



The Resource

Vol. 3, No. 8

A Book Publishing News eZine

www.AuthorU.org

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Is There an Excuse in Your Author Midst?

Judith Briles, Author U Founder



We are well into fall. Summer is past, the leaf peepers are in their glory, and your writing and your book, or about-to-be-book, should be planning its next step. That step includes getting off and away from any of the excuse ruts you may have fallen into.

Don't we all get stuck at some time? The list is endless with the number or reasons, and gulp, yes, excuses as to why we can't ... or won't do things. It's the excuse rut. The perfect scapegoat as to why we don't move on and out.

How many times have you heard someone say ...

- #1 I don't have time ... to write my book ...
- #2 I don't have time ... to market my book ...
- #3 I don't know where to start ... on my book ...
- #4 I don't know how to ... or don't want to ... do social media ...
- #5 I don't ... have time to learn about the publishing business ...
- #6 I don't ... ?

How many times have you said any fraction of the above? And what is your excuse for not going forth, for not getting something done that is important to you and/or your book?

It's easy to fall into the overwhelm factor ... and it's far easier to crash through it when you step into the reality that this journey you are on is a *business*.

As we enter this final, oh, another gulp, quarter of the year, it's reality-check time. Start with time—*yours*. There are only so many hours in the day. You need some sleep. You may have a fulltime job. Most likely, you

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Excuses: Continued from page 1

take a little time to eat. The hours slip away. If there aren't enough hours in the day—you need to do an assessment ... just how many of them do you kiss off? And how much time do you put into doing something that is part of your Vision Factor for your book after you have your book?

For our non-fiction members—how many of you really, really, *really* follow your own advice? Or are you so OD'd with other obligations that you end up putting yourself on the bottom of the list—any list? I have a new book birthing, *Author YOU: Creating and Building the Author and Book Platforms*. After finally getting the layout tweaked and sending it to print last month, I looked closely at the process that I do for the creation for my own books—and the reason why I've pumped out 30 to date.

The fun part was the “aha” moment, the breaking through and out of the Excuse Abuse scenario that is so easy to slip into—even with me and some of the things I do within my office space. It brought me back to my own basics. As a result, we've implemented some changes in my office—and oh boy, we are slicing and dicing—from files to set-ups to personnel. It's all very cool—kind of like spring cleaning in the fall.

What I love about what I do as The Book Shepherd is that I am an author—I relate to the writers I mentor. I know the OD that comes with the publication of a book; I understand the overwhelm that comes and the tsunami of things that marketing creates. I know that money and time are huge issues. And I get ... but enough about me. You've got a book. It needs your attention if success is the goal in your Game Plan. What is holding you back? What do you need to slice and dice and get back on track? Start the list ... do a reality check ... get myopic ... and as member Lynn Hellerstein says, “Ta-dah!” It will come your way.

All the dates for the rest of the year are included in this issue of *The Resource*—TechTool Boxes, Webinars, Salons, Meetings, and the Holiday Party are announced in this issue. Get them on your calendar. If you haven't signed up for the BookCamp on October 6th ... it's for *your* book. *Be there!*



Judith



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



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

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

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

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Mark Your Calendars 2012 Save the Dates!

OCTOBER

- Oct 4, 11, 18, 25** Radio Show, 4 p.m. MDT *Your Guide to Book Publishing*
- Oct 6** Author U BookCamp *Book Marketing with a Twist*
- Oct 9, 16** Tech Toolbox Workshops
- Oct 10, 17** Webinars R Us
- Oct 22** Monday Evening Salon *Your WORDS are Critical in Your Book Marketing Campaign*

NOVEMBER

- November 15** Dinner and a Program *Literary Agents Uncovered!*

DECEMBER

- December 15** *Member's Holiday Dinner Party*

Have you joined Author YOU in Colorado yet?

**November 17th is the 1st gathering.
Author YOU is all about you, the Author.**

It's free, it's a great way to start a Saturday. Held monthly--think of it as an Author quilting circle... you can bring crafts... but the focus is on the craft you create through your words and thoughts.

It's the first Author YOU gathering--there is no charge--come grab a spot--we have plenty of room to brainstorm, ask questions, grow and learn about the authoring and publishing journey. Thanksgiving is a fabulous celebration for authors--here's to all those who are in our Village and make our work, our books possible!

Is there a book in the works?
Are you stuck?
Curious about the various publishing options?
Ask your questions ...

There is no charge--bring ideas, an open mind and meet other authors. No question goes unanswered!



<http://www.meetup.com/AuthorYOU/>

IllustratingYou



"... the web site you have created, ... resonates with who I am and what I want to convey. ... In addition to your creativity, I have appreciated your promptness, accuracy, confident decisions, gentle guidance and masterful teaching. ... I can't say thank you enough. — Debbie Wilde, Author of "Sustainable Nonprofits"

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Book Marketing with a Twist BookCamp

... Resistance Is Futile ...

Saturday, October 6, 2012

It takes a Village to market your book. October's BookCamp brings the Village to you ... with a twist. Partnering with masters in their respective fields, Author U's objective is to take you to the next, next level in your book marketing efforts.

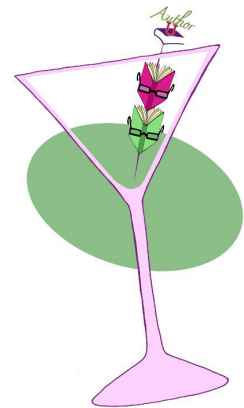
Question: Why should you spend your money to come to this BookCamp?

Answer: Simply this—so you and your book can make more money!

Why do authors fail in selling their books? Let's ID the top reasons:

All of these ...

1. They write a crummy book—let's face it ... the great majority are.
2. They fail to get professional editing—yep, ditto here, most aren't.
3. They rush to publish—breathe ... make sure you deliver a book you don't regret.
4. They wait for the world to come to them—it doesn't ... you go to it.
5. They stop learning what's happening—the book world is changing daily.



Plus this ...

6. **They absolutely fail to market, market, market their wisdom and their book—the book success bottom line.**

If you haven't gotten the big picture about book marketing ... it's this: SOCIAL MEDIA is the magic sauce. For those of you who are still resisters ... stop it ... get over it—NOW. Books are sold via the social media markets. You, savvy author, get to figure out which ones are perfect for you and your book. Most likely, there will be several that sing to you ... and are the perfect platform to start moving your wise words into changing the lives of your intended audience. The **Book Marketing with a Twist BookCamp** delivers the latest in book marketing strategies—the whys and how-tos. Get it on your calendar and register early.

