



# The Resource

Vol. 3, No. 2

A Book Publishing News eZine

www.AuthorU.org

## Contents

Do You Know How to Create ...  
Page 1

What's New What's Old  
Page 6

CalmUp for Authors  
Page 7

Upcoming Dates  
Page 8

Death by Buzz Words  
Page 10

Book Smarts  
Page 11

Why Does It Take So Long ...  
Page 13

How to Be a Star  
Page 16

Webinars R Us  
Page 17

Marty's Corner  
Page 18

The New PR  
Page 19

Member News  
Page 21

New Members  
Page 23

What's Your Social Media ...  
Page 25

What to Do with a Wet Cell Phone  
Page 26

Dealing with the Author Overwhelm  
Page 27

Writing a Press Release  
Page 29

So What are We Doing with It?  
Page 34

17 Fun Freebies  
Page 35



## Do You Know How to Create Book Sales?

Judith Briles, Author U Founder



Do your book buyers know how to find you? Do you know where your book sales come from? Do you know how to pitch your book? Maybe ... Maybe not. After last month's Maverick Marketing BookCamp, it's clear that this thing called selling books is in the author's hands—think *proactive, proactive, proactive*. Book sales and deals are not going to come your way while you wait for the phone to ring or for an email or letter in your mailbox unless *you*—that author—get your game in play.

How do you do that? *Visibility!* Start with the type of book you have. Is it business? Piece of cake—there are main media outlets looking for stories. Think *CNN, CNBC, MSNBC, Fox News*, your local news—including print and TV and radio. Who do contact?—writers of the business section (go online and read the paper if you don't subscribe); call the news department of the TV station; for national shows, call and ask who the contact is to pitch/tell/share a hot story lead to (sometimes called the booker); for radio, call the station and ask who the producer is for any show that covers current news on air.

Scan the daily paper—what's the news? Hook your book to it—pitch. At the BookCamp, there was a front page story about how minorities were being discriminated against in the lending arena in the *New York Times* that morning. Member Steve Replin has a book—*Where To Go When the Bank Says NO*—it screams of a tie-in and pitch. He's got the answers ... he has to tell the media so. Steve's got a website ([www.HardMoneyBooks.com](http://www.HardMoneyBooks.com)). If he lands anything, he can ask that it be included; he can also let viewers, listeners and readers know that his book is available on Amazon.

That's traditional media that would be used to market a book. Your real game-on will be through the non-traditional route—Blogging, Facebook, Twitter, YouTube, Google+ and LinkedIn Groups. YouTube is the #1



Continued on page 2 ....

**Do You Know How:** Continued from page 1 ....

TV channel—are you on it? Are you working on building your followers on Facebook and Twitter? How about a consistent Blog that goes out every week (or a few times a week)? Have you explored the groups on LinkedIn and begun to test the Google+ waters? Instead of investing in the traditional “publicist” to get on TV and radio—you can get someone for far less money to develop a social media campaign to get your name out there ... and your book.

It was asked—said—several times, “My book is fiction ... I don’t know how to market it.” Here’s my response—what separates fiction from non-fiction is traditional publicity channels. Let’s face it: unless you are HUGE in fiction, the media isn’t going to care about your masterpiece. Otherwise, your reach-out game is on.

How do you market it? The answer is *visibility*. Fiction authors must create the same type of fan base that the non-fiction author does. Let me repeat a portion of the paragraph above: Your real game-on will be through the non-traditional route—Blogging, Facebook, Twitter, YouTube, Google+. YouTube is the #1 TV channel—are you on it? Are you working on building your followers on Facebook and Twitter? How about a consistent Blog that goes out every week (or a few times a week)?

Instead of investing in the traditional “publicist” to get on TV and radio—you can get someone for far less money to develop a social media campaign to get your name out there ... and your book.

Both types of books have genres—where are the Blogs that are within them? Find them. Google “top blogs” in your genre. Go there. Make comments. Create a plan to do a virtual book tour. Member Mara Purl did and discovered to her pleasure that her Blog partners over a month’s period of time landed her book, *What the Heart Knows*, in front of 17 million readers. In the January issue of the *Resource*, the BookSmarts column was all about creating virtual book tours—did you read it? Did you order the book that was recommended within it?

You do the same for Facebook and Twitter—there are a significant number of fan/business pages that will be dedicated to your genre on Facebook; there is a Twitter Directory—find it and use it. Then there’s Skype—you can have a “Booktail” party with fans that gather in a location and connect with you. Possibilities. Possibilities. Possibilities.

The reality is that most people buy—*anything* they buy—based on emotions. When they are seeking help, you want them to think of *your* book as a product that provides an answer—be it to fixing something, resolving an issue or for pure entertainment. The seeker is most likely in the “buy” mode. Are you visible? Are you reachable? Can you be found with a few key words and a computer?

The Internet has changed a lot of the rules of yesterday ... yesteryear. It’s fast forward time ... your book—today, it’s all about being “out there”—

Continued on page 3 ....

## 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](http://www.AuthorU.org)

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FOUNDER: Judith Briles

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**Do You Know How:** Continued from page 2 ....

exposed, talked about, findable. Your buyers can't find you if you don't build the bridges for them to get there.

It's a new year—social media programs will be woven throughout, starting with this month's Dinner and a Program with Melody Jones, who works with authors, creating campaigns to build their fan base. Tech Tool Boxes are scheduled, and the monthly Salon will focus on how to control a media interview so it features you and your book in its best light. Don't forget to hold the May 3-5 dates for the Extravaganza.

*Judith*



## Renewal Dues are Due Now!

It's that time of the year ... Author U Dues are now due.  
What does your \$89 Individual and \$150 Associate membership bring you?

How about ...

### Discounts for

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

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

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

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



## Author U's Extravaganza

# It Takes a Village to Create and Market a Book



### Bonus Session:

Thursday Afternoon, May 3<sup>rd</sup>

Join Book Marketing Guru **John Kremer**, author of the book marketing bible, **1001 Ways to Market Your Book** at the Author U pre-Extravaganza bonus session.

*Details to come ...*

**Time:** 3 to 8 ... will include dinner.

**Location:** Doubletree-DTC (off of Orchard and 25)

**Cost:** \$50 for Members; \$75 for Non-Members. *This is the Early, Early Bird rate.*

Any author or forthcoming author should experience John Kremer. Savvy, Current and Creative. [www.BookMarket.com](http://www.BookMarket.com)

## The Extravaganza

Friday and Saturday May 4<sup>th</sup> and 5<sup>th</sup>

New faces, new variations on critical topics ... join confirmed national publishing Speakers:



**John Kremer** Book Marketing guru, *1001 Ways to Market Your Book*

**Steve Harrison** Radio and TV Interview Reports (RTIR)—publicity

**Florrie Binford Kichler** president of IBPA

**Marty Dickinson** Getting Brutal with Google

**Mary Barnett** Mobile Marketing

**Brian Jud** Niche Marketing for Your Books

**Georgia McCabe** Social Media

**Janita Cooper** Book Trailers, Video, CD and DVD

**Daniel Hall** ePromoting and eMarketing and Webinars

**Peter Vandevanter** Next, Next Thing in Printing ... and several more.

**Professional Head Shot Photos** Ashlee Bratton

**Exhibitors** include Sheridan Printing, Total Printing System, Thomson-Shore, King/Adi Printing, NZGraphics, IllustratingYou, The Book Shepherd, Soup Kitchen Writing, The Book Shepherd, BlueInk Reviews, Patti Thorn Editing, Illustrating You, Editing By John, Tu-Vets Printing, Hercules Freight, Frederic Printing ... the list is growing

**Sponsors** include Total Printing and Thomson-Shore

**Time:** Friday 8 to 8 ... includes lunch and dinner (surprise guest appearance) and a little music.  
Saturday 8 to 5 ... includes lunch

**Location:** Doubletree-DTC off of Orchard and 25

**Cost:** \$277 This is the Early, Early Bird rate for Members; Non-Members, \$330—it will increase \$50 in February, March and April. Single day rates are available—check [www.AuthorU.org](http://www.AuthorU.org) for details.



## Do you need (or want) a sharp, up-to-date head shot?

Ashography Event & Portrait Photography is offering photography packages at the Author U Extravaganza this May. If pictures are worth a thousand words, having a professional portrait for your website, bio or book cover is priceless. Photographer Ashlee Bratton will have her studio lighting setup and offer packages with professionally edited photos, including digital rights.

Private portrait sessions may be scheduled separately through [www.ashography.com](http://www.ashography.com).

Bring your best smile and put your best self forward! Think website, one-sheets, book covers ... you name it, she can do it!



### Book Launch Sites

*by Shannon Parish*

Creative services for Authors  
 Beginner WordPress Sites  
 Book Launch Sites  
 Cartoons  
 Illustrations  
 One Sheets  
 Flyers  
 Business Cards

(720) 295-7409  
 Visit me online at:  
[www.BookLaunchSites.com](http://www.BookLaunchSites.com)

Call me now for your  
 creative needs online and offline.  
 (720) 295-7409

*\* Author U Members receive discounts!*

## February Dinner and a Program

# What's New, What's Old, What Works and What Doesn't in Social Media



Love or hate social media, it's here to stay. If you are bemused, bewildered, and befuddled, let Melody Jones bewitch and beguile you with clarity. You'll leave with detailed handouts; an understanding of the most well-known platforms, including Facebook and Twitter; and all the latest and greatest about the new (big) kid on the block, Google+.

Bring your laptop because we're gettin' real with Google+. You'll join, find, and connect with your Author U buddies in Circles, learn how to interact in real time using the Google+ Hangout feature, and create a business page. Come prepared by opening a Google account prior to the meeting and knowing the email AND password you opened it with.

But wait, there's more:

- Tweet This - why when you tweet, what you tweet, and where you place your link matter
- Schedule That - make a new plan, Stan, and set yourself free with a social media schedule you'll fill in before the night slips out the back, Jack
- In Your Face(book) – why you must be real, be informative, and be wary of overload
- Ch-ch-changes – what they are and why you should care on Facebook and Twitter
- The Greatest Match of All Time: Facebook vs. Google+
- Attention, Class! Social media lessons from 2011 and what you can learn from them
- Never Stop Learning: Top 10 social media information resources

## Mark your calendar for:



**February 23, 6-9 p.m.**  
**Hilton Garden Inn DTC.**

Be prepared to interact, have fun,  
and make friends with social media.

