



THE RESOURCE

Book Publishing News eMagazine

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

Vol. 4, No. 2

www.AuthorU.org

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Eat, Breathe, Commit

Judith Briles, Author U Founder



Simple, yet complex. Isn't that the author life? You may start with what you thought was a simple, yet incredibly insightful, concept. As you started the authoring journey, simple took on roots. Other ideas began to germinate. Your simple idea that you thought would only take a little of your time has multiplied and is looking like it will take over your life.

It doesn't matter if it's in the writing stage, the publishing stage, or the marketing stage. Complexity becomes the rule of the day.

I would be growing a long nose if I said that authoring and publishing were simple. They are not. They are complex. They are *not*, however, complicated. That's where Author U comes in. Think of authoring and publishing as a journey with stops along the way. Some are for rest, others for learning, and others for doing.

We have a fabulous February program—all about speaking on your book; we have programs set up until the HUGE, and I mean HUGE, Extravaganza this year in May—block your calendar for May 2-4. Author U is committed to educating you as an author, to supporting you in your quest to be successful, to connecting you with quality authoring and publishing suppliers, and to building a community of awareness, change-makers, and story-tellers that make a difference in so many lives.

Here's to an awesome Extravaganza. TWENTY-FIVE sensational speakers are coming to Denver ... 25 who will change your life. I don't care where you are — at the beginning of your journey, book in hand, ready to start another, repurposing what you have, resting. The Extravaganza is the MUST place to be this May. No excuses allowed!

You can't miss the amazing Guy Kawasaki, who kicks off Friday a.m. (all in attendance will get his latest book, *APE-Author, Publisher, Entrepreneur*)—after all, don't you think you can learn from someone who was the former

Continued on page 2

The World Did Not End: Continued from page 1

Chief Evangelist at Apple; is a multi-NY Times best seller; and has 1.2 million Twitter followers, 4 million plus Google+ connections, and has started his own publishing company?

You can't miss Cevin Bryerman, who will give you deep insight to both the traditional and indie publishing worlds—something he knows well as the president and publisher of the bible of publishing—*Publishers Weekly*.

You can't miss our all-new Eagle and Eaglet sessions on Thursday.

You can't miss Joel Friedlander's Deep Dive Dinner session Thursday (and some of you procrastinators will—Joel's session is 2/3 sold out already).

You can't miss the Author Shark Tank (only 3 will get to participate).

You can't miss the EARLY Sunrise session slated for Saturday a.m. that will show you the strategies for turning all things social media into a 4-hour-week-max (yes, Virginia, Blogging, Tweeting, Facebooking, Pinteresting, LinkedIning take more than 15 minutes a day).

You can't miss the 30 amazing Exhibitors, many new this year.

You can't afford to miss any of it!

We are at the Renaissance Denver Hotel. Do yourself and your body a favor and stay there at least for Friday night; preferably, you add Thursday, as well, because it ends at 9 p.m. (*Do this now. Our block sold out last year!*) Take care of your body and don't drive back and forth. The Eagle and Eaglet sessions are add-ons. All sessions are on the website. All information for registration and hotel is also on the website.

Eat. Breathe. Commit

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 be even more than you thought you could be.

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

FOUNDER: Judith Briles

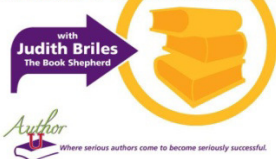
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Your Guide to BOOK PUBLISHING



Did you miss a show? Past shows are listed on the home page of *Your Guide to Book Publishing* and *AuthorU.org*. All you need to do is click on the one you want, and it starts immediately.

<http://bit.ly/tTUpGH>

February Dinner and a Program / Wednesday, February 13th

There Are **NO** Boring Subjects ... There **ARE** Boring Speakers



Many authors just want to write ... let the world find them. If that's what you believe, go back to sleep. Authors may have the gift of the written word, yet they flunk with the verbal variety. Authors must be promoters. One of the best ways to promote yourself and your work is via the speaking platform. February's Dinner and a Program is all about speaking. There are no boring subjects ... there are too many boring speakers.

What are the crucial and must have elements of a great speech? What are the common mistakes speakers need to avoid? Get Judith's Briles' perspective—someone who has been there, done that—of speaking and selling books at the highest level.

Your presenter, Judith Briles, has 9 questions for you:

- Do you want to create a speech that gets attention and bookings?
- Do you want to be known as the “go to” person and a “must have” speaker?
- Do you want to use powerful stories and humor within a presentation, even when your topic is controversial or could be considered a downer?
- Do you want to be paid every time you speak?
- Do you want to sell books whenever and wherever you speak?
- Do you want to connect with your audience?
- Do you want to know how to find people that will hire you?
- Do you want to know tips on how to go from FREE to FEE?
- Do you want recovery tips on what to do when you are bombing?



You've got the topic and the book ... now what? Create the speech or workshop. Every speech needs a great beginning, nuggets with how-tos and action, and a powerful closing. You will learn how to structure a

Continued on page 27...

“Wait until you are hungry to say something, until there is an aching in you to speak.” - Natalie Goldberg

Dinner and a Program: Continued from page 26 ...

keynote speech or workshop. Your talk will sell books—lots of them. Learn how to find your audience, get them to pay you, and skyrocket your book sales. Learn how to “drill down” within your niche.

You’ve got a book ...or will have one soon.

- Are you preparing a presentation that will bring in enthusiastic believers to your topic?
- Would you like to have enthusiastic book buyers flock to a table piled with your books?
- Would you like to be known as an expert, solution person, premier storyteller, or an entertainer?
- Are you creating a presentation that will sell books, lots of them?
- Are you getting paid for your talks—either for the presentation or in book sales—better yet, for both?