When: Saturday, October 6th **Time:** 8:30 to 4:30 **Where:** Doubletree SE (Aurora – Iliff/225)

	Member	Non-Member
REGISTER NOW!	\$ 127	\$167

Register on website NOW:

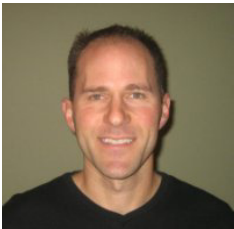
<http://authoru.org/bookcamps.html>

Join ...



Judith Briles ... Twitter Marketing with a Twist

Your key words are critical—ID them and learn to market your books using Twitter—the new frontier that the masses from business to how-to to sci-fi to even romance are using. Judith is the Author and Publishing Master. She is the author of *Show Me About Book Publishing* and *Author YOU—Creating and Developing Your Author and Book Platforms*.



Brian Schwartz ... Amazon and eBook Marketing with a Twist

Amazon and Kindle sell 70% of all e-Books. Learn the insider tricks of marketing strategies with a master in the Kindle world. Brian is the Kindle Expert.



Jamie LaRue ... Library Marketing with a Twist

Libraries are every author's friend. Learn how to step into the library world with your books, including the e-Book, with a special offer to Author U. Jamie is the Director of the Douglas County Libraries.



Mike Hance ... Video Marketing with a Twist Book trailers can be uniquely used to expand your global outreach along with the creation of a variety of videos. Mike is the Organizer for the Denver Writers Meet-up and organizes film festivals and comic conventions. He is finishing up his debut short story anthology, *5 Silver Bullets and a Tumbler of Scotch*.



Kim Dushinski ... Mobile Marketing with a Twist

Your cell phone is one of the fastest growing marketing tools—books are being sold this way as well as spin-off products ... why not yours? Kim knows mobile marketing, book marketing, authors, and is the author of the *Mobile Marketing Handbook*.

Register on website NOW:

<http://authoru.org/bookcamps.html>

Upcoming Tech Tool Boxes

Register online for Tech Toolbox Workshops at
<http://authoru.org/author-tech-toolbox-workshops.html>



Tech Toolboxes are scheduled through November

Animoto, One True Media, PiktoCharts, Pinterest, Keywords, WordPress, and Google+ all this Fall. Sign up early—Tech Tool Boxes are limited to 10 participants. Watch for info and registration on the Author U website.

- Tuesday, October 9: Animoto | One True Media
- Tuesday, October 16: piktochart.com (creating Infographics)
- Tuesday, November 13: Google +



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

Reserve Your Spot ... **Every Author Needs the Edge** ...

Author U Extravaganza slated for May 3 – 5, 2013

May 3rd Deep-Dive Dinner Workshop with Joel Friedlander, author of *A Self Publisher's Companion* from 5 to 9; and new for 2013 will be an Eaglet/Newbie session from 12:30 to 4:30, along with an Eagle/Advanced session at the same time. Scheduled workshop speakers include Cevin Bryerman (Publisher of *Publishers Weekly*), Joan Stewart, Dan Janal (PR and reporter leads), Peggy McColl (Amazon bestseller strategy), Greg Godek (sold 3 million books on his own!), Daniel Hall (amazing array of marketing strategies), and so much more.



Brain Storm with the Pros will be back. There will be a session on Agents, Book Reviews, and Legal Issues ... and the Author U Shark Tank will be revealed. Lots to do. Get the dates on your calendar now—you don't want to miss this. There's a one-week window to reserve your spot at the Early, Early Bird rate. **Register:** <http://authoru.org/extravaganza.html>

“Author U is the premier authoring resource in the country, creating community, education, guidance, vision, and success for the serious author.”

How Print-on-Demand Book Distribution Works

By Joel Friedlander



A new way of printing and distributing books ...

We've all heard about it, we talk about it, we call it by the wrong name, but do you really know how print-on-demand book distribution works? You will by the end of this article.

I wrote in an earlier post about the confusion over the terminology commonly used to describe print-on-demand book distribution (<http://bit.ly/Owm6b2>), but let's describe it briefly before we get to the actual processes involved.

Print on demand is a book distribution method made possible by, and inseparable from, digital printing. It prints books only in response to orders, and only prints the exact amount ordered. Due to the capabilities of digital printing, print on demand is capable of filling an order for one book profitably.

But how does print on demand work?

The Publisher's Side of the Print-on-Demand Equation

Print-on-demand suppliers, like **Lightning Source**, maintain databases of books on behalf of their publisher clients. Publishers submit books to the print-on-demand supplier (PODS) in the form of two files for each book: one digital file for the book interior and one digital file for the cover.

When the files first arrive, they are logged into the PODS's system, examined for technical errors, and a proof copy of the book is created for the publisher to review. Once the publisher signs off on the proof, the book is listed by the PODS throughout its distribution channels, including booksellers, other offline and online retailers, chain stores, library suppliers, and in some cases exporters.

Advantages for the publishers:

- eliminates the need to keep books in inventory;
- allows books without substantial sales to stay in print;
- vastly reduces the investment needed to maintain a large backlist;
- eliminates the waste and expense of pulping thousands of unsold books.

Disadvantages for the publishers:

- digitally printed books cost more per unit than books printed offset;
- digital printing is not efficient for books that will sell in volume;
- digital printing's quality and flexibility of formats is not as good as offset printing.



Continued on page 8

Print on Demand: Continued from page 7

The Distribution Chain

The title is now listed for sale to all wholesalers and retail outlets. If the book is of sufficient interest, it may be stocked in advance of orders. In this case, these “preordered” books do not differ from books produced and distributed by other means. The advantage in the distribution chain is that any number of books, even a very small number, can be ordered for restocking at any time.

However, the title may not be stocked in the distribution chain at all, but remain as a listing available for order.

The Book Buyer

An interested buyer may find the book in an online listing, for instance, at an online retailer such as **Amazon.com** or **BN.com**. The buyer places an order, and, if the book is not physically stocked at the retailer’s warehouse, the order is sent back up the distribution chain to the PODS.

Computers at the PODS pull the correct files for the book’s cover and interior text block and send them to the appropriate digital printers. The two parts may bear barcodes that allow the PODS printing system to automatically match the cover correctly to the interior.

The two elements come together in the automated binding process, where the back of the book is trimmed and the cover glued onto the spine. The entire book is then trimmed to size and is ready for shipment to the retailer who placed the order, or, in some cases, directly to the customer.