<http://authoru.org/feb-23-dinner-and-a-program.html>

*Melody Jones manages the social media presence for authors and other creatives through her company, Melody Jones | Social Media Management Services. She also hosts Social Media Coffee, a real-life monthly education and networking group in Parker, Colorado.*





## CalmUp® for Authors

By Lorie S. Gose, Psy.D.

- *How can I create consistent writing time in my schedule?*
- *How can I do a better job with marketing my books?*
- *How can I schedule more book signings?*
- *How can I make time to attend an AuthorU function this month?*
- *How can I...?*

Are these questions familiar to you? What personal “How can I...” question would *you* ask as a published or future author? The beauty of an open-ended question is that it expands the field of possibility, allowing answers to emerge from outside your inhibiting beliefs and self-concept.

I created the CalmUp® Journey for people interested in making positive changes in their daily lives. You begin by asking a “How can I...” question for your day. Your question can relate to your writing/work, relationship, family, finances, health, faith, or other personal experiences.

Ask your “How can I...” question. Then assign a baseline rating from 1 (lowest) to 10 (highest) for the level of peace and joy. The CalmUp® Journey will take you through seven levels of a one-page, two-sided worksheet that you can complete, ideally, on a daily basis. When you complete the tool, you’ll evaluate your progress with a final rating.

For example, back on September 12, 2011, I was in the throes of the publishing process. In the midst of new-author-chaos, I started at level 1 and asked, “How do I birth this book with love and grace?” Within approximately 30-minutes, my rating changed from a “3” to a “7.” Later, on September 27, I asked another business-related question, “How can I move forward and launch CalmUp® with joy and integrity?” That day my rating changed from a “4” to an “8.” I laughed when I recently reread my subsequent question, “How can I get a full night’s sleep?” The next day, I finally had a “10”!

Use the CalmUp® Journey for guidance—and ascent—during life’s challenges, transitions, crises, and especially to enhance daily life experiences. The truth is you’re probably doing a fine job of making your way through the writing, publishing, and marketing maze. You found Judith Briles. You have the support of other writers. You’re on track. Can it get any *better*? How about a *better* life of *better* days? Ask your day’s question, then move *up* the page to turn a page.

**Dr. Lorie Gose** is the author of CalmUp® Journey: Your Daily Ascending Tool for Better Days and the companion book, CalmUp® Journey Lorie S. Gose, Psy.D.



*Pages: Your Keepsafe for Better Days. In January of this year, Lorie celebrated the launch of CalmUp,® LLC. She lives in Lakewood with her husband, son, and two dogs. You can contact Lorie, read her blogs, and learn about her workshops at [www.DrLorieGose.com](http://www.DrLorieGose.com).*



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

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



## Mark Your Calendars - 2012 Save the Dates!

<b>February 2, 9, 16, 23</b>	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
<b>February 1</b>	Tech Tool Book with Kelly Johnson 3 p.m. - 6 p.m. <i>The Wonders of WordPress</i>
<b>February 3</b>	Webinars R Us with Daniel Hall 1 p.m. – 2.30 p.m. <i>Step-by-Step Insider Secrets To Producing Highly-Profitable Webinars</i>
<b>February 23</b>	Dinner and a Program with Melody Jones 6 p.m. – 9 p.m. <i>Social Media ... What Works ... and What Doesn't</i>
<b>February 27</b>	Salon with Judith Briles and Barbara Joye 6 p.m. – 9 p.m. <i>It's Your Spot: How to Be a Great Media Guest and Control the Interview</i>
<b>March 1, 8, 15, 22, 29</b>	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
<b>March 6</b>	Tech Tool Box - Kelly Johnson and Judith Briles <i>Keywords and eBooks, Part I</i>
<b>March 20</b>	Tech Tool Box - Nick Taylor <i>Keywords and eBooks, Part II</i>
<b>March 22</b>	Dinner and a Program with Brent Sampson 6 p.m. - 9 p.m. <i>How to Crack the Amazon Code and What's New in POD</i>
<b>April 5, 12, 19, 26</b>	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
<b>April 4</b>	Tech Tool Box / Kelly Johnson and Judith Briles <i>The Wonders of WordPress</i>
<b>April 11</b>	Tech Tool Box - Kelly Johnson <i>SlideShare</i>
<b>April 19</b>	Dinner and a Program TBA
<b>May 3, 10, 17, 24, 31</b>	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
<b>May 3</b>	Extravaganza Bonus — An Afternoon with John Kremer
<b>May 4 – 5</b>	Author U Extravaganza! All day plus Friday evening <i>It Takes a Village to Create, Market and Sell Your Book</i>
<b>June 7, 14, 21, 28</b>	<i>Your Guide to Book Publishing</i> Radio Show, 4 p.m. MST
<b>June 21</b>	Dinner and a Program TBA
<b>December 15</b>	<i>Holiday Dinner Party</i>





## Upcoming Tech Toolboxes *Save the Dates!*

Tech Tool Boxes are 3-hour intensives from 3 to 6 p.m. and are limited to 8 attendees. Bring your laptop. You will get direct one-on-one coaching from Kelly Johnson and Judith Briles.

### February 1     **The Wonders of WordPress** with Kelly Johnson

Beyond the basics and in-depth, one-on-one formatting becomes the perfect hands-on detailed follow-up to the Monday Evening Salon held on January 23<sup>rd</sup>. Want to learn how to add a post or page to your WordPress site? Images and links? Change the look? Want your Blog synched and running smoothly? Interested in discovering which widgets and plug-ins are for you and what they can do?

Come join us to learn how you can manage and update your own WordPress site! *(Only 3 spots left!)*

### March 6     **How to Save Time Online Using Hootsuite and Keywords Using Google+, Facebook and Twitter and Defining Keywords, Part I** with Kelly Johnson and Judith Briles

Feeling like posting to your social media sites takes too much time? Do you have the right keywords and keyword phrases to connect? Do you know which hash tags open the door to the magic re-tweeting kingdom? Save time online by 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?

### March 20 **Shaking It Online. Make a Living with Your eBooks—the Workshop ... Keywords and eBooks, Part II ...** with Nick Taylor

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.

We will learn how

- to make online retailers market for you,
- to use [www.Goodreads.com](http://www.Goodreads.com) and other social media platforms,
- "free" might work for you,
- to talk about your backlist and how to use it,
- to connect with bloggers,
- to find free online tools that you can use to create stunning splash pages and HTML emails.



**Register Online**  
<http://bit.ly/xqHBa8>

### April 4     **The Wonders of WordPress** with Kelly Johnson

Beyond the basics and in-depth, one-on-one formatting becomes the perfect hands-on detailed follow-up to the Monday Evening Salon held on the 23<sup>rd</sup>. Want to learn how to add a post or page to your WordPress site? Images and links? Change the look? Want your Blog synched and running smoothly? Interested in discovering which widgets and plug-ins are for you and what they can do?

Come join us to learn how you can manage and update your own WordPress site!

### April 11     **SlideShare Basics and Strategies** with Kelly Johnson

SlideShare has 60 million monthly visitors, 130 million page views, and was recently voted among the World's Top 10 tools for Education and eLearning. In addition to presentations, SlideShare supports documents, PDFs, videos and webinars. Embed your uploads to blogs and websites, install the SlideShare application on your LinkedIn and Facebook accounts, upload presentations publicly or privately, and discover their free, 1-click web meetings using Zipcast.

## Death by Buzz Word ...

If your online profiles are woven with words like creative, organization, or effective, you may be influencing the snooze factor for your readers and visitors. Below are the Top 10 Buzzwords that LinkedIn suggests to delete from your profile NOW!

In December, LinkedIn released to its 135 million members, a list of the year's most overused professional buzzwords—common, everyday terms all of us use frequently. Get out your “X” marks the word mentality ... it's time to do a makeover.

- # 10 Dynamic
- # 9 Communication Skills
- # 8 Problem Solving
- # 7 Innovative
- # 6 Motivated
- # 5 Track Record
- # 4 Extensive Experience
- # 3 Effective
- # 2 Organization
- # 1 Creative



Cartoon by ShannonParish.com

All great words ... do come up with ones that say what “they say” but with a twist—time to be creative ... whoops ... imaginative and inspired!

### Conscious Media Relations



#### Personal Development Radio Media Tour

2000+ Personal Development Radio Shows are waiting to interview you!  
Get \$500 Gift Coupon Toward Your Personal Development Radio Media Tour

Author, Speakers and Leaders: Do you want to be proposed as a guest to more than 2000 radio shows that are specifically seeking personal development/self-help/conscious living/prosperity/health experts?

As a bestselling author and world class publicist, my colleague Jackie Lapin has assembled an astonishing portal directly to these shows. Her Personal Development Radio Media Tour is the only direct connection to this targeted media segment!

Sell books, drive opt-in and increase your visibility! If you've got a book launching or you want to revitalize a book sitting in your garage or on book shelves, you've got to explore this option!

Give Jackie a call at (818) 707-1473 within the next 48 hours and get a \$500 coupon toward her Guaranteed 30 Interview Tours or the new Direct Access Path for budget-conscious and self-published authors! Then go directly to this link to get connected:  
[PersonalDevelopmentRadioMediaTour.com](http://PersonalDevelopmentRadioMediaTour.com)



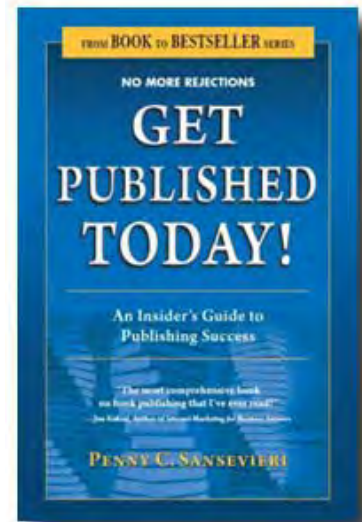
## Book Smarts

### Get Published Today

By Penny C Sansevieri

In this author-friendly, no-nonsense format, Penny Sansevieri brings . . . Penny Sansevieri brings her labyrinth of publishing and marketing experience to the front. *Get Published Today!* will be considered one of the new bibles of publishing. Little is left unaddressed. Areas covered include shortcuts and insider tips such as

- how New York publishing really works,
- how to get published in ninety days ... or less,
- how to jump on the eBook bandwagon,
- hundreds of publishing and marketing resources,
- how to sell your book in the foreign market and make great money.