Your take-aways include how to be a better speaker, how to create and deliver a powerful message around your book ,and how to speak with impact!

Date: Wednesday, February 13th (a one-time variation of the regular AU meeting day)

Where: Doubletree SE, Illiff and 225

Cost: \$30 for members; \$40 for non-members

Time: 5.30 to 9:00

***Judith Briles** made her living with her mouth and books on the Platform for 30 years creating over \$5,000,000 in combined speaking and book sale revenues. She’s the author of 30 books and has spoken to groups as large as 5,000 and as small as 5. Learn insider tips and techniques to create the talk that sells YOU, the author, and YOUR BOOK.*



Mark Your 2013 Calendars ... *Save the Dates!*

Visit our online Calendar on Author U go to: <http://tinyurl.com/AUdates>

FEBRUARY

7, 14, 21 28 *Your Guide to Book Publishing Radio*, 6 p.m. Eastern
 13 **Dinner & a Program** *Boring Speakers Suck*
 18 Salon – *Social Media Marketing for Books is NOT for Sissies*

MARCH

12 Tech Tool Box
 21 Dinner and a Program

MAY

2-4 **2013 Author U Extravaganza!** <http://authoru.org/extravaganza.html>

DECEMBER

Holiday Dinner Party

Monday Evening Salon / February 18th**Social Media Marketing for Books is NOT for Sissies****Monday, February 18th 6 – 9 pm**

By popular request, the **February Salon** will focus on Social Media Management and List Building for Book Marketing—in a highly interactive, hands-on Salon. Kelly Johnson and Judith Briles will concentrate on social media management and Twitter. Your laptops are a must. No exceptions—you are working, not listening. And you will get dinner.



Your take-aways include

- Setting up a social media management program that creates “time” in your life.
- Techniques to instantly post anywhere, anytime, anything.
- The latest in author relief-time therapy.
- Getting your BOOK marketing kick-started with Twitter.
- List of building techniques that will bring your thousands of followers.

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



**Web Sites
Illustrations
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IllustratingYou

"... Shannon's creativity and insight has been over-the-top! Her coaching on every part of what we have put into the website has been invaluable. ... We have been extremely happy with her work and the experience of working with her. She is a really easy person to work with ..."— **Sharon Worrell, Strategies for Healing**

Call **Shannon Parish**
(720) 295-7409
or dial ****CREATEME**

** Author U Members
receive discounts!*



Do You Have the Edge? Every Author Needs One!

Author U Extravaganza 2013!

May 2 – 4

Over 2½ jam-packed days, you will be working with amazing book-marketing strategists, publicists, Internet gurus ... all in an intense workshop environment ... Bonus Session on Thursday, May 2, will be with Joel Friedlander, known as the Book Designer and a master blog strategist. Eagle (advanced) and Eaglet (newbie) workshops will begin Thursday noon and end just before Joel's session. All workshops will be in a deep dive matter. Block the dates on your calendar for 2½ days that will create a leading edge over your book competition! Author U feeds the "belly" and the "brain." Most meals included. The full agenda is on the website.

BONUS: You may register family members or co-workers at a discounted fee*** if they are not already Author U members.

Early Bird Extravaganza • Reserve Your Spot Now for 2013

Joel Friedlander **Create the Edge that Hooks Your Readers (this will be HOT!)**

Author of *A Self-Publisher's Manual*, graphic designer, book designer, and guru of creating a blog from scratch and how to grow it to 40,000 followers in two years will deliver an extensive, 4-hour Deep Dive Workshop on the late afternoon of May 2nd. Joel also blogs about book design, self-publishing, and the indie publishing life at www.TheBookDesigner.com. Dinner included.

Cevin Breyerman **What in the World Is Happening to Publishing?**

If anyone knows the inside skinny on what's happening in the publishing world, it's Cevin Breyerman. Publisher of *Publishers Weekly*, the bible of publishing trade, our Keynote.

Greg Godek	How to Sell Books by the Truckload without Selling Your Soul
Joan Stewart	Internet Marketing Strategies That Will Make You and Your Readers Howl
Nancy Jutten	How to Edge Out the Competition to Get Media Attention
Carol McManus	How to Maximize Your Edge Using LinkedIn
Daniel Hall	The Master of the Webinar Reveals All
Georgia McCabe	How to Create Your Author's Edge with Social Media
Beth Zeisnes	Apps, Gadgets, and Bells and Whistles to Soar Your Publishing
Dan Janal	PR is PR ... Learn from the Master of <i>PR News</i> to Create the Edge You Need
Peggy McColl	The Latest and Greatest on the Amazon Bestseller Campaigns
Patti Thorn	Getting Book Reviews that Support Your Sales
Brian Jud	Creating a Video (onsite live—make them while you are at the Extravaganza!)
Judith Briles	Platforms & Marketing—Who, What, Where, Why, When, and How
Matthew Bennett	How I Sold 5,000,000 Copies ... and Strategies for How You Can, Too!

Location: **Marriott Renaissance on Quebec in Denver**

Reserve your spot now! \$200 down. Balance due March 15th

Register family members or co-workers who are not already Author U members for half price.

Author U ... where authors learn how to be authors ... creating and publishing books they never regret.

Count me in for the Author U Extravaganza 2013!

\$200 reserves each spot — non-refundable. You may register additional friends, colleagues, or family members who are not already Author U members for half price. **Most meals are included.** Dinner and Entertainment Friday night.

Are you kidding ... I wouldn't miss this ... I want to save \$125 now ...