This tightly integrated supply chain is a basic feature of the print-on-demand book distribution model. It allows books to be printed for a consistent unit cost regardless of how many are ordered.

The Revolution is Live

Commercial digital printing has given us the print-on-demand book distribution model, and it is in the process of changing the book publishing industry.

Although most books are still printed by offset, print on demand makes it unnecessary to invest thousands of dollars in printed books before a market for the book is established. In some cases this eliminates much of the economic risk involved in book publishing.

If good quality manuscripts—or previously printed books—are available, there is little reason not to put them into distribution. And for small publishers, independent publishers, and self publishers, print-on-demand book distribution has democratized the publishing process. As more book buying moves online, this effect should be more and more pronounced.

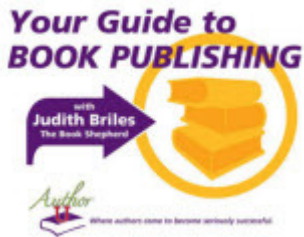
Combined with a rapid acceptance of e-books, print on demand promises to change the book publishing landscape forever.

We’ve now followed a book from publisher to print-on-demand supplier through the distribution chain to the final book buyer, and back again.

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



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 5th and now has over 10,000 downloads each month.

Every Thursday, Judith hosts 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.

Recent programs focused on how to create a New York bestseller, how to create book publicity, the latest nerdy gadgets and gizmos, how to get reporters to call you, and so much more.



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. Call in at **866-404-6519**

<http://rockstarradionetwork.com/shows/yourguidetobookpublishing>

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See below for a list of our current Premier Partners. Each company name is clickable to an information page from www.AuthorU.org.

If you are interested in becoming our next Premier Partner, you can learn about our program and benefits by visiting <http://authoru.org/our-premier-partners.html>



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Cornerstone Virtual Assistance	Replin, Rhoades & Roper, LLC
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Four Colour Print Group	Thomson-Shore
HereNextYear, Inc. Web Services	Total Printing Systems
IllustratingYou – Creative Services	Tu-Vets Corporation
Melody Jones / Social Media Management Services	WESType Publishing Services
Midpoint Trade Publisher Services	

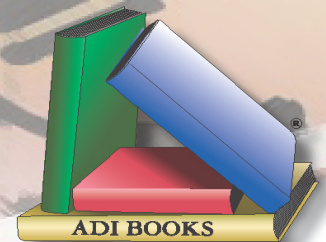


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Book Smarts

50 Biggest Website Mistakes

by Bret Ridgway and Frank Deardurff III is the perfect book for you if ...

You want to improve the appearance of your website;

You want your website to convert more visitors into buyers;

You want to get visitors to stay longer on your site;

You want to have a better understanding of what your webmaster should be doing for you; and

You want to learn some of the “insider” tricks that will set your site apart from your competition.

Let’s face it, we’ve all made mistakes with our websites—including doing one and keeping the same one forever. Websites need morphing and makeovers. No longer are they just your online business card—that’s so yesteryear. They are a key component of your marketing ... think of them as the “mothership”—all things are linked, connected, and they are live and active. Your Facebook or Twitter account should show live streaming—colors should be rich and inviting—videos should be updated and added to ... and that’s just the beginning.

50 Biggest Website Mistakes will reduce the moans and groans that many of us authors routinely hit in the website wall. From “first impressions” to “usability” to the “technical stuff” to the “gotta haves,” this is a welcome addition to your personal bookshelf that you will refer to often.

Delivered in a highly readable format—the visuals work—and in 160 pages.



Tech Toolbox

Tech Tool Box ... is dive-dive small workshop/coaching sessions for a limited number of Author U members. Information will be on the website—times are 3-6 p.m. and are Judith’s offices.



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

October Topics and Dates Are:

Tuesday, October 9: Animoto | One True Media

Tuesday, October 16: Piktochart.com (creating Infographics)

How to Use the Google Keyword Tool

By Kelly Johnson



As an author, you have an understanding of the importance of keywords not only in your writing, but also when creating your website, composing articles and blog posts, and listing your book on sites such as Amazon and Barnes & Noble. Keyword research is imperative to obtain successful search engine optimization (SEO) and increase your online presence so your target audience (and new customers) can find you.

There are many keyword tools available, so where is a good place to start?

One recommendation: Google Keyword Tool.

Google AdWords

Home Tools

Tools
Keyword Tool

Include terms (0) [?]
Exclude terms (0) [?]
Match Types [?]
 Broad
 [Exact]
 "Phrase"

Help
Why should I use the Keyword Tool?
How do I use the Keyword Tool?
What's the difference between the Ad Group Ideas tab and Keyword Ideas tab?
How can I refine my ideas?

Find keywords
Based on one or more of the following:

Word or phrase

Website

Category

Only show ideas closely related to my search terms [?]

Advanced Options and Filters Locations: United States x Languages: English x Devices: Desktops and laptops

Type the characters that appear in the picture below.
Or sign in to get more keyword ideas tailored to your account. [?]

Pearls there

Letters are not case-sensitive

Step 1: Type in a word or phrase you feel describes or represents your business, book, expertise, etc.

Step 2: Check the box "Only show ideas closely related to my search terms"

Step 3: You may select advanced options such as language, location and devices.

Step 4: Select Broad to receive a wide range of ideas for keywords.

<https://adwords.google.com/o/KeywordTool>

Google Keyword Tool is a part of Google Adwords; however, you don't have to have an Adwords account to use the Google Keyword Tool. If you are not signed into a Google Adwords account, the Google Keyword Tool has a limit of 100 words it will display, which should be sufficient for your keyword research.

Continued on page 13...

**Your Guide to
BOOK PUBLISHING**



Did you miss one of our radio shows?

Listen to any of the previous shows either on your computer or via iTunes. Always packed with useful information for the author who wants to succeed. Past shows are listed on the home page of *Your Guide to Book Publishing*.

<http://rockstarradionetwork.com/shows/yourguidetobookpublishing>

Google Keyword Tool: Continued from page 12

....

Here are steps to using Google Keyword Tool.

Step 1:

Type in a word or phrase you feel describes or represents your business, book, expertise, etc.

Step 2:

Check the box for "Only show ideas closely related to my search terms." This helps to narrow down the number of keywords you receive to try and target more relevant words.

Step 3:

Click the plus sign next to "Advanced Options and Filters" to select choices such as language, location, and devices.