The book is divided into three sections: *Let's Get Published*, *Getting Ready*, and *To Market*.

*Let's Get Published* first looks at New York publishing in general and branches out to all the hybrids. You get info on copyrights, trademarks, patents, the critical need to edit (almost always bypassed by self-publishers), which printing options are available, branding, and eBooks.

*Getting Ready* focuses on goal setting, market analysis, creating a marketing plan and timeline, obtaining endorsements.

*To Market* is all about promotion—from book reviews, various book events, using traditional as well as social media and a variety of methods to promote your book. Available in both print and eBook formats. Highly recommended.



## Tech Toolbox

February 1

**The Wonders of WordPress**

with Kelly Johnson

Beyond the basics in-depth, one-on-one formatting becomes the perfect hands-on, detailed follow-up to the Monday Evening Salon held on January 23<sup>rd</sup>. Want to learn how to add a post or page to your WordPress site? Images and Links? Change the look? Want your Blog synched and running smoothly? Interested in discovering which widgets and plug-ins are for you and what they can do?

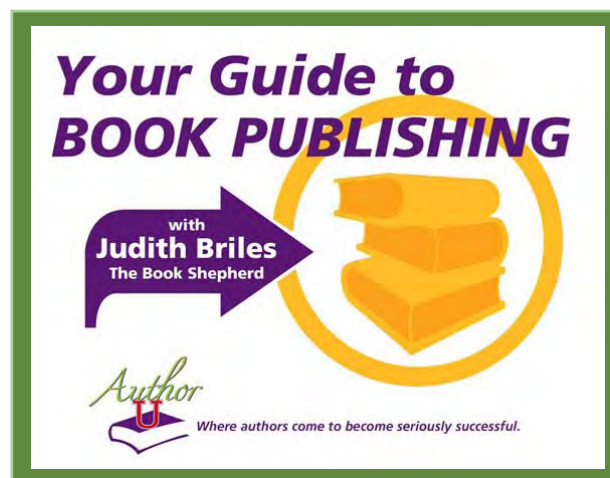
Come join us to learn how you can manage and update your own WordPress site! *(There are only three spots left!)*

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



## Author U Is on the Air!

**Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask** launched live on January 5<sup>th</sup>. Every Thursday, Judith will host an hour radio show with guests and features. Live with call-ins. For the beginner and intermediate author—all episodes will be available for downloads and podcasting. Listen live or click on the podcast from the website. February's programs include the Author Platform, Creating and Marketing Fiction, Free Apps for Authors, IBPA's Perspective on Indie Publishing.



If you want to write and publish a book ... if you want to be successful as an author, *Your Guide to Book Publishing ... Everything You Want to Know, But Didn't Know What to Ask* is for you. You will hear about statistics, scenarios and strategies on what to do now! As The Book Shepherd, Dr. Judith Briles is in, and each week she will include publishing professionals that will reveal tips and secrets to the author's journey. If there is a book in you, you want to listen, learn ... and yes, call in with your questions each week. Go to the website and listen to our past shows.

Call in LIVE at **866-404-6519 4:00 pm MST**

Listen LIVE at <http://rockstarradionetwork.com/shows/yourguidetobookpublishing>

Search for us on iTunes or go directly to <http://bit.ly/zrBsWR>

## Monday Evening Salon - *For Members Only*

**February 27<sup>th</sup> from 6 pm to 9 pm**



**How to Be THE STAR and IN CONTROL When You Are Interviewed**  
with Judith Briles and Barbara Joye

Are you planning to be on the air? Do you want to be a guest? Even host a show? Learn the skills required to be effective, persuasive and IN CONTROL when you are a guest on radio or TV. Learn what works and what doesn't and how to take control back when the host takes over. Silly people—they thought it was their show. Nope, when you are the guest, it's about YOU and YOUR BOOK.

Come learn how Judith got herself on 1000+ shows, how she pitched and “hooked” the spot and the fine art of being a great guest that gets your message across. Both Judith and Barbara are experienced radio show hosts. Learn tips on booking guests and how to get the host on your side so he or she becomes a raving fan. Hot Seats and dinner included. *(Only eight spots available)*

**Register:** <http://authoru.org/feb-27-monday-evening-salon.html>



## Why Does It Take So Long To Sell My Books?

by Brian Jud



The process for selling books through bookstores—in fact most retail stores—is standard. You find a distribution partner who fills the pipeline with your books. They are placed on the shelf; and if 5,000 books are sold, they are sold one at a time to 5,000 people. There is no relationship with the buyer, and each sale is a distinct event. If they're not sold in 90 days, your books are returned.

The process for selling to corporate buyers is much different. Your books are not sold off the shelf and are not returnable. They use your book as a marketing tool to sell more of their products or as a way to educate, train, reward, or motivate their employees.

You are the sales person because there are no distributors to the corporate market. They are buying in larger quantities, so the same 5,000 books are sold to one person.

These buyers are in a career position, spending their company's money. They do not want to make a mistake and look bad by buying a book that does not perform as expected. Therefore, relationships are key. Salespeople call on buyers for several years to earn a large sale. They become trusted consultants to the buyers, helping them make decisions to spend tens of thousands of dollars on your book. In many cases the decision is made by a committee, more touch points before they place an order. And more times than not, a key person in this process is promoted, transferred, or leaves the company; and it starts all over again.

For all these reasons, selling books to corporate buyers takes much longer to complete than a retail sale. The attached information describes each step in this process to give you a better understanding of what each sale entails. It may seem laborious at times, but the rewards can be enormous.

Most independent publishers try to sell their books only through the typical distribution network. Their efforts consist primarily of securing distributors and wholesalers to funnel books to retailers who put them on their shelves. There they stay, nestled among their competitors for a quick and easy comparison of benefits and price. The entire course of action may take 10 minutes since the purchase risk is low. If the book does not meet expectations, it is returned and eventually makes its way back to the author.

Unaware that this traditional system is totally different from the process for selling books to nonretail buyers, publishers expect a similarly short selling cycle in the promotional products industry (PPI). But that is not the case. In the PPI, independent sales people (called distributors) sell—on a commission-only basis—a wide variety of products as premiums and ad specialties.

In order to grow their businesses, they must seek a continuous source of new prospects. The sales people learn their prospects' needs, propose solutions, make multiple presentations, negotiate the terms of each sale and service the business once the order is placed. This takes considerable time, if for no other reason than that the buyer's risk of making the wrong decision is considerably higher since the purchases are not returnable.

. . . Continued on page 14



### Have You Met Author U's Associates?

Have you checked out Author U's Associate Services page on the website? We have recommended providers from shipping to printing and everything in between. <http://authoru.org/associate-service-providers.html>

**Why Does It Take So Long:** Continued from page 13 ....

Here is a description of the typical process for making a large-quantity, non-returnable sale to a professional buyer, perhaps in a corporation, association or school.

## The 10-Step Process for Making a Major Sale to a Non-Bookstore Buyer

### Step One:

#### Salespeople search for prospects to create new opportunities (Continuous Process)

Distributors canvass their prospect lists to find new buyers for promotional products, as well as current customers to find new ways to sell to them. These could be marketing people, executives, HR managers, sales managers, meeting planners, prospects at government agencies, and the armed forces. They seek ways to sell promotional items in large quantities with no returns.

### Step Two:

#### Qualify and prioritize the prospects

Not all prospects are equal in their ability to purchase promotional products. Some may be entrenched with competitive products, have no budget to purchase, or may have recently concluded a promotional campaign and are not currently in the market. The distributors must decide which are the best sales prospects at this time so they concentrate their efforts where they should get the greatest return.

### Step Three:

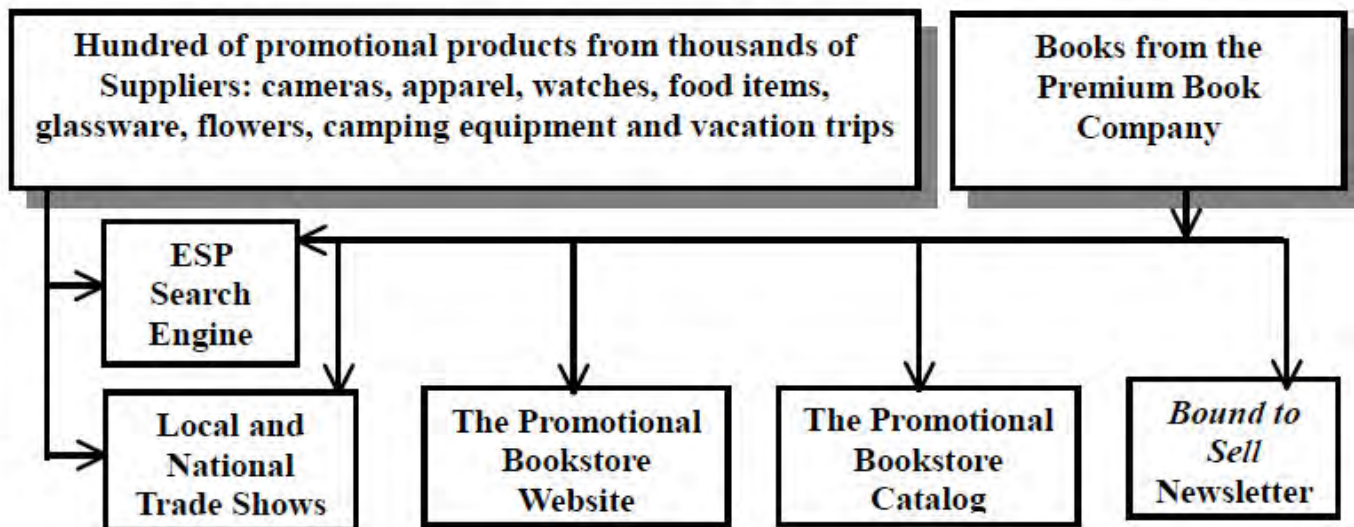
#### Meetings with each prospect to set purchasing criteria and campaign objectives (one to two months)

Once they have a good lead, the sales people have an initial meeting to discuss ways to implement marketing, promotional, motivational, or educational programs. They may meet several times to set the criteria for the event and plan how to proceed.