I'm registering for EVERYTHING: including the Deep-Dive session w/Joel Friedlander

_____ @ \$395 (AU Member) or _____ @ \$485 (Non-Member)**
 _____ @ \$225 (AU Member) or _____ @ \$275 (Non-Member)*** (discounted)

****first registration each additional****

Pre-Extravaganza Eaglet and Eagle Workshops on May 2nd from 12:30 to 4:30.

_____ @ \$95 (AU Member) or _____ @ \$125 (Non-Member) **Eaglet-Newbie**
 _____ @ \$95 (AU Member) or _____ @ \$125 (Non-Member) **Eagle-Advanced**

**Author U membership is \$89 per year

*** discounted fee for each additional family or company attendee who is not an Author U member.

Register now before the price goes up again!

AU Members:	\$395 _____	Non-Members:	\$485 _____
Joel Friedlander Dinner Workshop	\$ 75 _____		\$125 _____
Friday only	\$200 _____		\$260 _____
Saturday only	\$190 _____		\$240 _____
Eaglets-Newbie	\$ 95 _____		\$125 _____
Eagles-Advanced	\$ 95 _____		\$125 _____

_____ @ \$200 each for Reserved Spots **Balance due March 15th**

Name(s) _____

Address _____ **Zip** _____

e-Mail _____

Cell Phone _____ **Day Phone** _____

Credit Card # _____ **Exp** _____

CVV _____



Checks should be payable to Author U, a 501(c)6 organization
Send Registration to Author U Staff today:
Fax to 303-627-9184 or mail to

Author U, % Judith Briles
14160 E Bellewood Dr. ~ Aurora CO 80025

Author U 4th Annual Extravaganza AGENDA / May 2 – 4, 2013

Thursday Eaglets* 12:10 to 4:55

12:10-12:15	Welcome	
12:15-12:45	Judith Briles	<i>Author YOU: Creating and Building the Author and Book Platform</i>
12:50-1:25	Brian Jud	<i>Tips for Video Interviews</i>
1:30-1:40	Break	
1:40-2:10	Jerusha Stewart	<i>Legal Needs for Authors & Their Business</i>
2:15-2:50	Amy Lang	<i>Social Media 101 for Beginners</i>
2:55-3:25	Bret Ridgway	<i>Product Repurposing for Maximum Book Life</i>
3:30-3:40	Break	
3:40-4:15	Carol McManus	<i>How LinkedIn Adds to Your Edge</i>
4:20 -4:55	Hobie Hobart	<i>Covers that Brand You and Your Book</i>

Thursday Eagles* 12:10 to 4:55

12:10-12:50	Matthew Bennett	<i>Selling Your Books by the Freakin' Truckload</i>
12:55-1:35	Georgia McCabe	<i>Hidden Tips & Secrets of Social Media</i>
1:35-1:45	Break	
1:45-2:20	Patti Thorn	<i>Book Reviews ... the Good, Bad, and the Ugly</i>
2:25-2:55	JV Crum	<i>Your Millionaire Author Model</i>
3:00-3:30	Steve Replin	<i>Legal Info to Keep You from Going OFF the Edge</i>
3:30-3:40	Break	
3:40-4:20	Joan Stewart	<i>Quick and Dirty Blog Posts When You Don't have Time</i>
4:20-4:55	Daniel Hall	<i>Creating & Building Your Information Empire</i>

* Eagles and Eaglets are separate a separate ticket item.

Deep Dive Dinner Workshop with Joel Friedlander 5:00-9:00

Create the Edge that Hooks Your Readers

(as of January 31st, Joel's workshop is 2/3 full)

5:05-6:45	Part I
6:45-7:15	Buffet Dinner
7:15-9:00	Part II

Friday Throughout Friday, you may (1) buy 15 minutes of a Speaker's time for \$20—all proceeds benefit the Author U Foundation and (2) have a video made with Brian Jud interviewing you for your website and YouTube channel for \$50.

You must sign up at Registration for times.

7:00 -8:00	Registration, Exhibits	
8:00-8:30	Welcome and Opening	
8:30-9:25	Guy Kawasaki	<i>Going APE Over Your Book</i>
9:30-10:25	Joan Stewart	<i>Finding Reviews in Oddball Places that Rock</i>
10:25-11:20	AM Break & Exhibits	
11:20-11:45	Author Shark Tank	
11:50-12:45	Daniel Hall	<i>e-Mail Marketing for Digital Success</i>
12:45-1:25	Buffet Lunch	
1:25-2:25	Dan Janal	<i>Why Publicity Still Works</i>
2:30-3:30	Georgia McCabe	<i>Social Media Blue Print for Authors</i>
3:30-4:00	PM Break & Exhibits	
4:00-4:20	Author Shark Tank	
4:20-5:20	Amy Collins	<i>2013-Making Money Selling Your Book in a Whole New World</i>
5:25-6:25	Rounds with the Pros	
6:30-9:30	Dinner and Entertainment	

Author U 4th Annual Extravaganza AGENDA / *Continued ...*

Have a good night's rest ... tomorrow is jam-packed ...
with the **EARLY SUNRISE** and **COFFEE** session at 7:15 am.
How to Run Your Entire Social Media Campaign in 4 Hours a Week!

Saturday

Throughout Saturday, you may (1) buy 15 minutes of a Speaker's time for \$20—all proceeds benefit the Author U Foundation and (2) have a video made with Brian Jud interviewing you for your website and YouTube channel for \$50. You must sign up at Registration for times.