Step 4:

Under "Match Types" on the left side of the screen, it is suggested to select Broad, which will provide a wide range of ideas, especially in finding keywords for an article or blog post.

Step 5:

Type in the characters or "Captcha" to prove you are human and not a "spam bot," and then click Search.

You should now see the options Google Keyword Tool displays based on the information you entered above.

Here are definitions of some of the statistics you will see displayed:

Competition: this is how much competition there is for that keyword on Google Adwords, not necessarily the number of websites that have this specific keyword on their site.

Global Monthly Searches: in Google, this shows the frequency people everywhere searched for a keyword. (Google states they calculate this by averaging "the number of searches over 12 months for each keyword in **all** locations, languages, devices, and keyword match types.")

Local Monthly Searches – shows the number of searches for a keyword that meet your criteria, which are the options / filters you selected.

You have the option to sort by relevance, such as by competition, keyword, global monthly searches, local monthly searches, etc. Many people prefer to sort by Global Monthly Searches to see what keywords are being looked for the most in online searches.

Continued on page 14...



Be a Friend, Invite a Friend!

Google Keyword Tool: Continued from page 13

....

The **keywords that are recommended to select** are ones that show **a high number of global monthly searches, but the competition shows as low to medium.**

Want to save this research? Click the Download button to either download all the results of your search, or check the box to the left of the words / phrases you want to save and download only those specific words / phrases.

A few Items to Note:

1. When you start your keyword research, chances are you will be starting with more “general” words and phrases that describe your book, business, or expertise. Remember to also research specific words and phrases to ensure you are reaching your target audience and helping them locate you online. For example, if you are writing a cookbook, you may start with keywords such as “cooking” or “healthy recipes.” This gives you a good foundation to see what keywords are most searched and review a list of ideas for keywords you may want to use. You will also want to include in your research more specific words / phrases for your topic or subject area, such as “Italian chicken dinner recipes” if your cookbook is about Italian dishes.
2. With traffic on the Internet influenced by current events, seasons, and other factors, remember the stats that show on keywords may fluctuate and change, so it is a good idea to periodically review your keyword lists, conduct research to check for any updates, and evaluate any changes you may want to make regarding keywords to want to use.
3. It is recommended to choose keywords based not on quantity, but on quality. More relevant words / phrases are likely to produce better results.

Once you have had an opportunity to try the Google Keyword Tool, try some of the other online keyword tools and do some comparisons of the results. The more information you have, the more informed decisions you can make about keywords / phrases that will best produce results for your online presence.

To your success,
Kelly

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



Building Name-Capture Tools into Your Product

By Bret Ridgway



When you develop any type of information product—a book, a CD, a comprehensive multi-media package, a home study course, or anything else—it's essential to build within your product the mechanisms to drive traffic back to your website to capture the name and e-mail address of anyone that may see your product.

Products get passed around. You don't know who all may be reading your information. If you've written a book that's being sold in a retail environment or via someone else's website, you probably have no way of knowing who purchased it. Barnes and Noble, Borders, and Amazon certainly don't provide you this information.

You've got to include something within that book that will cause the reader to come to your site and provide you with name and e-mail address. It can be a free bonus that can only be claimed online. Or it can be a newsletter subscription they can only get online.

It doesn't really matter what it is—it just matters that you're capturing their information so you have the ability to market other products or services to them.

The same holds true for any other type of information product. If it's a CD, put a sticker on the packaging to come and claim their free bonus at your site. If it's a home study course, include the information on where to get that bonus within the content of your course. And do it several times within the product.

If it's an e-book, you should have multiple links back to a specific website that will allow you to capture their information. Yes, even e-books sometimes get passed around.

Your product should be a marketing tool. It's your job to make sure it is.

Bret Ridgway—co-founder of Author and Speaker Fulfillment Services and the online e-commerce system, Red Oak Cart—is one of Author U's Premier Partners. He has authored three books himself, and his unique, behind-the-scenes perspective as the fulfillment partner for many bestselling authors and information marketers makes him a frequent guest at live events and on radio shows, where he shares his expertise on all aspects of book and information marketing. Pick up your free copy of his valuable Information Product Development and Launch Checklist at www.50BiggestMistakes.com



Have You Met Author U's Premier Partners and Associates?

Have you checked out Author U's Premier Partners and Associate Services pages on the website? Recommended providers from shipping to printing and everything in between. <http://ow.ly/dflYi>

Essential Twitter Hashtags for Authors

By Melody Jones



By now you have at least heard of Twitter hashtags, although many remain confused about them. So what the heck is a hashtag anyway? It looks like a pound sign and is placed before a keyword or phrase in your Tweet relevant to your subject matter like this: #author or #dentalhygiene. It labels a topic, making it easier to search for on Twitter.

Twitter hosts a large community of authors and writers, and it's time for you to get out there and get acquainted. Hashtags are like those sticky name tags you wear at events that tell people who you are and make you easier to approach. You want to be easy to approach, right?

General Hashtags

These are highly popular, general categories you can use when tweeting content. Everybody uses them, which makes the crowd large, but when you combine these general hashtags with targeted ones within each tweet, you are more likely to reach the audience you are looking for.

- #author – Label yourself or a fellow author you are promoting
- #writer – Same idea as above
- #amwriting – If you are tweeting about a book in progress, offering a writing tip, working on a blog post, or anything of that nature
- #amreading – Great way to promote what you are reading and who wrote it
- #book and #books – Use when promoting yours and others (you ARE promoting fellow authors?)
- #ebook and #ebooks – Same idea as above
- #kindle – For your ebook version on Amazon

Continued on page 17...

Are you following Author U?

Don't be left out!

Make sure you follow Author U on Facebook, Twitter, and our Blog.

Encourage others who are interested in writing, authoring, and publishing to do the same.



Twitter: @AuthorU



Facebook: Facebook.com/AuthorU

Hashtags: Continued from page 16

Targeted Hashtags

By targeted, I mean hashtags that are specific to your subject, genre, expertise, or branding. You may need to do some research to figure out the right hashtags for you. Two suggestions: go to www.hashtags.org and enter different words to see if anybody else is using them, how often, etc.; then find similar authors on Twitter and see how they hashtag their books and subjects. For one client, I discovered that writers of historical fiction often use #histfic and #histnov to label their genre.

The list below offers targeted hashtags more specific to certain subjects. I can't possibly list for every genre and expertise out there, but you'll get the idea.

