- **Rest:** I highly recommend that you give yourself enough time to do your elevator pitch. Ideally you want to let it rest overnight, if not longer. Remember, the elevator pitch may be the most important element in your marketing package. You want to make sure it's right.

Having a prepared “pitch” for your book will help you enormously, whether you are pitching the media, an agent, a publisher, or even a bookstore. Having a short, concise pitch will get and keep someone's attention and increase your chances for a positive desired outcome. Keep in mind that if it is tied to current events, it could change as events change. A good pitch will be fluid, but it should always be an attention-grabber. In a world cluttered with information and filled with noise, the shorter and more focused you can be, the more exposure you will get for your message!

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

September Monday, 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.

October Monday, 24

Finding Financing for Authors with Scott Jordan

November 28th

Write Naked! With 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.



Letter to the Editor

By Patti Thorn

Managing Partner, BlueInk Review



I am not one to write letters to the editor. Instead, I vent by talking my husband's ear off until he gets a wild look in his eye and wanders out of the room. But I felt compelled to respond to the comments attributed to Dan Poynter in the last Author U newsletter.

The article was headlined "Crowd Sourcing Replaces Professional Book Reviewers." It went on to say the following:

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

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

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

Where to begin?

First, let me say that Poynter is right in his observation that the publishing industry can no longer support book review pages in newspapers and magazines. He is wrong, though, in assuming that they ever did. Publishers are notorious for letting newspapers and magazines—aside from a few major publications, such as the *New Yorker* or the *New York Times Book Review*—fund their own book coverage without submitting so much as a classified ad to help. At the *Rocky*, I can't recall a single ad running from a publishing house in 12 years.

That fact aside, it's true that newspapers and magazines are failing as ad dollars move to online media, or even leave media altogether for social marketing. So it is more difficult than ever to get books reviewed.

Poynter's next line, however, made my jaw drop. (Had my husband noticed, I'm pretty sure he would have started edging out of the room immediately!) This is where Poynter notes that "professional reviewers...rarely read the book anyway." If only I had known that, I could have saved myself endless hours of late night reading in my job of critiquing books for the *Rocky Mountain News*. In my 12 years as books editor of the *Rocky*, I never—repeat NEVER—wrote a review of a book I had not read from start to finish (usually including the book jacket copy and any press releases to boot).

I have no doubt that the freelance critics who wrote for me did the same. This was the most dedicated group of people I have ever met. Many not only read the book they were assigned to review, but went to the library and checked out the author's entire oeuvre to make sure they were well informed before writing the review. If my operation was an anomaly, I would eat all 29 volumes of the Encyclopaedia Britannica—that is, if you can still find them in print somewhere.

As for crowd sourcing being a more reliable form of book review, come on. We all know what authors can accomplish with a Facebook post and an email blast to all their friends: *Voila!* Twenty 5-star reviews on Ama-

Continued on page 28

Letter to the Editor: continued from page 28 . . .

zon. Can you trust those reviews to adequately reflect the quality of the book? About as much as you can trust Andrew Weiner to keep his underwear off Twitter.

During my tenure at the *Rocky*, I did a story on the number of “fake” reviews on Amazon—some written by the authors themselves. Ask any author who has ever dreamed of selling a book, and he’ll tell you that he asked at least 3 of his best friends to get on Amazon and rave about his book. And what’s more, he won’t be ashamed of it. He’ll tell you everybody does it.

As for “less fluff,” how does this Amazon review of the popular Southern novel *The Help* strike you?

“I found this book to be offensive. When it was suggested by a friend of mine to read, I was very hesitant (sic). She told me to read it and we would compare our thoughts. I was still hesitant after skimming through a few pages. I did not want to feel like I just watched *Roots* or *Mississippi Burning*. I hated that I finished this book. And they are comparing this book to Classics?!? Are you kidding me?”

And the reviewer’s criticism is...uh...what exactly?

Professional reviews are a critical cog in the book business. While not infallible, they offer informed, reasoned assessments that put the book into the greater context of literature. They are not replaceable with this sort of sophomoric review. They do, however, provide a nice complement and reality check to crowd sourced reviews. At BlueInk Review, we use professional reviewers who know their genres and offer opinions that are more than thinly supported snap judgments. I am proud of our roster and would never use reviewers who weren’t committed to reading the entire book.

And now that I’ve ranted, I’ll sign off. The steam coming out of my ears is warping the book I’m currently reading. Er, by the way, I plan to read the whole thing. From cover to cover.

Patti Thorn was the books editor at the Rocky Mountain News for 12 years. She is co-founder of [BlueInk Review](#), a fee-based service that reviews self-published titles.

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 is slated for Saturday, October 22nd.

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. Details will be in the September newsletter.



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.

For only \$89 ... here's why you should be a member:

- *The Resource* Newsletter created 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 Linda Lane
- 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*.

All of us at Author U look forward to the expansion of our community. Tell your friends ... \$89 is a very small amount to invest for your success.

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Meet the Author U Board



Judith Briles
Founder and CEO

As an international speaker, publisher, known as The Book Shepherd, award-winning and best-selling author, Judith Briles knows the publishing industry. She's the author of 28 books, has sold foreign rights to 16 countries, sold in excess of 1,000,000 copies in combined sales, is co-founder of Mile High Press, has created and chaired numerous publishing conferences since the mid-80s, created the Book

Shepherding concept in Colorado, and conceived of and developed Author U(niversity). Her book, co-written with Rick Frishman and John Kremer, *Show Me About Book Publishing*, was recently published along with the audio of *The Tango of Authoring and Publishing*, co-written with Katherine Carol.