### Step Four:

#### Product search (two weeks per prospect)

The sales people search the array of available promotional products available to find those that best meet the agreed upon criteria. The Premium Book Company uses a variety of techniques to bring its books to the attention of distributors.



### Step Five:

#### Planning (Three to four weeks)

The distributors prepare plans and budgets describing how the various items will most cost-effectively reach the stated objectives. They organize their plans into the form of a proposal (a formal, written description of the

Continued on page 15 ....

**Why Does It Take So Long:** Continued from page 14 ....

reasons why an organization should accept the distributor's recommendation) and demonstrate how their proposition is the best solution, given the buyer's objectives and competitive proposals.

**Step Six:**

**Initial presentation (one to two months)**

The distributors present their proposals to the decision makers. If there are multiple decision makers, the reps may have to return several times to meet with each, securing the agreement of every person to whom they present hundreds of promotional products from thousands of suppliers: cameras, apparel, watches, food items, glassware, flowers, camping equipment, vacation trips, and books from the Premium Book Company

**Step Seven:**

**Due diligence (one to four months)**

Depending on size of the investment required to purchase the books, the customer will investigate its impact on employees, sales, brand image, competitive position, customers, suppliers, salespeople, purchasing policies, warehousing procedures, previous promotions, marketing plans, and budgets as well as short-term and long-term business plans.

**Step Eight:**

**Follow-up presentations (one to two months)**

Depending on the results of the prospect's due diligence and the size of the order, the distributor may have to return multiple times to meet with other people who can influence the decision. These presentations tend to be more formal. In some cases new information is revealed, budgets are changed, personnel may change, and the process begins anew.

**Step Nine:**

**Negotiation (one to two months)**

Rarely is the initial proposal accepted in totality. The parties negotiate in good faith to get the best deal for their constituencies. The order may be cancelled at any time during this process if budgets are cancelled, companies are taken over, personnel are changed, objectives changed, and/or political issues become involved

**Step Ten:**

**Close, service, and maintain the business**

The distributors do not try to make sales, they try to make customers and develop long-term relationships that result in recurring revenue. Once the order is placed, the distributors track it closely to make sure the correct books are shipped at the right time in the right quantity.

**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](http://www.BookMarketingWorks.com).



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## Tech Toolbox

February 1

**The Wonders of WordPress**

with Kelly Johnson

Beyond the basics in-depth, one-on-one formatting becomes the perfect hands-on, detailed follow-up to the Monday Evening Salon held on the 23<sup>rd</sup>. Want to learn how to add a post or page to your WordPress site? Images and Links? Change the look? Want your Blog synched and running smoothly? Interested in discovering which widgets and plug-ins are for you and what they can do?

Come join us to learn how you can manage and update your own WordPress site! *(There's only three spots left!)*

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

## Monday Evening Salon - *For Members Only*

February 27<sup>th</sup> from 6 pm to 9

### How to Be *The Star and In Control* When You Are Interviewed

with Judith Briles and Barbara Joye

Are you planning to be on the air? Do you want to be a guest? Even host a show? There are skills to being effective, persuasive and IN CONTROL when you are a guest on radio or TV. Learn what works and what doesn't and how to take control back when the Host takes over. Silly person—they thought it was their show. Nope, when you are the guest, it's about YOU and YOUR BOOK.

Judith has been a guest on over 1000 radio and TV shows—from *Oprah* to *Good Morning America* to *CNN* and, yes, the local outlets, as well. She's been a spokesperson for several Fortune 500 companies, and completed both radio and TV satellite tours for their products. Currently, she's the host of *Your Guide to Book Publishing*.

Barbara has hosted *The Creating Café* as well as *Thank God It's Friday*.

Come learn how they did it, how they pitched and "hooked" the spot and the fine art of being a great guest that gets your message across. Hot Seats and dinner included.

*(Only eight spots available)*

**Location:** Judith and John's

**Time:** 6 – 9, includes dinner

**Date:** Monday, February 27<sup>th</sup>

**Cost:** \$27





## Webinars R Us

# Step-by-Step Insider Secrets to Producing Highly-Profitable Webinars

Friday, February 3, 2012 1:00 PM - 2:30 PM MST

Would you like to use Webinars to support your book, your products, your business this year? Why?

Well ...

Webinars can...

- Increase your book sales conversions and consequently produce profits—sometimes monster!
- Build your eLists like crazy.
- Help you “connect” and “bond” with your clients and prospects, creating raving fans of YOU.
- Brand you and your business and give you a solid-reputation for someone who delivers massive value and someone worthy of buying from.

All you need is your laptop!

**Time:** 3 p.m. Eastern (New York Time), 2 p.m. Central (Chicago Time), 1 p.m. Mountain (Denver Time), 12 Noon Pacific (Los Angeles Time)

Grab your spot here: <http://www.danielhallwebinars.com/real-fast-webinars>

You'll get the exact template that our friend and master webinar presenter Daniel Hall uses for consistently producing webinars that make mountains of cash! This training will be literally step-by-step.

## Hold the Dates ... Author U Extravaganza is May 3 – 5



May 3<sup>rd</sup> Bonus Afternoon with John Kremer, author of *1001 Ways to Market Your Book*

May 4<sup>th</sup>-5<sup>th</sup> Join Steve Harrison (publicity), Florrie Binford Kichler (president of IBPA), Mary Barnett (mobile marketing), Georgia McCabe (social media), Janita Cooper (book trailers, video, cd and dvd), Daniel Hall (ePromoting and eMarketing), Brian Jud (marketing at summer festivals), John Kremer, marketing; Nick Zelinger (covers and interiors) and several more.

## Marty's Corner

# No Sympathy for Excuses



“Marty...I don't want to do any of this s\*#@!” Those were Judith's exact words as she started her Twitter account one April day of 2011 under my forced direction. My project manager, Amber, and I were at the Briles' residence to plan the construction of the Author U website when we found out how uninvolved Judith was with social networking. Judith chose to change her mindset and got rid of the excuses, and her consistent Internet participation has led to the growth of Author U as you see it today.

To kick off Marty's Corner, I'd like to present a topic that is absolutely essential to your benefitting from anything I have to say and has nothing to do with the Internet. From month-to-month, I'm going to alarm you, surprise you, and maybe even shock you with facts, challenges, and to-do's for you to try in your own book marketing process. To take action with anything, you will need to do more than just open your mind to new

possibilities. In fact, you are going to have to change your mindset and stop making excuses and get to the fortune that awaits you.

The excuse that you're too old to tweet doesn't work with me anymore. One of my clients is 87, and he figured out how to make four of his own websites by reading an HTML book. He learned how to convert his own book to Kindle; the book was turned into a play and will be featured onstage in Texas this April. Anyone can learn to do anything online by learning one thing at a time. Who knows? You might even discover something you learn is actually fun to do.

If you feel you're just not physically capable of “doing all that Internet stuff,” you're wrong again. One of my clients has no arms and legs, and she surfs Hawaii, drives her own car, and maintains all the content on her website while traveling the country, speaking. If your message is important enough, you owe it to society to do whatever it takes to deliver your experience to the world.

Then there's this money thing. If you feel the economy has beaten you down so low that you have no money to buy any help to promote your book or your business, pardon the pun, but I just don't *buy* it. If you are as passionate about your topic as you need to be to succeed in the book business, you will find a way to get the money you need to hire the right team of people to help you succeed. If you had to get a heart transplant by the end of the month to survive, you'd be amazed how fast you'd find the money. Start thinking of your book as your heart and find the money to stay alive!

No, you won't find any sympathy for excuses in Marty's Corner. I expect my team and my clients to change their mindsets and expectations for much higher levels of determination and drive than most people are ready for initially. Come see me in Marty's Corner and leave your excuses at the door.

**Marty Dickinson**, co-author of *Web Marketing All-in-One for Dummies* (Wiley), has been a full-time web marketer since 1996. He manages nearly 100 of his own websites to sell a variety of products and services. His staff, a team of seven, provides a full suite of web-marketing services for more than 100 speakers and authors around the world through his company and Premier Author U Partner, [www.HereNextYear.com](http://www.HereNextYear.com).

# The New PR: Turning Fans into Evangelists

By Penny C. Sansevieri



Twelve years ago, it was unclear whether blogs would make a dent in news and communication. Back then, if you wanted to get your idea out, you had to market to radio, TV, and print publications; otherwise, your message would die quietly. Today, online and social media have practically replaced the nightly news.

So many channels have opened up to help us market. And while this is good news, there is a downside to this social media world. We have a LOT of news. Some is just wasteful white noise; and much of it, we ignore. Now, the challenge is no longer can you get someone's attention, but can you keep it long enough to get him or her interested in what you are selling? It's not a challenge everyone is up for, and that's okay. But if you want to get noticed and sell books, here's how to do it:

**Say something new:** Don't just repeat what everyone else is saying; offer your perspective, your viewpoint. Now, there's a caveat to this: if you are teaching to the masses, your clients will need to hear a message several times before they get it. Sometimes repetition is good. But if you're just repeating what someone else is saying with no new spin or twist on it, then it's just boring.

**No one cares what you say:** Truth be told, no one cares what you tell them. What people care about is what their friends say, who their friends recommend. You must be so compelling, interesting, or funny that people want to tell other people about you. A survey done by Edelman Digital noted that fewer than one in three people trust marketing messages. Scary, isn't it?

**Give consumers what they want:** Remember, it's not about you; it's about your consumers. Leave your ego at the door. People want valuable insights, access to information and free stuff. Now if the thought of free makes you shiver, here's an article showing you how to monetize "free."

**Numbers matter:** We're a society that pays attention to the numbers we see on Twitter and Facebook. If you are promoting yourself and only have 10 followers on Twitter, you might want to think about how this looks. Consumers like what other consumers like, and the numbers associated with these sites often determine how "likable" you are. Bigger numbers get consumer (and media) interest. Just remember, getting these folks and keeping them depends on you. Be good or be gone.

**Do stuff people will love:** Getting people to love you is easy. This is why I talk so much about giving away information. I am always stunned by how many authors tell me they love our newsletter (The Book Marketing Expert) or our Huffington Post articles. Give people what they want without conditions, and they will love you for it.