Common Genres

- #paranormal
- #romance
- #scifi
- #horror
- #mystery
- #fiction
- #nonfiction
- #thriller
- #fantasy
- #inspirational

Narrow it down more

- #vampire
- #civics
- #ancientegypt
- #medical
- #WWI
- #erotica
- #zombies

Create your own based on branding

- #AuthorU
- #KneeExpert
- #RomanceGuru

Employ the right Twitter hashtags and get you and your work noticed by readers looking for something specific and by fellow authors who will promote your Tweets.

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





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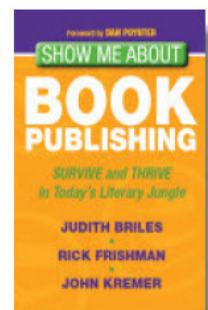
Amazon Best Seller!

Publishing is morphing on a daily basis ...

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

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

<http://amzn.to/K8jVps>



How to Maintain, Grow and Protect Your Business with a New Customer



Negotiating a large-quantity sale can be a taxing but ultimately rewarding process. If you take the proper steps in the prescribed order, the prospect signs on the dotted line and becomes a customer. However, the euphoria of receiving tens of thousands of dollars could blind you to the job that still needs to be done.

Your objective is not to simply get the order, but to make sure that the sale is implemented flawlessly. Competent post-sale service makes for a satisfying experience, leading to recurring revenue. A mutually profitable, long-term relationship is more likely to happen if you maintain, grow, and protect your business.

Maintain the business

An order for any product seems to take on a life of its own. Some go smoothly while others confirm Murphy's Law. Reduce the likelihood of problems by following the order through the process to see that it flows smoothly. Once the order is placed, make certain the correct books (high quality, customized as agreed) are shipped at the right time in the right quantity. Here are some things you can do to help lubricate the order's progress:

- Send a summary letter describing all the pieces of the puzzle to which you agreed. Everyone should concur with who is responsible for each action at various touch points. Get agreement on any changes and put them in writing.
- Define metrics (measurable goals, dates, commitments). Meet periodically to track and review the progress of the order and the campaign.
- Stay on top of the order as it works its way through the production process (design changes, printing, shipping). Keep tabs on your suppliers to make sure they abide by their schedules and promises. Communicate with your buyers regularly—people would rather have bad news than no news. Inform them quickly of any delays or snags.

Grow the business

If you maintain the business properly and the promotional campaign meets expectations, you will have proven that you are a true consultant, working with your customers to reach their goals—not just as a vendor selling to them. Now they have the confidence in you to expand the relationship through new orders. Take the initiative to grow your business with each customer.

- Ask them to place a new order for your existing title. Since it performed as expected, perhaps they will use it again in another campaign.
- Introduce them to other appropriate titles in your product line. Or offer to produce other books or products that meet their needs.

Grow Your Business: Continued from page 18

- Ask for referrals within the company. A large business may have multiple divisions. An endorsement by your customers to their counterparts in different divisions may sway them to accept your proposal, too.
- Ask for referrals outside the company. Ask your customers to give you names of people to contact among their suppliers or other related companies. A satisfied customer is a valuable asset.
- Continue acting as a consultant, helping them come up with new ideas for other campaigns. Meet with your corporate contacts and hold a brainstorming session, a creative meeting designed to come up with new ideas.
- Tell them about other (non-competitive) titles. Let's say you sold your book as a tool to motivate employees of a large corporation. As you begin to implement your program you recognize that there are multiple generations of employees (Boomers, Gen X, and Gen Y). If your book's content is applicable to only one of these, you could suggest other titles that would be more relevant to the others. Arrange the sale for the supplementary publishers and take a percentage of the sale for your efforts.
- Offer suggestions on changes to form or content. In the case above, you might offer to write new content for the other employees instead of seeking existing content from a different publisher. You might also suggest that this new information be delivered in booklet form to make it easier for the employees to use.

Protect the business

Customers can be capricious entities, seeking profitable relationships with suppliers who treat them right. If you do not take care of them, they may choose a competitive title for the next promotional campaign. Things can go wrong, but you can minimize the negative impact by recognizing and rectifying them quickly. What are the signs of potential problems?

- Persistent problems with the order. Print runs can be delayed. Pages could be missing. A truck strike could prevent an on-time delivery. Troubling issues will occur that are beyond your control. Minimize

Continued on page 20



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by Shannon Parish

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Grow Your Business: Continued from page 20

any detrimental effect by telling your buyer about problems as early as possible and recommending alternative actions.

- Decrease in purchases. Your buyer may have placed a blanket order for planned deliveries. If the schedule is delayed, it could be a warning that something is amiss. Talk with your corporate counterpart.
- Repeated comments of merits of competition. If you hear comments like “I wish we had checked out that other book more carefully,” there could be a problem brewing. Ask questions and get them to explain why. Invariably, the real discontent will surface and you can deal with it.
- Increase in complaints. A grievance can be positive if its airing leads to its resolution. If the frequency of complaints increases, it could lead to the demise of your relationship.
- Decrease in rapport. If e-mails and voice-mail messages go unheeded, a negative situation may be the cause. Schedule a personal meeting with your buyer to clear the air and uncover the hidden objections. If you know what the real problem is, you can more effectively rectify it. Unaddressed problems have a way of intensifying. Nip negative issues in the bud as soon as you can.
- Replacement personnel. If your contact is removed from the process through promotion, transfer, or other reason, quickly meet with the replacement person. Review the decision process with him/her so that he/she knows, understands, and buys into each relevant piece of the promotional program. Establish a new relationship that will lead to the repeat orders.



The process for making a sale and keeping the customer can be laborious and time-consuming. But if you want to make a large-quantity, profitable, non-returnable sale with recurring revenue, you have to go through all the steps. It is not difficult and can actually be fun at times. Too few people are willing to do what it takes to consummate such a sale. Will you be one of those who will make it happen?

For a description of all the steps in the special-sales process, see my series of articles in previous editions of the *Resource*.

Brian Jud is the author of *How to Make Real Money Selling Books and now offers commission-based sales of books to buyers in non-bookstore markets*. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 270-0343; BrianJud@BookMarketing.com or www.PremiumBookCompany.com [Twitter.com/bookmarketing](https://twitter.com/bookmarketing)



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Monday Evening Salon - For Members Only

October 20th from 6 pm to 9



Got Book? ... Now Speak!

“Snappy, Sassy, and Salty” gets the attention of the media and readers. Creating the right copy in the right format for the right audience is critical in the author’s marketing success. Spend a few hours with an expert who can redirect your words, morphing them into the right phrase, the right hook ... and bring your questions.