7:00 -8:00 **Registration, Exhibits**

7:15-8:00 Mary Agnes Antonopoulous EARLY SUNRISE Workshop—don't miss this:
How to Run Your Entire Social Media Campaign in 4 Hours a Week

8:00-8:15 Welcome Back!

8:15-9:05 Cevin BryermanP *W on Publishing—the Good, the Bad, the Ugly*

9:10-10:10 Matthew Bennett *Outselling the NY Times Bestsellers*

10:10-10:45 **AM Break & Exhibits**

11:45-11:10 Author Shark Tank

11:10-12:10 Peggy McColl *Make Your Book a Best Seller Using Effective & Proven Online Marketing Techniques That Work!*

12:10-1:10 **Buffet Lunch**

1:10-2:10 Nancy Juetten *Bye-Bye Boring Bio and One-Sheets*

2:15-3:15 Mike O'Neil & Lori Ruff *Crafting Your Unique Online Community to Create the Edge*

3:15-3:30 **PM Break & Final Exhibit Last Visit**

3:30-4:15 Patty Moosbrugger

Mark Malatesta *Agents ... Who, What, Where, When and Why*

4:20-5:20 Greg Godek *1001 Ways to Sell 1,000,001 Books*

5:20-5:30 **Wrap-Up, Grand Prize Drawing**

After Dark Do you like to laugh? Eat? Author U is going to the Comedy Improv – for \$50, you get dinner, a show, and a lot of laughs. We will get your from the hotel to the Improv. **You MUST pre-register for this.**

Don't forget to pre-register for Extravaganza 2014 before you leave and get the Early, Early, EARLY Bird Discount! Dates are May 1-3. Author U has a special bonus gift for you from the Keynote speaker, Mark Coker, President of Smashwords, that you will receive at the Extravaganza before you leave on Saturday.

Follow Us!

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



Twitter: @AuthorU



Blog: www.authoru.org/feed



Facebook: www.Facebook.com/AuthorU





Book Smarts

by Dana Lynn Smith

After reading *APE: Author, Publisher, Entrepreneur-How to Publish a Book* by Guy Kawasaki and Shawn Welch, my first reaction was, “There is some very cool info in here on marketing and promotion.” Most authors fail at getting their books out there. Oh, they get them published (I’m bypassing whether they’re quality or not)—where the bomb falls somewhere between their having a vision for promotion and implementing it.

APE is woven with a variety of ideas—some simple, some complex. But these ideas ... and if carried out properly, they will start moving a book.

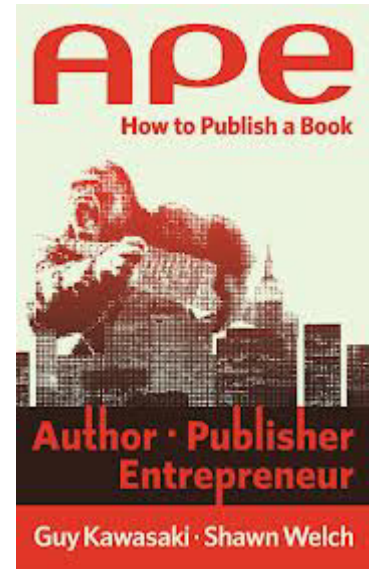
Everything presented is clear and straightforward. The dollars and sense of number crunching is looked at—what’s it cost in a DIY vs. going the traditional path (from a guy who worked hard at being taken in by a NY publisher)—he’s over it via *APE*.

Publishing is not simple; it is filled with hiccups and complexities—the value of *APE* is that nothing is presented over the reader’s head...you will “get it,” and you will begin to streamline some of the items that may have gotten you off track and out of focus. Organizational options are presented along with the pros and cons of each.

Kawasaki’s huge advantage is that he’s been on both sides of the publishing track—the NY side and now the “other” side. *APE* has taken off ... the strategy he shares within shows you what his game plan is from the get-go (Chapter 29). He emphasizes the entrepreneurial side throughout. Yes, Virginia, publishing is a business.

Get the book.

Here’s the bonus for Author U Extravaganza attendees in May: Guy is coming. He will kindle your imagination, delight you with his insights, and wow you with his presence as the Keynote speaker on Friday morning, May 3 at the Author U Extravaganza. Not only is he the author of multiple *New York Times* bestsellers; the former Chief Evangelist of Apple; the co-founder of Alltop.com, one of the most successful blogs in cyberland; and the author of the just published *APE: How to Publish a Book*. *APE* is for the *Publisher, Author, Entrepreneur*, he’s our Keynote on Friday, May 3rd. Don’t miss it.



Be a Friend, Invite a Friend!



Premier Partners



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>

The Book Shepherd
 Brian Jud's Premium Book Company, LLC
 Color House Graphics, Inc.
 Cornerstone Virtual Assistance
 Denver Editor
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 IllustratingYou – Creative Services
 Insightful Development
 Melody Jones / Social Media Management Services

New Shelves Distribution Publishing Services
 NZ Graphics
 Pathway Book Service
 Pen & Sword Writing Coaches
 Replin Law Group, LLC
 Sheridan Books
 Thomson-Shore
 Total Printing Systems
 Tu-Vets Corporation
 WESType Publishing Services



Have you joined Author YOU in Colorado yet?

You'll find it on <http://MeetUp.com> and its FREE!

Author YOU is all about you, the Author.

It's free, and 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!

Do you have 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/>

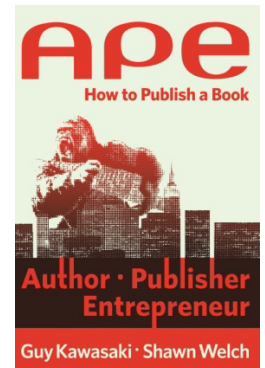
Imagine ...