Judith is an innovative and creative guide who can expertly assist you with your book and publishing project. She has mentored up-and-coming authors and publishers for years and dedicated untold hours to educating others about the pitfalls—and joys—of the publishing world. She is past president of the Colorado Independent Publishers Association (CIPA) and the Colorado Authors League (CAL). She writes “The Book Shepherd” segment for the www.BookMarketing.com newsletter and numerous columns, along with partnering with Brian Jud and Dan Poynter in the www.MastersOfBookMarketing.com series.

Marty Dickinson
Vice President



Marty Dickinson is the Founder of Here Next Year (www.HereNextYear.com) and an Internet Marketing Guru. He's the author of several books, including *Web Marketing All-in-One for Dummies*. He has been a full-time Internet marketer for 15 years, selling books, promoting affiliate products, and generating leads through more than 100 of his own websites. Marty loves to share what he's learned about online promotion through training-style workshops and writing. His services company, HereNextYear, Inc., has a team

of 7 web designers and programmers that create and support WordPress websites for authors and speakers around the world. His core belief is this: “To be successful on the Internet, you either need to hire your own team or find one that's already existing and working together. There's no need or reason to try to do it all yourself anymore.” Marty, known throughout the business community as “the guy with the dog,” invites you to take action by connecting with him at www.HereNextYear.com.

Brian Jud
Secretary



Author, book-marketing consultant, seminar leader, television host, president of Book Marketing Works, LLC., a partner in Premium Book Company, and a partner in the www.MastersofBookMarketing.com, Brian keeps busy. His books include *How to Make Real Money Selling Books (Without Worrying About Returns)* and the *Publishers Weekly* titles, *Beyond the Bookstore* and *The Marketing Planning CD-ROM*. With Oracle Corporation, Brian developed and introduced the Special-Sales Profit Center, the web-

based, targeted-marketing system that helps deliver incremental sales and profits to publishers worldwide. Brian's primary website is www.BookMarketing.com.

Barbara Joye
Treasurer



Author and Publisher Barbara Joye is The Shift Guru. She's also a CPA, motivation speaker and belief shift life coach. She challenges and encourages her audiences and clients to identify their limiting beliefs and shift those beliefs to create the life they are intended to live. As a certified hypnotherapist, she assists individuals in connecting to their higher wisdom so they can more fully understand their own life's purpose. During this time of Great Transition, it is critical to shift to the most powerful beliefs to hold to create the life we each desire. Her books include *The Creating Formula*, *The Journal of Trusting*, *The Light Won*, and the *Belief Shift Oracle Deck*. Barbara's website is www.TheShiftGuru.com.

Meet the Board: Continued from page 29



John Maling
Director

Publisher of Mile High Press, Editor and author John Maling has had his hands, and eyes, into the art of writing and authoring since he can remember. Several of the books that he's edited have won multiple awards, including his own book, *Have You Ever Held a Mountain?* Information on his editing is at www.TheBookShepherd.com and www.MileHighPress.com.



Georgann Hall
Director

Georgann does editing and handles the marketing for Parachuting Publishing. She's a retired teacher and is learning everything she can about the publishing and authoring business. Visit her at www.ParachutingAssociates.com.

Administrative

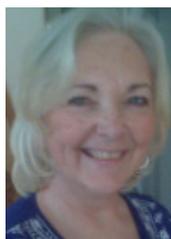


Linda Lane
Director and Editor of The Resource

As the principal in Pen & Sword Publishers Ltd., Linda Lane expands and defines the editor's role in today's publishing marketplace. Pen & Sword Publishers — www.penandswordpublishing.com and www.denvereditor.com — came onto the scene to address the continuing evolution in publishing. An outgrowth of her earlier companies, Edit et Cetera Ltd. and Stepping Stones Press, it broadens the scope of their horizons to embrace new technologies such as ebooks, readers (Kindle, etc.), and other innovations that promote reading and writing. In addition to a broad spectrum of editing and ghostwriting services, she offers writing and editing workshops with the goal of raising the quality of self- and independently published books. She has served as editor of a number of other publications, including her own senior journal some fifteen years ago, in addition to being on the ground floor in creating The Resource.

Linda has also authored of two novels.

Shannon Parish
Administrator for Author U



Shannon Parish has worked with professional speakers, authors and writers, small businesses, and non-profits for over 30 years. She understands the needs and importance of providing a variety of services and loves working with authors and seeing their books flourish. She's a published illustrator and cartoonist, specializing in pen and ink illustrations that range from simple line drawings and cartoons to the finely detailed technique of stippling that comprise her artistic prints.

Her unique ability to vary in style and concept allows customers options that speak directly to their target market and niche.

View her artwork at www.IllustratingYou.com Contact her directly at 720-295-7409. She is the CEO/President of Symphonic Business Networks at www.SymphonicBusinessNetworks.com.

Don't Miss Out ...

Annual BBQ for Members and Family. Put **Saturday, August 20th** on your calendar for Author U's second annual BBQ. Bring a side dish for 8 ... AU will supply the rest.

Register at: <http://authoru.org/aug-20th-member-bbq.html>