Register early ... Salons have limited attendance and include dinner. **Register:** <http://ow.ly/dfIU4>

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Earn a 10% discount on your next print order!

For a limited time, Color House Graphics is offering a 10% discount for any order placed for perfect bound or saddle stitch books with black interiors that have a final trim size of 5.5x8.5 or 6x9 inches, providing it arrives ready to print in combination with one or more books of the same size and bind style mentioned.

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Tech Toolbox Workshops

Held in the afternoons from 3 to 6, these three-hour workshops are limited to a small group of Author U members. With hands-on coaching, you and your laptop will create videos, graphics, and Internet presence. Sign up on the AuthorU.org website.

October 9th - Become a Video Star: Animoto and One True Media



Learn the power of creating videos to promote your programs, books, and business. This workshop will walk you through creating videos with Animoto and One True Media and uploading those videos to your website, blog, and YouTube channel. You will be a video star in no time!

October 16th - Infographics



You have probably seen Infographics on Pinterest and all over the Internet, as they are great for grabbing people's attention. Information Graphics or Infographics is a method to share knowledge, information, and tell a story about a subject or topic through a graphic image. Why create Infographics? Since "a picture is worth a thousand words," Infographics allow you to reveal data and present details and content in a compact, easy to understand way. You will learn 2 methods to create your own Infographics: Piktochart and Wordle

November 13th - Google Plus



the Google+ project

Google Plus is most often recognized by the G+ icons on web pages and blogs. Google has such a strong presence online, and its technical teams seem to continually find ways to add their own features and "spin" to online tools and social media. You will learn how to set up your Google Plus profile, learn about Circles and Hangouts, create events and a Google Plus Page, and learn some benefits of having a Google + presence.

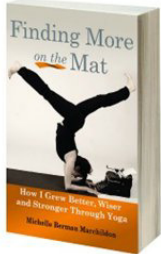
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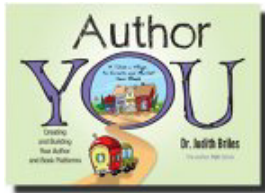
Have You Met Author U's Associates?

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>

Member News



Michelle Marchildon had a huge audience of 3,500 people/yogis in Estes Park on October 6th to hear all her yogi brilliance and about her book, *Finding Life on the Mat*. Just a few months out, she went back to print! She had two book signings at the world's largest yoga bookstore last month, then unveiled a new trademarked class that she will offer in Denver starting in November. Busy.



Judith Briles went to print with book #30—*Author YOU—Creating and Building Your Author and Book Platforms*. There will be two versions; the deluxe includes a DVD.



Bob Christensen is thrilled to announce that *FDA, You Were WRONG!* has just been released by Tate Publishing Company. It is an in-depth exposé of the atrocities Dr. Robert Christensen and colleagues suffered in their attempt to help patients suffering from TMJ (temporomandibular joint) issues. Follow along with their struggle against the FDA as Dr. Christensen shows how the FDA set up obstacles at every turn on the road to providing TMJ implants for the patients who desperately needed them. Get it now on his website, www.Dr.BobsCrusade.com.



Roger Frame shares that *Don't Carve The Turkey with a Chainsaw: Resolving Family Conflict* just picked up its fourth book award, winning the Living Now award for Family Parenting. Kudos to him for getting such broad attention and merit from so many.

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



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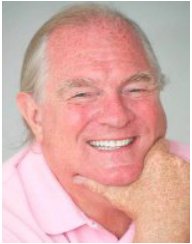


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New Members



Larry Grimm There is a book in me that I long to realize. But I need the help of a community of authors to bring it forth. I have spent my life making meaning, not money. From my earliest years I have had one main vocational vision, to be a great Presbyterian Minister. I have been a Presbyterian Minister—though I no longer fret about greatness. I made meaning in the community of meaning makers, the faithful. I also contributed to the lives of two amazing women, our daughters. Divorced now, my ex-wife and I realize they are the best of our lives together, and I celebrate that. My book is related to my vocation. Serving in chaplaincy in long-term care and in hospice care after years of congregational ministry, I developed a unique sense of elderhood I want to address. I also love to sing crooner songs, and I now seek to make money with online video applications as well as meaning, and I love living in Colorado. I am a modern day mystic.



Dr. Glenn H. Dakin is the owner and Web master of Rocky Mountain Spiritual Blessings, *RMSBConsult.com*, which focuses on spiritual poetry and has been published free for the world for over ten years. He's an online instructor at the University of Phoenix in financial accounting, as well as the American Intercontinental University in its Masters of Education Program.

He has a varied career in multiple disciplines, including marketing, retail, technical writing, network engineering, and education. Glenn is an advisory board member for the One Voice Institute of Elemental and Ethical Education. Now he is working on a book on distance learning and learning in the information age with emphasis on information literacy.



Francesca Starr, a voice dialogue coach and trainer, founded **The Complete Life Center** in 2000 in Denver (originally called **The Voice Dialogue Training Institute**). The Center specializes in Voice Dialogue—a communication and personal growth method that is safe, empowering, and effective. The Center offers coaching, workshops, and professional training programs to adults, couples, and groups and builds the capacity to make conscious choice and accelerate personal, spiritual, and/or professional growth. Now, she brings to her work as a coach and trainer her over-35-year immersion in psychology, spirituality, education, and business. Francesca has written numerous articles about the power of Voice Dialogue to heal the past and fulfill one's potential. She is the co-author of www.CompletelifeCenter.com.



Casey Demchak is an author, speaker, and expert in writing high-impact marketing communication materials. Since 1995, leading companies in a wide range of industries have relied on Casey's strategic copywriting skills to craft direct response letters, website copy, brochures, print ads, video scripts, and more.

He is author of *Essential Sales Writing Secrets* and author of a chapter on persuasive sales writing techniques featured in the book, *Advice From The Top: The Expert Guide To B2B Marketing*. Formerly, he hosted *Essential Marketing Secrets*, aired on the VoiceAmerica Internet radio network.

October Webinars R Us ...

Preparing For and Making Presentations for Large-Quantity Sales

Wednesday, Oct 10, 2012
EDT: 5-6; CDT 4-5; MDT 3-4; PDT 2-3

Cost: FREE

This is the first of two webinars about selling your books in large quantities, sponsored by Brian Jud and Author U. At some point you must meet face-to-face with buyers and tell them why they need to buy your books. You will be more successful selling books in large quantities if you organize and give your presentations effectively. In this webinar Brian will show you how to write a proposal and prepare a professional, successful sales presentation. Then he will cover simple ways to make your presentation and convince more prospects to buy. This process is effective for both fiction and non-fiction titles.