Imagine having the opportunity to be in the same room—within speaking distance, as one of the most creative and visionary people alive today. Imagine having the opportunity to ask questions—to gather information that is relative to the authoring and book worlds that only someone who has straddled both the traditional and independent publishing worlds can bring.



Guy Kawasaki will kindle your imagination, delight you with his insights, and wow you with his presence as the Keynote speaker on Friday morning, May 3, at the Author U Extravaganza. Guy is the author of multiple *New York Times* bestsellers, the former Chief Evangelist of Apple, the co-founder of Alltop.com, one of the most successful blogs in cyberland, and the author of the just published *APE: How to Publish a Book*. *APE* is for the *Author, Publisher, Entrepreneur*.



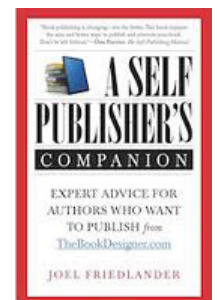
Everyone who attends the Extravaganza will get a copy of *APE* along with a variety of other things that will be offered to all attendees. After hearing and reading Guy, you will understand why the publishing world is buzzing. You will be, too. This is your opportunity to hear and experience a global leader who always puts family first, yet still finds time to share his wisdom with others. Imagine Author U's delight when he said that he would come to Denver.



On Saturday morning, **Cevin Bryerman**, Publisher of *Publishers Weekly*, goes undercover and reveals the Good, the Bad, and the Ugly of Publishing today. He plans on leaving plenty of time for Q&A, so come and learn about *PW Select*, *Publishers Weekly's* publication for self-published books—Cevin will bring copies for all.



The Deep-Dive Dinner Workshop with **Joel Friedlander** on Thursday, May 2, will open your eyes and generate a gazillion ideas. A book designer by trade, he's created one of the most successful self-publishing blogs, a new author blueprint online course, and authored his own book along the way. Joel's workshop is already two-thirds full.



**“Every Author Needs The Edge ...
Discover and Implement Yours”**

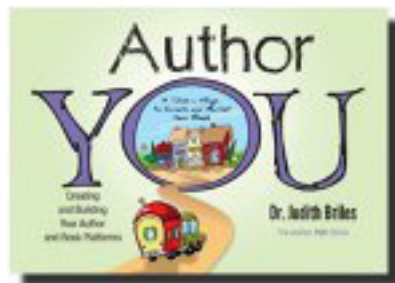
Going Bananas at the Author U Extravaganza!

And then there are the other amazing speakers—all author and publishing experts in their own right: **Joan Stewart, Peggy McColl, Matthew Bennett, Georgia McCall, Daniel Hall, Amy Collins, Greg Godek, Brian Jud, Nancy Juetten, Dan Janal, Patti Thorn, Carol McManus, Beth Zeisnes, Hobie Hobart, JV Crum, Bret Ridgway, and Jerusha Stewart.**

The Extravaganza will be here in less than three months. The hotel is set—we are at the Renaissance Denver Hotel, convenient for many of our out-of-town attendees with a free shuttle from the airport. Register NOW. Stay at the hotel. Your meals are included. Nick Zelinger with the Thin Ice Band will be back for singing and dancing Friday night—time to burn some calories! It will be THREE amazing days and one of the best investments you will make for you and your book. May 2-4, 2013. Register: <http://www.AuthorU.org>



Every Author Needs the Edge ... Discover and Implement Yours



Are You an Author? Do You *Have* a Platform? Do You *Know* What a Platform Is?

Every Author, every Book, needs a Platform. It's the stage, the very foundation of your book and authoring businesses.

Author and Book Platforms don't happen overnight. They take time, and there are steps—some small, some large, and some in-between—that will transition you from just an idea to a book that stars you as the expert or an amazing storyteller.

Author YOU: Creating and Building Your Author and Book Platforms is an extraordinary and interactive guidebook. **Judith Briles**, The Book Shepherd and author and publishing expert, will share insider strategies on how she created multiple bestsellers and award-winning books for herself and hundreds of clients.

Woven around 22 Activities, illustrated and four-color throughout, **Author YOU: Creating and Building Your Author and Book Platforms** is the guidebook designed for Authors at every level.

Buy Now on Amazon <http://amzn.to/XPSV0d>

Do We *Really* Need an Editor?

by Linda Lane



Good question . . . but let's begin at the beginning. Why do we self-publish? Reasons no doubt vary, but high on the most-likely-reasons list is that many approach the doors of traditional publishers—but few are welcomed in.

At long last we have an alternative. Digital printing and its fraternal twin, print on demand, have catapulted centuries of publishing houses into small offices, bedrooms, and onto kitchen tables as computers replace an entire industry and old-fashioned offset presses bow to digital newcomers. Finally, each one of us can write and publish a book.

NOW we can ask . . . do we really need an editor? Let's see . . .

I have MS Word, Adobe InDesign, Photoshop, Acrobat . . . yes, I should be able to manage it all. Word has a built-in editor, doesn't it? And it definitely has spell-checker. Oh, yes, my last high school English book is somewhere in the garage, I think.

Does this sound familiar? It's strikingly like another scenario.

I need brain surgery. I checked a copy of Grey's Anatomy out of the medical library last week, and I've studied it thoroughly. I'll sterilize the instruments myself, I can manage a local anesthetic, and I can use mirrors to see what I'm doing. No problem. And no sense in paying somebody to do what I can do myself.

Really? You'll have to forgive me if I don't make an appointment with you for my next brain surgery.