**Do stuff people will hate:** Not everyone will love what you say, and that's okay. When I wrote "Why Some Authors Fail," I thought everyone would hate that piece. Some people did, and that's okay, too. If everyone loves you, you're doing something wrong.

Continued on page 20 ....

**Turning Fans Into Evangelists:** continued from page 19 ...

**Make random connections:** Not all your contacts or connections need to make sense. Make random connections. For instance, every couple of weeks, email or message someone following you on Facebook and ask them if they like the information you provide and what you can do better. You may not always like the answer, but I can guarantee it will show you their interests and hot buttons. Our best information comes from our audience. I've known authors who developed an entire book based solely on audience questions. Ask!

**Stay on top of current trends:** Staying on top of current trends can seem like a time waster. It's not. Sign up for Google alerts and trends in your area of expertise. You'll get news items on your topic funneled to you. This will help you gather ideas on new topics to blog on. If you can tie a hot topic into your specialty, you can really drive interest to your content. Why? If it's trending in Google, the searches for this item are high, meaning a larger volume of potential customers who can find your message.

While being mentioned in the news is great, that alone won't ring the cash register. You have to get in front of enough people in a very interesting and unique way. You have to get them to fall in love with your message so much that they'll talk about you, Tweet about you, and tell all their friends to go buy your book. It's all about getting your community so enamored with your message that contacts become evangelists.

Sites mentioned in this article:

<http://www.google.com/trends>

<http://www.google.com/insights/search/>

***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. She serves on the Advisory Board of Author U. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. Follow on Twitter @Bookgal.*

## Looking for a special Valentine's Day Gift?

Here's an idea from Alex Carroll,  
the radio publicity guy.

***Hearts and Time ...***  
**they go together!**

[www.HeartStones.com](http://www.HeartStones.com)





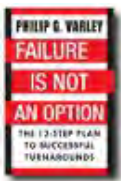
## Member News



**Suzy Shride** reports *Radical Parenting* has just published a stellar review of *Lucy Dakota: Adventures of a Modern Explorer Book 1-Rocky Mountain Beginnings*. <http://bit.ly/yqBUTt>



**Michelle Marchildon** has launched *Finding More on the Mat*. Voted Colorado's top Yogi—you will find that *Finding More on the Mat* is sassy, spicy, and salty. A fun read—think of Michelle as the Erma Bombeck of the Mat. Michelle was also picked up as a columnist for the Elephant Journal blog. Will it make a difference in her sales for her new book? Absolutely—the Elephant Journal has over 850,000 subscribers in a variety of topic areas. As Michelle says, “Blogging is very important to our websites with over 1500 hits in one day on a recent blog that led to over 600 Facebook connections and dozens of retweets.” Available through Amazon: <http://amzn.to/zi1MKc>



**Phil Varley** and his book, *Failure Is Not An Option: The 12-Step Plan to Successful Turnarounds*, was featured in the Financial Times <http://on.ft.com/zczRp>. Within the article, he challenged the British government in their potential \$36 billion investment in a high speed rail system. Instead, he offered a \$36 million dollar solution. Phil's book, *Failure Is Not An Option*, is the new business operating handbook to navigate corporate hazards and stay aloft. Designed for anyone who is a key executive in a company that is facing financial challenges, needs to rebound from a downturn, and/or wants to achieve financial success. <http://amzn.to/zNOsau>



**Susan Mead**, author of the award-winning *Take Back Your Body*, has been offered a contract for her next book by Penguin. <http://amzn.to/yz9XqU>

**Shannon Parish** is thrilled to announce her new website, *Book Sites & WordPress by IllustratingYou*, dedicated to assisting authors in creating their book launches, as well as in their ongoing website development and maintenance in addition to providing her clients with a variety creative and artistic services. [www.BookLaunchSites.com/](http://www.BookLaunchSites.com/)



**Doug Koktavy's** *The Legacy of Beezer and Boomer: Lessons on Living and Dying from My Canine Brothers* is developing roots. Earlier this year, it was printed in Italian; now the Dutch version is added to the foreign rights shelf. Learn more and buy the book at [www.BeezerandBoomer.com](http://www.BeezerandBoomer.com).



**Jeanette Seibly's** next book, *The Magnetic Factor*, is in layout. *It's Time to Brag!* is now available on Kindle and other eBook platforms.

## Member News



**Dr. Roger Frame** presented his book, *Don't Carve the Turkey with a Chainsaw: Resolving Family Conflict*, on Gary Pozsik's radio show, Health, Wealth, and Happiness, out of Columbia, SC. His first 15-minute appearance resulted in a second 30-minute appearance to further discuss conflict management concepts. In January, Dr. Frame also presented two 3-hour workshops on his book to 140 people at the Illinois School Psychologists Association.

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**Christie Hartman** has just released her first independently published book, *Changing Your Game—A Man's Guide to Success with Women*. Available on Barnes & Noble and Amazon's Kindle at: <http://amzn.to/AuRMpl>

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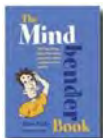
**Karla Reiss** will release her latest book, *Be a Changemaster: 12 Coaching Strategies for Leading Professional and Personal Change*, published by Corwin Press on February 7th. <http://amzn.to/wh1szr>

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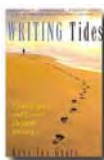
**Marl Purl** had a book signing at the Tattered Cover in Highlands Ranch in January for her latest book, *What the Heart Knows*—lots of books sold!

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**Dom Testa** gets kudos ... his *The Mind Bender Book* is back to print and has sold over 3,000 copies! Illustrations by Shannon Parish.

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**Dr. Kent Ira Groff** received an award for “Exceptional Instruction” for initiating “Writing Your Way into Life,” a program in Denver Women’s Correctional Facility. The award was given by the Center for Spirituality at Work, who sponsors several programs in DWCF. See [www.cfsaw.org](http://www.cfsaw.org). In February 2012, Groff will complete his fourth six-week series, including one with men on medical disability in an adjacent facility. Drawing on his book *Writing Tides: Finding Grace and Growth through Writing*, each session includes in-class and through-the-week writing exercises. One student commented, “I was stretched beyond my usual patterns of thinking and expression.” Another said, “The class opened my mind to how vast perspectives are: that there is no one way to see anything. I was spiritually opened to some areas that have been previously closed to me.” Kent has two new books scheduled for 2012: *Clergy Table Talk* (Spring) and *Honest to God Prayer* (Fall). View his books and resources on [www.LinkYourSpirituality.com](http://www.LinkYourSpirituality.com).



## New Members



**A.J. White** - I have been involved within the healthcare profession for over 35 years, working in occupational health, healthcare business start-up, hospitals, and as a consultant in wellness. My passion, before it was given a name, has been successful aging. Observing and interacting with the established medical system gave me the “ah hah” that traditional medical practice is not the answer to aging well. Lifestyle is. Consciousness and self-awareness are.

I am finishing my dissertation on successful aging of post-menopausal women. My next priority is to publish this information to empower women to become aware of their wide ranging societal influence and the need to bring their wisdom to the world. On a personal note, I'm hedonistic in my love for gourmet food and wine, world traveled and insatiably curious about people and ideas, and a committed foodie.



**Dr. Christie Hartman** is a psychologist, author, and coach who specializes in research-based advice for singles looking to succeed at dating. She is the author of two books for women: *Dating the Divorced Man: Sort through the Baggage to Decide if He's Right for You* and *It's Not Him, It's YOU: The Truth You May Not Want – But Need – To Hear*. Most recently, Christie released her first book for men, *Changing Your Game: A Man's Guide to Success with Women*. As a dating coach, Christie has helped women around the world tackle their dating challenges and find the love they seek.

Christie has appeared on national television, including the *Today Show* and *Fox News Live*. She's had numerous radio appearances and has been quoted in articles for CNN.com, Match.com, *Cosmopolitan*, *Women's Health*, and *Shape*. Christie earned her master's and doctoral degrees from the University of Colorado, where she studied psychopathology and behavioral genetics. A Denver resident, Christie enjoys running, hiking, camping and the occasional poker game. Join her on Facebook and Twitter . Visit her at [www.ChristieHartman.com](http://www.ChristieHartman.com).



**Robert Holland, PMP** is a Project Management Professional. He has two sci-fi titles on Amazon for Kindle, and a soon-to-be-released non-fiction about hip and knee replacement. He loves to bicycle and hike and take long, family vacations in their travel trailer along with doing digital photography. His next book is the *Hip and Knee Replacement Handbook*.

## 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.



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## New Members



**Maisha I** is an insatiable student of dabbling. Her dabbings have ranged from rocket science, psychic phenomenon, the migration of geese, the sacredness of the birth process, and the body-mind connection to just about everything else.

She is currently working on her biography— *Journey to I*. Look for it later this year. She also enjoys dancing with her daughter in an East Indian Dance Troupe, making unique pieces of jewelry, being a mother and recently a first-time grandmother, assisting her husband in his Shadow Work practice, and mentoring young people in the community.

Her mission as an Intergalactic Ambassador to earth is to convey to earthlings our similarities so that we can get on with the business of being our beautiful, enlightened selves. Her hobbies include traveling, reading, meeting new people, and being pleasantly surprised—emphasis on *pleasant*.



**Jessica Wulf** is a native of North Dakota and has spent most of her life in Colorado, where she now lives with her husband, four happy dogs, and one very spoiled cat. Since 1994, she has published six historical romance novels—selling over 100,000 copies—all set in the American West in the 1800s: *The Irish Rose*, *The Mountain Rose*, and *The Wild Rose*, a trilogy set in the early 1870s, and *Hunter's Bride*, *Joseph's Bride*, and *Grey Eagle's Bride*, another trilogy, set around Fort Laramie in the early 1850s. She tells the stories the gods give her of ordinary people who respond to extraordinary challenges with honor and courage—and find love along the way. Her greatest wish is that her books convey her belief in the power of love and its ultimate triumph in the world, leaving her readers with a sense of satisfaction and hope. In addition to a B.A. in History, she has a passion and fascination for it and sometimes feels that she was born in the wrong century. She is currently at work on a medieval fantasy trilogy of epic proportions.

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# What's Your Social Media Personality?