Details will be on the website to sign up.

How to Negotiate Large-Quantity Sales

Wednesday, Oct 17, 2012
EDT: 5-6; CDT 4-5; MDT 3-4; PDT 2-3

Cost: \$39

This is the last of two webinars sponsored Brian Jud and Author U. Brian will show you how you—who are likely not a professional sales person—can negotiate profitable orders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make larger-quantity sales to corporate buyers, you need to be ready to deal. A variety of ways allow you to do that effectively and in a non-threatening manner. It is not difficult, but you have to know where to give and take—and when not to cave in. Once you get the order for your books, you need to stay on-task with your post-sale follow-up. This teleseminar will provide you with all the basics you need to know about creating a long-term relationship with recurring revenue to you. Written handouts come with this session.

Details will be on the website to sign up.



For more information contact Brian Jud

P. O. Box 715 P 860 675 - 1344
Avon, CT 06001-3138 F 860 270 - 0343
brianjud@bookmarketing.com
<http://www.premiumbookcompany.com>

Analyze Web Traffic: Continued from page 26 ...

Getting to Know Your Data

When you first start looking through the numbers, you'll want to get a sense of some of the numbers we described above: Page Views, Bounce Rate, etc. If you're worried that your bounce rate is too high, consult your Web person to see if there's anything you can do to lower it.

One of the areas I spend a lot of time on is the "Traffic from All Sources" so I can gauge what's coming from where. Not only will this help me as I'm creating referring traffic from various channels, but it also helps me know what works and what doesn't. To access this information, click on "Traffic Sources" and then "All Traffic."

Measuring Social Media

One of the most exciting additions to Google Analytics has been their tracking of social media. This is a fantastic tool that lets you see how much of your traffic is coming from social media. So what's a good mix? I think half of your traffic should come from social media, and the rest should come organically from Google.

Measuring AdWords

Google Analytics can also connect to your AdWords campaign, allowing you to measure how your online ad campaign is performing. This will allow you to track how your ads are doing and whether they are bringing you visitors. If you run ads on your site, click Content > AdSense > Overview to see which pages on your site are earning the most revenue (and how much). You'll need to link them together in the AdSense tool first.

How much traffic you get and how well it's converting will depend on your reach and your website, but knowing these numbers is important. Keep in mind that the importance of each category will depend largely on the industry you're in, as I mentioned previously. If you want lots of returning visitors, the percent of new visits number will need to be lower. If you're looking for lots of new traffic, Unique Visitors is what you need to pay attention to.

Getting to know your traffic is not only important, but mandatory if you're going to know how effective your online marketing is. Also, knowing your Google Analytics numbers will also show you if there's a problem on your site, such as low conversion, which could be because of a broken page or broken link.

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 and an Adjunct Instructor with NYU. She is a member of Author U's Advisory Board. To learn more about Penny's books or her promotional services, you can visit her web site at www.amarketingexpert.com. To subscribe to her free e-zine, send a blank <mailto:subscribe@amarketingexpert.com>



*I've always seen it as the role of an artist to drag his inside out,
give the audience all you've got. Writers, actors, singers,
all good artists do the same. It isn't supposed to be easy.*

- Henry Rollins

Do you have an e-book? Are you getting ready to convert your e-book to an e-book format? Do you want it to sell?

On October 6, step into the driver's seat ...

Note: Brian Schwartz will be presenting a session of e-books at the October 6th Marketing with a Twist BookCamp.



To stay relevant as an author, your being in the driver's seat is critical. I'm sure you've heard it before, but you can't expect the publisher (if you've elected to publish through someone else) to do these things for you. In order to be effective in the driver's seat, you must have access to the necessary tools to twist the dials as needed.

Independent and Self-Publishing is not unlike the difference between hiring a financial planner to manage your money vs. managing your investments yourself (i.e. in a self-directed IRA). If you elect to give your savings to a financial institution to manage, you are one step removed and won't have access to the same tools they do. In many ways, while you might believe you are in the driver's seat, you've elected them to act as your *custodian* and in doing so, entrusted that they will manage your money as

well as you would. Many of us have painfully learned that's rarely the case. However, if you elect to manage your savings yourself and put your savings into a self-directed IRA, you then become your own custodian and will have all the tools you need to grow your nest egg. Indeed, while this option might sound more attractive, you still need someone to show you HOW to use the tools!

Are you using the right tools for the job?

One of the keys to being a successful author (or investor) is your ability to be nimble, respond to changes in the market, stay relevant, and follow the attention of your readers. The key to being nimble is using the right tools for the job. A wonderful aspect of where publishing has evolved is that the tools once available only to publishers are now available to authors who choose to self-publish. All you need is someone to show you where to find these tools and how to use them. On October 6, you'll get that opportunity, as I'll be opening your eyes to a new set of tools that authors are using to increase their visibility and sell more books online. Even if you have elected to have someone else publish your work, you'll walk away a well-informed author (like a well-informed investor), able to 'talk shop' with your publisher when it comes to utilizing the tools available to them. Are you making the most of the tools that Apple, Amazon, and BN have provided you as the publisher/author?

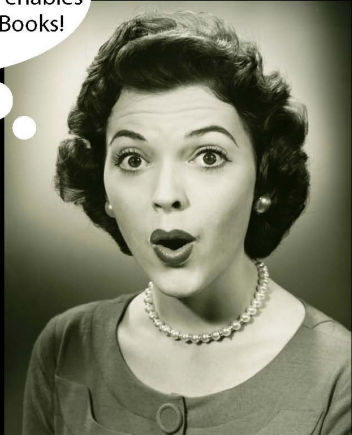
Join me at Author U's next *BookCamp* on October 6th, and I'll show you how to use many of the tools authors and publishers are using to succeed in the ever-growing competitive landscape of books. Hope to see you there!

— Brian Schwartz, *Kindle Expert*, Founder,
www.ePubConversions.com



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Monday Evening Salon, October 22nd, 6-9 pm

Your WORDS Are Critical in Your Book Marketing Campaign...

October brings Casey Demchak, who is known for his innovative approach to creating **Key Message Copy Platforms** that serve as the springboard for writing a full array of marketing communications for your products. That means YOU ... the author as the product, your BOOK as the product, and ANY derivatives that your creative efforts birth.