A good friend recently attended a book signing. She thumbed through the publication, found numerous errors, and listened to the writer expound on how she didn't want to pay for anything when she could do it all herself. Do you think anyone other than perhaps friends and family are going to give a hoot about that writer or her book? No. Why not? She placed no value on it herself, so why should anybody else? It's like the patient/surgeon who didn't place enough value on his own life to turn this critical job over to an expert. Not only that, but the patient had no respect for the hospital or its facilities that would be affected by his selfish, outrageous act.

Writers who choose not to use editors or other professionals such as illustrators or book designers—and who do not possess such professional skills—need to rethink their position. Not only are they shortchanging themselves, they are also making it hard for those who do it right—the independent and self-publishers who team up with professionals to make sure their books meet industry standards.

One more thing: even the pros need pros. Before an editor (yes, editors need editors, too) is even considered, beta readers should peruse the manuscript, and the writer should do a serious self-edit after their input. THEN it's time to find the right editor for the job. But what if you don't have any money?

Unfortunately, finances can be an issue. Is this an excuse not to have your manuscript edited? Hardly! Writers are creative people, so get creative in your thinking. What can you do to pay for your editing? Are you a good landscaper? Do you clean houses on the side? How are your carpentry skills? Do you babysit or walk pets? Can you teach the editor's children how to play the piano or guitar? Think outside that box, and find a way to convert your written work in progress to an extraordinary work of art.

Continued on page 15...

Editing: Continued from page 14

Do we *really* need an editor? You'd better believe it—without exception. Is there a way to get one no matter what your financial circumstances? If you think creatively, you'll find a way. But if you don't find that way, you'd better put that book away and start saving some money. As the saying goes, if it's worth doing, it's worth doing right. You owe it to yourself. You also owe it to your fellow writers, who will pay the price along with you if don't play by the rules.

Retired editor Linda Lane is opening a new online bookstore, a cozy hangout for writers and readers where they can get acquainted, read (and maybe even write) serialized novels, participate in mini-flash-fiction contests, submit queries to a Q and A forum, share ideas on a blog, buy books, and more. It's under construction, but you're welcome to stop by.

<http://www.lindasbooknook.com>

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Tweets are faster than a speeding bird ...

Building Name Capture Tools into Your Product Builds Your List



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 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. The truth is 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 your book. Barnes & Noble and Amazon certainly don't provide you this information.

Be marketing savvy and include something within your book that will cause readers to come to your site and provide you with their names and e-mail addresses. 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. It's called List Building.

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, put 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.

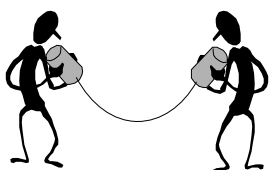
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How Author U communicates with you—Did you know that Author U posts three Blogs a week? Sunday (general article), Thursday (Top 10 Tweets) and Friday (2 - 4 minute video Tips).

On Monday and Thursdays, there general e-blasts and updates delivered to your e-mail. They're called "*It's Monday at Author U*" and "*Thursday at Author U.*"

Is Perfection Killing Your Profits?

By Bret Ridgeway



I don't know how many times I've seen it. Dozens? Hundreds? What is it? It is the repeated pushing back of a new product launch date because the developer feels the product isn't perfect. Every "t" hasn't been crossed four times, every "i" dotted six times, and the 23rd edit isn't yet complete.

It doesn't have to be perfect. It needs to be out in the marketplace, generating sales and making you money. Should it be professional? Sure. But you can always come out with a second edition with corrections and updates.

Chances are it will never be perfect. Even though it's been read multiple times by you and others, some error will be missed.

You've got to overcome your perfectionism-induced procrastination and get your product out in the market. There's a lot of truth to the advantage of the first mover. What happens if you sit on your product while you're trying to make it perfect and someone else comes out with a competitive product in the same niche?

Even if your product is superior, your competition has sucked up a lot of the cash that might have been yours if you had hit the marketplace first. You should have moved more quickly.

Professionalism is required. Perfection is not.

Bret Ridgeway—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



Did you know that Author U posts THREE Blogs a week?!



Every Sunday, Thursday, and Friday, you'll find something new. Sunday, you get a general information/how-to/what to do. Thursday, you get the Top Ten Twitter Tweets (did you know that Author U posts over 200 Tweets a week?). Friday, the new Video blog ranges from two to four minutes on a variety of author and book tips. Subscribe so you get them all ... or go to the Blog tab on the AuthorU.org website.



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

Why You Must UnFollow on Twitter

By Melody Jones

So there you are on Twitter, gleefully following everyone you can find who may be remotely related to your expertise, your book genre, your hobby, and maybe your city. You do this with every confidence that these people will follow you back, if not immediately, at least by next week. Right?

No, dear reader, *not* right. There are those you already know will not follow you back—Oprah, the Dalai Lama, and NBC. That's okay. We all follow those types of accounts on Twitter for a variety of reasons.

I'm talking about everybody else. It just seems like common courtesy for authors to follow authors and readers of thrillers to follow thriller writers. You are, of course, tweeting regularly (right?), retweeting every day (correct?), curating interesting information (aren't you?), and not talking about yourself too much (can I get an amen?). If you are doing all these things, you're doing it right; those accounts don't know what they're missing.

Here's what happens over time. You end up following many more accounts than follow you, a situation viewed negatively by Twitter. Soon Twitter caps how many new people you can follow, stating that your account needs more of its own followers. What's an author to do?

Unfollow, my friend. Kick 'em to the curb. Get rid of the accounts that don't reciprocate or don't offer high-value information. This lessens the clutter in your Twitter feed, and the Twitter gods like you better because there is less discrepancy between your "following" and "followers" numbers.