By Melody Jones



The persona you project through social media can make it or break it for you. You can do all the right things like posting consistently and engaging with fans, but if you are boring or you roller-coaster through different personality styles, people will break up with you.

And breaking up is hard to do.

You can increase fan retention and draw new fans simply by establishing a consistent online personality that people will associate with your brand or author platform. Are you a homespun country wisdom type? Authoritative and professional? Edgy with a touch of sarcasm? Charming and witty? Informal and fun? Urban and intense?

If you feel unsure about your social media personality type, try this exercise suggested by Phillip Davis of Social Media Examiner. Compare your brand to a type of car, a hotel chain, a favorite author, a television show or movie, or even nature to see which one best represents you. Are you a well-loved old Volkswagen Beetle or a substantial shiny new Hummer? Motel 6 or a luxury spa resort in Tahiti? Shakespeare or Stephen King? M\*A\*S\*H or Criminal Intent? Mt. Vesuvius or Mt. Rushmore?

Once you've honed in on your style, you'll have more success if you keep a few pointers in mind on using your social media personality effectively.

## 1. Be authentic.

Be yourself. Be open, conversational, responsive, respectful, and engaged. No matter what your personality type is, be real. Fans love getting to know the person behind the platform. Do show some restraint with radical opinion unless your platform is equally radical – then go for it.

## 2. Be flexible.

Share your latest event or piece of news, but also post *relevant* photographs, quotes, videos, and third-party content that your particular set of fans would enjoy. Comment on them to spark conversation.

## 3. Be responsive.

Interact when people comment, share your information, and ask questions. If a fan leaves negative feedback, respond to them quickly and respectfully. Even if that fan cannot be satisfied, others are watching and will view you positively for addressing the issue. If you encounter a fan who becomes hostile, uses profanity, and wreaks havoc, delete them from your social media account. And don't feel bad about it.

Figuring out your social media personality and using it consistently will draw fans and keep them there. You want them to stick around because when the next big thing happens – like a new book published – your loyal fans will buy your book and tell other people via social media.

Now get out there and be social, edgy Mt. Vesuvius in a black and silver Hummer.

**Melody Jones**, owner of Melody Jones | Social Media Management Services, takes care of the day-to-day so you don't have to. She's your social media aspirin, here to make managing an author's social media presence as painless as possible. Working from a philosophy of partnership, Melody knows the most successful results begin with clear communication and offers an extensive initial consultation designed to gain a thorough understanding of client mission, goals, marketing strategy, social media efforts, frustrations, and successes. To connect with Melody, join her on Facebook at [www.facebook.com/melodysocialmedia](http://www.facebook.com/melodysocialmedia).



# Soggy Saga – Oh No! My Cell Phone Fell Into The\_???)#&@

## ... What To Do About a Wet Cell Phone

Don't Panic. Just because your cell phone fell into a) a bowl of water, b) the swimming pool, or c) the toilet (yuck!) doesn't mean all is lost, particularly if it wasn't wet for very long.

It could happen to anyone. Yes, it even happened here at Top Hat Techs. Always looking for a way to turn a lemon into lemonade, we used this as an opportunity to test our theories on reviving a wet cell phone. And yes, it was successful.

One of the great fears of cell phone users is dropping the phone in water or otherwise getting it soaked. Water damage is almost never covered by warranty. Important note: cell phones have internal moisture sensors that indicate the phone has been in water.

What do you do? In the frenzy of trying to find a solution, certain things that might come to mind should be avoided because they could damage the phone further or even be dangerous. So first, let's start with a list of the things that you shouldn't do.

### DON'T

- turn it on.
- use a hair dryer on it (too much heat and may blow water further into nooks and crannies).
- set it in direct sunlight – sunlight can be too hot.
- try to dry it in the oven – this could be dangerous.
- use a microwave to try to dry your phone.

### DO

- **remove the phone from the water** as quickly as possible. As noted above, don't turn it on.
- **remove the battery.**
- **remove the SIM card**, if applicable.
- **remove the case, covers, connectors**, and anything else attached to the phone.
- **rinse it gently with fresh water** to remove the salt water if the phone was in salt water (salt can be corrosive).
- **use a towel** (preferably a cloth towel as opposed to a paper towel, which can leave residue) to gently wipe off visible moisture from the phone, battery, etc.
- **bury the phone in uncooked rice** in a Tupperware or other air tight container, and put the top on the container to seal it, leaving it for a day or more. This sucks the moisture out of it.
- **re-insert the battery and try turning on the phone after 24 hours.** If this doesn't work, remove the battery, connect it to the charger, and try again. If it turns on, you need a new battery.
- **take it to an authorized dealer** if this doesn't work. Tell them what happened. They might be able to revive it.

The above steps provide a quick, basic guide for bringing a wet phone back to life. Those so inclined can disassemble the phone and attempt to remove excess moisture. As a preventative measure, a waterproof case is available for some phones, though they may be bulky. If 24/7 phone service is essential, consider buying a cheap phone for emergency use in case your main phone becomes disabled.



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## Dealing with the Author Overwhelm and Stuck Factors

Judith Briles, Author U Founder



Wouldn't you love to be able to pick up a pen/pencil or open a blank document on your computer and breeze through the article or chapter you are thinking about ... basically having it completed within a short period of time? Or how about Astructuring the marketing program you've been thinking about for the past six months, but somehow summer got in the way? Your desk is clear—calendar open and there are no hiccups or obstacles to block your creative waves ... yet ... yet, it's just not flowing.

**If you are feeling a tad overwhelmed ... or just plain blocked on going forward, try these tips to get you back on track:**

**1. Take a piece of paper and divide it into four sections.** In the upper left, label it *ASAP*—those are the items that you need, really need to deal with. In the upper right, put *7 Days*—what items do you have to address within the next seven days—the order of importance is not relevant. In the lower left, write *30 Days*—what items/events do you need to tackle within the next month? And in the last section, label it *Future*. There's no rush in dealing with any of them.

Now, go back to the first ASAP section—those items need to be dealt with ... one option is merely to cross one or several off the list with a decision that they can't be dealt with and are in the wrong box. Items in the 30 Days box are to be ignored for now, as is the Future and 7 Days. You are dealing with ASAP. Stay focused—it's so much easier to acknowledge that you can't deal/do something in the here and now but can address it next week ... than let next week arrive. Meanwhile, the ASAP list gets whittled down.

**2. Review what you've already created/done.** Sometimes just a review will create the goose that can lay your golden egg. That idea that got buried may be stimulated; the scribbly notes you made all of a sudden make sense; or the original idea you had may take on a whole new dimension because you've let it sit in a form of a stew for awhile.

**3. It's gaze in the belly button time.** What's up? Any thoughts on why you've been stuck or chosen not to go forward with your article, book, work ... what? Acknowledge issues preventing you from moving forward. Maybe you don't love the topic or subject any longer. Maybe there's been breaking news or a morphing in the field that has altered your views. Maybe the hero of your story is really a dud. No matter what, look in the mirror and have a chat with yourself. One of my favorite Keepers is—Don't do well what you have no business doing. If your work is involving to pulling teeth ... your own, stop it. It's not fun any longer.

**4. Review your goals and game plan.** Already ... did you ever have any? That's part of the gaze in the belly button time. Good idea to start here. Goal setting can get you back in the frame of mind that you initially had when you started your authoring venture. If you hadn't, stop and do it. I can get blue in the face reminding you that you've got have the Vision for what you are doing coupled with the Passion for the project and the Commitment to see it through. When you do run into a hiccup, you've set up the game plan that get you started in the first place. Much easier to cross over the hurdles that pop up.

**5. Plan a reward for yourself.** I'm the first to admit—I've been known to start here. Okay ... if I finish this chapter, I get an entire bag of M & Ms—a big one ... and I've done that (you've heard of "baby fat"? This is "book fat"! If I finish this book ... I get an entire month off of reading any business books and I get to

Continued on page 28 ....

**Author Overwhelm:** Continued from page 27 ....

ready trashy novels—murder mysteries for 30 days in a row. If I finish this, I'm booking a cruise to a warm place. If I complete this article, I get to ... you get the picture. Rewards and incentives work. Everyone has different ones that they march to. Find yours. Write them down. And honor them. Just having something you want—even a trivial Snickers or a night of watching reruns of Grey's Anatomy qualifies—may be the perk you need to get you back on track.

**6. Escape to the familiar or unfamiliar ... just escape.** I don't have the gift of the novelist. Oh, I've worked with authors who wear the fiction hat—tweaking their words and getting the storylines to flow. I dearly love a great story; yet I don't have the creative gene that starts the fiction writer's journey—that sometimes wild ass idea that delivers magic to the eyes of the reader. What I do know is that when I'm stuck and I pick up something else, leaving my “get this finished” work alone for a day or two, it's amazing how my own creative juices can salivate with ideas that get kick-started with something totally unrelated. Kind of like take a shower and all of a sudden the “aha” drops in as the hot water pounds on your shoulders.

The something else can be fiction ... it can be non-fiction ... it can be related to your specific genre. The trick is to let another voice come in ... think of it as a muse swirling around you ... waiting to be invited into your mind and expressed through your finger tips.

**7. Know what your writing environment is.** I'm always amused when I listen to an interview with an author who proclaims that getting up at four every morning and writing for four straight hours is the way to be a successful author. Really? It sure isn't mine. Not that I'm not averse to getting up if that's what the body is saying to do ... what I rebel against is someone else telling me how I should write—the time frames, the place, the anything.

I'm a binge writer—have always been; most likely, will always be. I spend days, weeks, even months discussing it in my head; gathering tidbits of info that I've dropped into a “just in case” file or an expandable file that is actually split up in chapters that will be in the “book.” When I move into my writing mode—it's fast, furious and usually on target. I can bang out a first draft of a book in a short period of time. No one ... and I mean no one ... is allowed in private office space when I move into that frame—it's as if there is a yellow crime scene tape across the French doors to my space. Music is on in the background ... my “reward” is close by and the fingers are ready.

Authors have habits ... find the ones that work for you, not someone else. Tell those who come into your space your “rules,” your “habits”—and that include kids. Too many times, when you are at work, you may be the only one that understands that. Education is in order.