Your takeaways include

- Creating sizzling phrases and words to make your marketing pop.
- Techniques to say “lots” in just a few words.
- Adding “color” to what may be perceived as dull copy.
- Snappy catches for media, publicity, and articles.

Register: <http://authoru.org/monday-night-salons-2.html>

Casey is the author of *Essential Sales Writing Secrets* and the copywriter on seven marketing communication projects that have won American Advertising Awards. Prior to his career as a copywriter, he worked in Hollywood as a story analyst at Ron Howard/Anson Williams Productions.

His Hollywood connection gives him an added dimension as a copywriter: the ability to tell a product’s story in a tone that directly touches your target audience on an emotional level ... which is exactly what most buyers connect with.

Salons start a 6 p.m. with a dinner ready when you walk in and quickly move to a workshop format. Bring your laptop—as always, space is limited and only available to paid-up Author U members.

Cost: \$27

Time: 6 – 9 pm

Location: Judith’s home in Aurora, CO

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

***You will be sent an email the day before as a reminder with full address, directions, and any last minute to-dos before the Salon. **See you there!**

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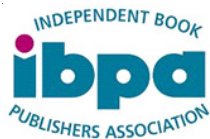
Robert Pendergrast, MD, MPH
Author, *Breast Cancer: Reduce Your Risk with Foods You Love*

nz graphics

TIPS



Berries are a brain's best friend! A recent study at Brigham and Women's Hospital in Boston reports that consuming at least a cup of strawberries or one-half cup of blueberries per week delays cognitive aging by up to two-and-a-half years. The key ingredient is flavonoids that are also found in tea, red wine, apples, and oranges. Enjoy!



Get your book into libraries. Author U is a member of IBPA—the International Book Publishers Association. It hosts several co-op programs throughout the year. Join with other publishers to send specific book flyers to libraries, as well as other specialty mailings. <http://www.ibpa-online.org/programs/programs.aspx>

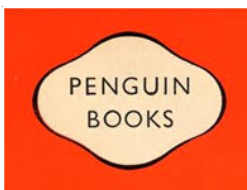


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Penguinm, one of the big six publishers, recently announced its net profits were down a whopping 48% over the first six months of the year. A second announcement came in that it's bought Author House, the gorilla of all the pay-to-publish/vanity presses. Hmmm, does that mean all Penguin's rejects will automatically be shuffled to the new AH/P imprint to suck the money out of the author? Is there another predator in the author midst lurking?

Turn Facebook "Likes" into Customers and Buyers

- Use Facebook to drive e-mail opt-ins. Create a unique tab or spot on your Facebook page that includes an opt-in form.
- Offer a deal: a percent-off or dollars-off coupon for use in your e-commerce store; 79 percent of consumers use social media to take advantage of special offers and discounts.
- Run a contest to get fans to engage with you; 65 percent of social media users connect with brands on Facebook for the games, contests, sweepstakes, and promotions.
- Inform your fans with book and products updates, news, and announcements; 55 percent of consumers connect with social media for new product news.



Book Marketing with a Twist BookCamp ...

Resistance Is Futile ...

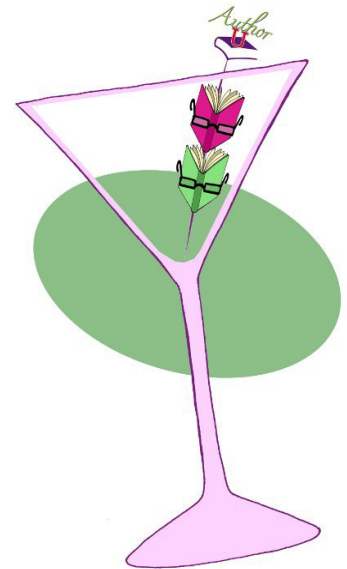
Saturday, October 6, 2012

It takes a Village to market your book. October's BookCamp brings the Village to you ... with a twist. Partnering with masters in their respective fields, Author U's objective is to take you to the next, next level in your book marketing efforts.

Question: Why should you spend your money to come to this BookCamp?

Answer: Simply this—so you and your book can make more money!

Register: <http://ow.ly/dh2QE>



Author U's Annual Holiday Party ...

Saturday, December 15th... Put the date on your calendar. Details will be in the November ezine and on the website.



"A Tweet is worth a thousand ideas!"

Don't miss out on Thursday's at Author U. Included will be a new blog post to keep you in the loop of the top ten Tweets sent out the previous week.

Tweets are faster than a speeding bird ...

10 Tips for Becoming a Successful Mainstream Author

By Jeff Davidson



1. The success of a book is 10% content and 90% marketing. Unless the publishing house is behind your book, forget it.
2. The book publishing industry is agent driven. Agents sell the best books for the most money, with some few exceptions. Authors representing themselves hardly ever match this.
3. The proposal, the reputation and connections of the agent, and the background of the author are the three most important elements in gaining early acceptance. If the acceptance isn't early, the proposal probably wasn't ready.
4. The size of the advance absolutely equals the commitment of the publisher. A large advance takes care of the author's concern about whether the publisher will actively promote the book.
5. Only a handful of books per publisher per season are actively promoted. You must gain early indication of this—there is no gray area here.
6. Many editors are afraid to take a risk. Unique topics or unexplored areas must be approved by the higher-ups.
7. The relationship between editorial and marketing departments is crucial. Marketers must comprehend your book immediately, be able to describe it in a sentence, and support it 100%. The most successful authors are invited to meet the marketing staff to convey the essence of the book.
8. Sub rights and serial rights are often sold in advance of publication.
9. Editors and publishers are still print oriented. You must convey to them on paper that your idea is a winner. Some celebrities or temporary media phenomena can wrangle contracts without developing a superior proposal; however, these are usually one shot deals.
10. If a proposal is a winner, it will usually hit at least once within the first five to seven submissions. If not, you are probably not going to hit at all, or if so, for a low advance.

A parting observation—we live in a media-driven society. Your connection to the media, as a member thereof or as one who is frequently covered by it, is important and helps enable you to an adequate “platform” among publishers.

Jeff Davidson is the author of *Breathing Space*, and *Simpler Living*, which reached #1 on Amazon in February 2012 for how-to & home improvement books. He's a frequent guest on *Your Guide to Book Publishing*. Order Jeff's amazing 3-Part Series that will Accelerate Your Writing and Publishing Success: www.ManWithYourPlan.com

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