Make it easy on yourself and use an automated program that unfollows for you. A note of warning: Twitter doesn't like it if you unfollow too many people at the same time, so don't go crazy.

I recommend [ManageFlitter](#). This site creates a report with useful information such as "not following you" or "inactive" and more. You simply click on the account you want to unfollow, and they take care of it. Also, do a Google search on unfollowing Twitter accounts to find other sites offering similar services.

And hey, I'll follow you back. Follow me @SocMediaMelody, and Tweet me so I know it's you. We can have some Twitter fun.

Melody Jones is owner of Social Media Management Services, where she takes care of the day-to-day so you don't have. She lives in Parker, Colorado, with her husband and two spoiled dogs. Her writing and poetry will be published in an upcoming anthology. Join her Facebook page at www.facebook.com/socialmediamelody. E-mail her at socialmediacoffee@gmail.com.



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Your Guide to BOOK PUBLISHING



Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask has well 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.

Go to <http://AuthorU.org> and listen to our latest podcasts directly from the home page!

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**.



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The Technology and Tips Toolbox

Create Cool Graphics for Your Site - For FREE!

By Kelly Johnson



Who doesn't like the look of a cool graphic for the website or blog? I see many graphics on a variety of sites and start thinking I would like to add a little "bling" to some of my Web pages. Then I remember that my talent in art is drawing stick people. Not exactly the type of image I associate with the word "cool!"

Here are three free sites that easily allow you to create graphics for your site – no drawing or design skills necessary.

Tagxedo.com / <http://www.tagxedo.com/>

Tagxedo is a free service that allows you to turn words into a visually attractive word cloud. Type in the list of words/phrases to include in your word cloud; select a font style, color, orientation, layout, and even choose from specific shapes, such as a music note, key, call out, holiday icon, bird, heart, etc.

These word clouds are a great method for authors to create a visual image of keywords that are significant to their writing and books.

Word cloud images may be used in your print book, e-book, on your website, blog, in Power Point presentations, marketing materials, and more.

Glassy Buttons / <http://www.glassybuttons.com>

Glassy buttons is a free, online glass button generator. Once a shape option is selected, you can customize the main color of the button, the outline color of the button, the rollover color of the button, a font style, size of the button, and type in the text to display on the button. You also have an option to specify an image to appear on the face of your button. Choose from one of the stock images, using the glassy buttons image selector. Or upload your own image to see a thumbnail size of it appear.

Glassy buttons work well for having buttons on your site that match your branding and logo colors and make for a more visually interesting button for people to click to order products, download reports, or link to other web pages.

Cool Text / <http://cooltext.com>

Cool Text is a free graphics generator that provides logo and button design options with wonderful effects in the design, including shadow effects, glowing effects—even one that looks like the words are on fire!

Type in your text and select font styles, colors, image size, and other features to catch site visitors' eyes.

Please share your creations with me! E-mail me the URL on your sites and blogs where you have your items posted. Show off that cool factor on your sites!

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.



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

Author U Extravaganza slated for May 2 – 4, 2013

May 2nd 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.



Brainstorm 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. **Register:** <http://authoru.org/extravaganza.html>

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 **PREMIUM**
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No More Pre-Pub Reviews!

by Dan Poynter



Prepublication reviews are history because bookstore selling-seasons are history.

Independent bookstores have followed three selling-seasons per year: four months each. The purpose of pre-pub reviews was to alert the independent stores while the publishers' sales reps were out visiting them. Store owners could read the reviews, listen to the reps, and make buying decisions.

But independent bookstores have been going out of business at the rate of two per week in the UK and three per week in

United States. They can't compete with the online stores because their location, location, location is downtown, where the rents are high. Goodbye Indies—the handwriting is on the wall.

Without independent stores, there is no need for selling seasons. Without selling seasons, there is no need for pre-pub reviews.

We are living in an instant-delivery, 24-hour, full-color world. There is no justification for holding a book off the market for several months to fit a selling season that is no longer required.

This is great news for authors and publishers. Now you can get to press earlier and reap the rewards for your work sooner

It is also great news for readers/buyers. They will be entertained sooner by fiction and will get valuable information (nonfiction) before it goes out of date.

The book industry is changing. Some of the changes we like, while some make us anxious. Whether we like the changes or not, we can't control them. We need to understand where the book industry is going and adapt to the new book world.

Eliminating selling seasons of pre-pub reviews are of benefit to all.

Dan Poynter is *The Book Futurist* and the author of so many books that you would need to line a football team to count all toes. His *The Self-Publishing Manual* is a must have for any author as he or she begins the publishing journey ... and ideal for a refresher course! He's the creator of the *Global eBook Awards* and *Author U* is honored to have him as a member of its Advisory Board.

Subscribe to Dan's *ParaPublishing* newsletter at: <http://ParaPub.com>

The cover entices people to pick up the book but the **interior** is what **makes the sale!**

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- **Fonts** – good choices can add to the reader's pleasure.... Times New Roman is NOT the only font on the planet.
- **Unclear hierarchy of content.**
- **Not enough white space.**



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Your Last Day as a Writer is Your First Day as a Publisher.

By Amy Collins



The book is done. Congratulations! You have put your whole back into the huge task of writing, editing, polishing, and finishing the book that has been your life's work for ages.

Send the manuscript to the designer and pour yourself a well-deserved glass of ginger-ale.

Done.

Now, I hate to mention this, but you are late for your new job. If you have finished your book and you have not been working as your publisher for the last few weeks and months, you are a tad behind. But we can help!