**Judith Briles** is *The Book Shepherd*. As the Founder of Author U, her vision has been to create programs and environment that is dedicated to the serious author who wants to be seriously successful. She works with authors at all stages in the development, creation, publishing and marketing of their books.  
[www.TheBookShepherd.com](http://www.TheBookShepherd.com), <mailto:Judith@Briles.com>.



**REMEMBER:** Visit [www.AuthorU.org](http://www.AuthorU.org) often and check out the Members Area - Benefits, Special Events and Information are updated often!



# Writing a Press Release That Grabs Them! Part 1

By Jackie Lapin



For many entrepreneurs, the most difficult challenge in marketing is writing a press release. This is an intimidating task for someone who doesn't write journalistic-style copy on a regular basis. Even if you have a great grasp of grammar and punctuation, there's still the matter of what to write and how to write it...writer's block, anyone?

So here is a short primer to help make the task easier in two parts.

1. Breathe! You don't have to hit send until you've gotten lots of feedback from other people you know. So take it easy and just start putting words on paper. —
2. Create a bullet-point outline – Get all the essential information on paper so you know what you want to say. It doesn't have to be in any order. That will come later. But just get it all on one or two sheets of paper so you can easily see it all within your visual frame. This will allow you to scan it, easily figuring out what you still have to work into the release. Highlight with yellow anything you've already used so eventually the whole sheet will be yellow.
3. The Headline and Font – You can write your headline first or last. I prefer first because it summarizes where I want to go with the release. Make it clever, eye-catching, or informative—or a mix of all three. You can use more than one headline. I like to use one underlined and bold main headline, followed by an italicized bold subhead (not underlined) that gives more information. If a third headline deck is required to get in all the key information I need to make sure it reaches the right eyeballs, I make this one un-bolded, but underlined, and smaller than the other two. Generally, the lead headline should be size 12 or 14 point font. And the body copy should be 11. My preferred font is Ariel because it is simple and professional.

Headlines can be a question, a statement of fact, a provocative declaration. They can be a summary of the content, ironic, amusing, intriguing, motivating, or empowering. They should not be grammatically incorrect, misspelled, dull, trivial, or have more than one exclamation point.

4. The Lead – The lead is the “heart” of your release. You will have only a moment to catch an editor's interest. If he doesn't get past the lead, it's over! Your lead must first be relevant to what that editor or his readership/viewership/listenership needs or wants to know. But it can again be a simple, well-crafted statement of the news, or it can be more compelling—a question; a bold, surprising statement previously unknown to the media; a story that tugs your heart; a pun; a humorous juxtaposition of phrases; an expression of something that points out the need of what you offer...whatever reels in the reader without writing a novel. Never open a release with something like: “Such and such event will take place on this day...” Always use action verbs, not passive verbs. Your opening graph should be no more than four to seven lines of copy.
5. The Structure – While, yes, the “who, what, where, when, and why” ideally should be worked into the opening paragraphs, they don't need to be overstuffed into the beginning like a sausage. You can weave these throughout the release as long as the most critical items are at the top—such as the date of an event that's upcoming. Your release should flow—with the information from the paragraph above logically leading into the information in the paragraph below. Find ways to transition from one topic into the next without making it abrupt. Move graphs around until all the information is revealed logically.

Continued on page 30 ....

**Writing A Press Release:** Continued from page 29 ....

1. Grammar and Punctuation – Forget all the things you learned about texting and abbreviating phrases. Here is where you spell it correctly and clearly, assuming that your reader only understands plain English. Be cognizant of your spelling and punctuation, and certainly run your spell checker as a backup. Re-read and proof-read numerous times to make sure you haven't overlooked anything. To make things flow, you don't have to start every sentence with a noun and follow with a verb. Try inverting clauses, putting in introductory clauses, and mixing up the sentence structure. Only capitalize REAL words that require capitals—company names, people's names, product name, city and states, etc. Don't create false capitals to put emphasis on a division or an industry category, etc. A good simple source on journalistic punctuation and grammar is Strunk and White's *Elements of Style*. Pay special attention to use of commas!
2. They vs. It –This is the most egregious mistake in journalism, often even made by PR professionals. The name of a company or an organization is an IT, not a THEY! No matter how many people work there or are in the group, it is still a *single* element. This would be incorrect: Sony will offer *their* top DVDs at wholesale pricing. It would be correct, however, to say: Sony will offer *its* top DVDs at wholesale pricing. One way to correct this problem would be to say: Executives at Sony say they will offer their top DVDs at wholesale pricing. You've specified a group of people at the company or the leaders of the company, and then you can use the plural pronoun.

Happy Writing!

Next month, I'll cover Steps 8 – 14.

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# TIPS

## Waterproof Your Phone—No Case Required!



Meet Liquepel, a company that uses a patent-pending process to waterproof phones. You know the scenario: You're fiddling with your phone near a sink, the toilet, or some large body of water when suddenly you lose your grip ... and kerplunk. The horror of it all! Your handset is now just a soggy paperweight. Ick.

You pay \$60; the company takes your handset, places it in a chamber and sucks the air out. A special chemical vapor is pumped in and, using what Liquepel describes as “technology that's only found on the surface of the sun” it's bonded to your phone on a molecular level. The result is a completely waterproof device (splash it, dunk it, immerse it) that has no perceptible difference in look and feel — the coating is a thousand times thinner than a human hair.

<http://www.liquipel.com> / Video / <http://bit.ly/xeHov0>



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**Did you know that February 19<sup>th</sup> is Chocolate Mint Day? Get the Publicity Planner for 2012** from Paul Krupin or Direct Contact PR—it's clever and well-organized. Paul is a master at creating snappy PR. Each year, he creates a publicity calendar that's a freebie via a PDF download. Use it to tie into your leads and events. His contact info is: <http://www.DirectContactPR.com> and [Paul@DirectContactPR.com](mailto:Paul@DirectContactPR.com) Follow his blog at: <http://Blog.DirectContactPR.com> / Here's the link: <http://bit.ly/xpME2U>



## Create a Table of Appearance ...

If you have any artwork, figures, or tables that you will be inserting in that layout of your book ... please, please help the layout/interior designer. Create a list similar to your Table of Contents for the designer—and within your manuscript, write “insert \_\_\_\_\_” that matches what is in the Table of Appearance. Your interior designer will be happy and so will you—the right table, photo, graphic is placed. Guaranteed—this will save time and money.

# TIPS



**Help your AuthorU members on Amazon ... Amazon is your friend.** Getting 5-Star Reviews is important on Amazon. To you, your buyers, and to Amazon. Whenever you hear of a new book popping, get ye to Amazon and post a 5-Star Review. Don't be shy ... ask your colleagues and fellow authors to do the same for you. Amazon pays attention—once they start to accumulate, Amazon cross promotes your book with others. Think of it as a quid-pro-quo. You are welcome!



**Tumblr** has created a division that specializes in outreach to authors, publishers, and literary organizations. Rachel Fershleiser invites writers and publishing professionals interested in using Tumblr tools to contact her at [RachelF@tumblr.com](mailto:RachelF@tumblr.com).



## Smart PR Tool for Newswire Distribution: ARC Engagement Platform

*Access, Reach, Connect* is what the ARC Engagement Platform is: an “all-in-one” tool for automatically distributing text and multimedia content across social networks, top 100 video sites and about 6,000 media outlets.

Think of it as an “add” to all the other news release into that PR Newswire does. If you are looking for a press release-style distribution strategy, ARC appears to provide flexibility, allowing users to dynamically update content once distributed. <http://prn.to/Az7wHe>



## TubeMogul OneLoad: Video Distribution

TubeMogul calls itself, “The most powerful video distribution and tracking solution available.” Whether that’s hyperbole or not, the service is free, flexible and powerful enough that social video baron Gary Vaynerchuk plugs it relentlessly in his book *Crush It*.

In short, OneLoad allows users to upload a video once, then automatically distribute it across a wide network of popular social and video networks. Users can then track their video’s success (or lack thereof) across those networks, using TubeMogul analytics.



## StumbleUpon: Paid Social Distribution

For inexpensive and hopefully viral pay-per-click content distribution, the standby for many marketers and publishers is StumbleUpon, a social network that serves users page after page of “random” content from around the web. Cost per click starts in the pennies and goes up from there, depending on volume and category.

The traffic comes from StumbleUpon’s website or browser toolbar; therefore, readership is less predictable and more bounce-inclined than other sources.



# TIPS



## A quick safe tip on solar lights

**Have you ever lost power and need lights ... to write? Candle power may not be enough. Here's a quick tip that can allow you to continue and aid when the electric company has a hiccup, and there is a power outage. Think solar.** All those solar lights we put in our gardens can be put into an empty plastic drinking bottle via a solar stick light (plenty of sources on the Internet). All you need is the mini panel and the element to create an emergency light stash. Leave outside and let the sun charge during the day. If you need to weight them a bit, add marbles, sand, rocks.



**Pay attention to your Twitter timing.** Did you know you have the highest odds of getting a retweet at 5 p.m.? That you can get a higher click-through rate by tweeting one to four times per hour? Of course, it all depends on your talkers, but you'd be amazed at how much research\* is available to help you get more people sharing your Twitter content. \* <http://bit.ly/z25vDd>



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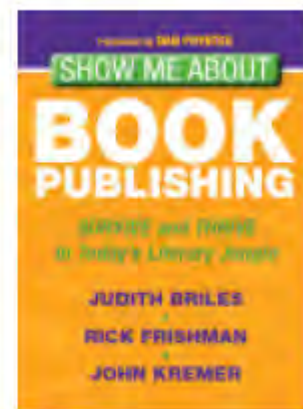
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# So What Are We Doing with It?

Editorial by Linda Lane



As I edited the articles for this month's issue of the Author U publishing ezine, I pondered its name—*The Resource*—and the incredible wealth of information that filled each page. Every issue is jam-packed with articles that touch all facets of our industry from book concept through completion to publishing, marketing, and cash in the pocket. Our ezine is aptly named, for it's assuredly "the resource" for all things writing and publishing.

Consider the articles that Judith Briles writes for every issue. She has long since paid her dues in the publishing industry, and the knowledge she has accumulated and willingly shares with us is worth its weight in gold, as the cliché goes. Her lead articles, other contributions, and oversight of this publication assure that we get the most accurate, up-to-date information available as she spoon feeds us with a high-nutrition publishing diet that can lead to our healthy success if we just pay attention and apply what we learn.

What else does the ezine bring to us in each issue? Penny Sansevieri, an internationally recognized book marketing and media relations expert, regularly imparts a plethora of marketing information that we all need. Also, *The Resource* announces Kelly Johnson's Tech Tool Box presentations that offer three hours of intense learning to take us from frustrated, bumbling Internet amateurs to professional, effective users of the myriad Internet tools at our disposal. The Top Hat Techs bring us computer support and ongoing bits of invaluable information as we learn to take greater advantage of the worldwide marketplace open to us and our books in the vastness of cyberspace. "Member News" reminds us that independently published writers *do* succeed...and on a regular basis.

Marty Dickinson's piece in this issue—the first in his new Marty's Corner column—deserves not only a first, but also a second and third read. Why? We too often fall into a habit of excuse making. Now if I have one finger pointing at you, remember that I have at least three pointing back at me. I can think up excuses as fast as anyone. "The Internet overwhelms me. I can't navigate it." "I don't know how to build a website." "Twitter? Never!" "Facebook isn't for me. Somebody filled my wall with foul language, so I deactivated my account and won't ever use it again." "LinkedIn sounded like a great idea, so I joined. But I don't have time to use it." "I never have been and never will be a good marketer. I don't know how to be a salesperson, and I don't want to learn." "I live too far from Denver to make the Author U meetings and salons." The list goes on and on.

We belong to a powerful, current, leader-of-the-pack organization and have at our fingertips one of the best, most comprehensive book publishing ezines available anywhere. The features mentioned here are only a few that come to us in every issue of *The Resource*. So what are we doing with it? Are we using this great "resource" to the full?

**Linda Lane** mentors writers. After years of working as a book editor, she has chosen to teach writers to write well to save them money and propel them along the road to publishing success. She and her team work with writers from numerous genres in both English and Spanish. Visit her at [www.denvereditor.com](http://www.denvereditor.com).



# 17 Fun Freebies that Build Thought Leadership

By Joan Stewart, the Publicity Hound



If you're a smart marketer, you know that the easiest sale of all is a sale to someone who already knows, likes, and trusts you.

One of the best ways to create loyalty long before a customer buys from you and to position yourself as a thought leader is to offer a valuable freebie that ties into your topic. A free ebook, White Paper, quiz, special report, or a calculator can be a convenient way to enhance your expertise, position yourself as the go-to expert in your field, and generate free publicity for your company.

Journalists and bloggers love telling their readers about these freebies. Readers love getting them, and they're eager to share the goodies with their friends and followers on the social media sites.

## Why Freebies Are Like Gold

Smart marketers know that these give-aways are a perfect way to bring people into a product funnel. From a free special report, you can up-sell readers to a \$27 eBook – and after the eBook, up-sell them again to a \$197 event or consulting services.

This is why it's imperative to include a strong call to action—such as “Call for a free estimate....”—from each freebie.

Or...don't sell them anything. Force them to opt in with their name and email address. Congratulations – they're now on your email list. You have plenty of time later to milk the cow once you get it into the barn.

Here, then, are 17 items to consider giving away and examples of how other companies and nonprofits use them:

- i. **Assessment Test** - LiveCareer, a career site, offers a free career assessment test<sup>1</sup> in exchange for your email address. The assessment helps you understand whether or not a specific job is the right match for you.
- ii. **Audio Recording** – The National Association of Tax Professionals offers a free 60-second audio recording<sup>2</sup> filled with tips on changes in the rules for tax preparers and how to find one at tax time. People can then complete a form<sup>3</sup> at the website that lets them search the NATP Member Directory.
- iii. **Comparison Chart** – Peter E. Randall Publisher, LLC, a subsidy book publisher, offers a comparison chart<sup>4</sup> that gives authors an understanding of different publishing options. The chart saves time when fielding inquiries from random authors who are unaware of the difference between a trade house and a subsidy house, such as Peter E. Randall, and self-publishing.
- iv. **Cost Reduction Guide** – Hitachi, one of the UK's leading vehicle specialists, offers a free 11-page PDF titled “Reduce Your Fleet Costs in Nine Simple Steps<sup>5</sup>.” Many of the steps include strong calls to action: “Request your free fleet funding and policy review by emailing...”

... continued on page 36

**Fun Freebies:** Continued from page 35 ....

- v. **Dictionaries (Industry Specific)** – Accounting Institute Seminars offers a dictionary of auditing terms<sup>6</sup>. You'll also find a Glossary of Whiskey Terms, a Children's Astronomy Glossary from NASA, and hundreds of other dictionaries at YourDictionary.com, many of them sponsored.
- vi. **eBook -Profitable Hospitality**<sup>7</sup>, which provides profit strategies for hotels, clubs, and restaurants, gives away a free eBook on 489 Ways to Cut Costs in Restaurants, Cafes, Clubs, Catering & Hotels<sup>8</sup>. It forces visitors to opt in and asks them to check one or more boxes to identify the kinds of businesses they manage. What a great way to segment their list!
- vii. **Email Course** – I offer a free course, "89 Ways to Write Powerful Press Releases<sup>9</sup>." The 89 lessons (some long, some short) are like a graduate-level course in press releases. Most lessons, one delivered each day via autoresponder, include links to product pages at my website or to pages where I sell other people's related products or services for a commission. More than 6,000 people have taken the course.
- viii. **Formulas** – In exchange for an email address, Blogger Chris Garrett gives away a five-page PDF that lists 102 headline<sup>10</sup> writing formulas perfect for articles, press releases, blog posts, a sales page at your website, or a paid ad. Example: "Get Rid of Your \_\_\_\_\_ Once and For All." That link, by the way, already has been retweeted more than 770 times!
- ix. **Help Sheet** – WPCandy.com, experts in WordPress blogs, created the WordPress Help Sheet<sup>11</sup> and the Advanced WordPress Help Sheet<sup>12</sup>. These help sheets are packed with PHP snippets, basic template files, and other helpful information for novices or programmers. Both have been translated into several languages, allowing the company to become better known to the rest of the world.
- x. **Practice Test** – Sporty's Pilot Shop, which sells a wide variety of supplies for pilots, also has a flight school. At their website, you can take a practice test<sup>13</sup> for the FAA written test to get your pilot's license.
- xi. **Reference Chart** – Casino expert Bill Burton offers a handy printed Craps Reference Chart<sup>14</sup> that explains simple bets, the house edge, and the payoff for each bet. It can be folded to fit easily in a shirt pocket. The inside of the chart looks like the craps table layout as an added bonus.
- xii. **Return-on-investment Calculator** – The George Washington University Medical Center offers an Alcohol Cost Calculator<sup>15</sup> that helps businesses learn how much they can save in health care costs when employees have access to alcoholism or alcohol abuse treatment.
- xiii. **Slide Chart** - Slide charts are similar to slide rules. You match up a moving or sliding scale with pre-printed calculations on a fixed scale to obtain an answer simply and quickly. Surprisingly complex answers or calculations can be provided with this simple, entertaining format. At [www.AmericanSlideChart.com](http://www.AmericanSlideChart.com), you can fill out a form for a sample slide chart.
- xiv. **Study Guides** – At PinkMonkey.com, you can read more than 460 free study guides, book notes, book reviews and online chapter summaries, or buy printed versions.
- xv. **Test Drive** – The Gift List, a subscription service, provides contact information for more than 250 top daily public advertising media channels that are planning features on consumer products that would make great gifts. Before you subscribe to the service, you can take a test drive<sup>16</sup>.

... continued from page 36



**Fun Freebies:** Continued from page 36 ....

**xvi. Troubleshooting Guide** – Techies love this one. Practically Networked, a website for IT professionals, has a variety of troubleshooting guides<sup>17</sup> for networking problems.

**xvii. Video** – *Will It Blend?* is arguably the most famous series of videos that have sold a consumer product. The videos—which feature their industrial-strength blenders demolishing golf balls, glow sticks, rake handles, and even the head of a skeleton—went viral so quickly that the little-known company received mega-publicity and mega-sales. Their iPhone app has been downloaded more than 100 million times.

### Tips to Help You Promote It

Once you decide on the kind of freebie you want to offer, make sure you devote a unique landing page to it so you can track your traffic and conversion. Don't link to your homepage and expect people to hunt for it.

You can use these freebies in conjunction with a new product launch, an email promotion, a pay-per-click campaign, or simply to generate a little publicity.

Let the world know what you're giving away. Write a press release. Share it on the social media sites. Pitch bloggers. Buy pay-per-click ads. Create a video for YouTube. And don't forget to pitch traditional media.

Show this list to your team, and brainstorm fun ways to use freebies in your multi-channel marketing. The most difficult part of the exercise will be settling on just one.

# # #

**Publicity expert Joan Stewart, aka The Publicity Hound**, helps people promote any product, service, cause, or issue using traditional media and social media. She shares tips like these in her free weekly ezine, *The Publicity Hound's Tips of the Week*. Sign up for her tips at [PublicityHound.com](http://PublicityHound.com). She also shares hundreds of free PR resources on Twitter at [Twitter.com/PublicityHound](https://twitter.com/PublicityHound).

1. Career assessment test: <http://bit.ly/wtYKFX>
2. 60 Second Audio Recording: <http://bit.ly/xXauJU>
3. Complete a Form: <http://bit.ly/zBNHt8>
4. Comparison Chart: <http://bit.ly/zZfd3E>
5. Reduce Your Fleet Costs: <http://bit.ly/xCAkTH>
6. Auditing Dictionary of Terms: <http://bit.ly/wTIGdY>
7. Profitable Hospitality: <http://bit.ly/AvW7jg>
8. 489 Ways to Cut Costs: <http://on.fb.me/yvcNiy>
9. 89 Ways to Write Powerful Press Releases: <http://bit.ly/x771kY>
10. 02 Headline Writing Formulas: <http://bit.ly/x9MNE5>
11. WordPress Help: <http://bit.ly/wSx96c>
12. Advanced WordPress Help Sheet: <http://bit.ly/wSx96c>
13. FAA Written Pilot's Test: <http://bit.ly/A4na42>
14. Craps Reference Chart: <http://bit.ly/yeWWWx>
15. Alcohol Cost Calculator: <http://bit.ly/zbicAk>
16. The Gift List Test Drive: <http://bit.ly/ydrjEK>



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