Now that you are no longer a writer, you can dedicate yourself full-time as a publisher, marketer, sales rep, publicist, and social media specialist. These jobs with all of their various elements and duties will take up the next year or more of your life.

So how do you get started? What do you do at the start?

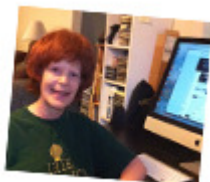
Here is a list of job duties and assignments that will help you during those first confusing days as publisher.

1. Choose a Publisher name. (Don't make it anything that connects to your name or the title of the book. The publishing house name/imprint should be independent and professional sounding.)
2. Sign Publisher up with Bowker at www.myidentifiers.com. Name, address, phone, email, website (if you have one)
3. Buy set of ISBNs (They come in groups of 10) from www.myidentifiers.com.
4. Pull all your book data into one place: title, subtitle, price, ISBN, e-book ISBN, e-book price, trim size, page count, word count, category, age group— into book ISBN fields at www.myidentifiers.com (this will start the process of getting your book's data out to the world and make it easier for the sales to be tracked by Nielsen Bookscan.) Do not skip this!

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Create. Strategize. Develop. Publish. Achieve.

Dr. Judith Briles is known as The Book Shepherd. She's the Founder and CEO of Author U. The author of 28 books—her latest is *Show Me About Book Publishing*. "Like" AuthorU, TheBookShepherd and DrJudithBriles on Facebook and follow on Twitter.

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Your Last Day: Continued from page 23

5. Find at least 5 books that compete for your same readers and learn why your book is similar to them and why your book is better.
6. Decide if you want to be in bookstores and libraries. (REALLY research what it takes to be in those venues... it is not as easy an answer as you would think) Do the math... how much money will you make per book after printing, distribution, and shipping costs?
7. Should you use a print-on-demand service such as Lightning Source or CreateSpace? Would it be better to print a few thousand copies and sell through a distributor? Find out.
8. However you decide to proceed, sign up with the POD company, distribution or fulfillment company, and provide them with your book data.
9. Get endorsements and marketing plan and executable PR program together.
10. Spend as much time as possible in bookstores and online, learning everything you can about your market and your book category.

This is by no means a complete list, but these are the ESSENTIAL items that should be completed as soon as you decide to take on the job of publisher.

All these items should be completed *before* you are done writing the book.

Amy Collins is the CEO of New Shelves Distribution and a Premier Partner of Author U. Amy will be presenting at the Author U Extravaganza in May.

Are you following Author U's Video Blogs? Every Friday, a new one is posted. This takes just a few minutes of your time. Find them on the Blog tab on the *AuthorU.org* website. <http://AuthorU.org>



"Fill your paper with the breathings of your heart."

- William Wordsworth

Smart Marketing Tip

... from Judith Briles for Building Your “Crowd”



Are You on Twitter? Would you like to fast-forward your book marketing and build your crowd? Twitter is for you. Twitter has emerged as a major force in marketing an author’s book. Are you interested in building your following FAST? Here’s a great resource that is inexpensive and very, very efficient. Meet Tweet Adder, *the Ferrari of Twitter Marketing Software*.



Tweet Adder will automate multiple areas of your Twitter account, such as following and un-following users (if someone doesn’t follow you back after so many days, Tweet Adder unfollows them), sending Tweets, re-tweeting, and much more. A plus is that you can have several Twitter accounts.

Some advantages of using Tweet Adder:

1. You are able to operate several accounts at one time in the background. You’ll be able to setup 10, 20, or more accounts and operate all the essential duties for those accounts.
2. You don’t need to watch the software every day. Simply turn on your computer each morning. It’ll work all day long, carrying out the tasks.
3. The configurations are wonderful. You are able to specify the times when you want your program to run, such as 9-5, so that it looks more “natural” to Twitter.
4. Tweet Adder is an excellent tool for being able to focus on the persons you need to follow. Find people by taking a look at followers of other Twitter accounts or looking at key phrases in their user profile or even tweets. Tweet Adder may give you a big number of Twitter users who match the search criteria you pick, and you can choose from there whom you wish to follow.
5. There’s just a single payment, and it is a really reasonable amount. No subscription charges. By clicking the link below and by using the coupon code, you can save a substantial amount of money.

I’ve used Tweet Adder myself and have determined that the Tweet Adder program provides everything it guarantees, and it’ll enable you to increase your Twitter account followers automatically without needing to do all the duties yourself (very cool). Here’s the nitty gritty: if you want to increase your Twitter followers—go from a few hundred to many thousands and don’t have hours on end every day to manually do this—you have to get Tweet Adder.

Use this link ... <http://bit.ly/139d5b0> When you check out, use this promo code for a 20% OFF COUPON: **DISCOUNT20**. Original one-time cost is \$74—it’s worth it for marketing sanity.

Amazon KDP Select – Pros and Cons

by Dana Lynn Smith



Amazon has just announced a new program for Kindle authors called KDP Select, apparently designed to encourage authors and publishers to enroll their e-books in Amazon's lending library and to limit competition. Here's the pitch from Amazon:

"When you make your book exclusive to Kindle for at least 90 days, it will be part of the Kindle Owners' Lending Library for the same period and you will earn your share of a monthly fund when readers borrow your books from the library. You will also be able to promote your book as free for up to 5 days during these 90 days."

Amazon says they set aside a royalty fund of \$500,000 in December 2011 and at least \$6 million for 2012.* (See editors note) Each author or publisher's share of the monthly fund is based on their enrolled titles' share of the total number of e-books borrowed across all participating titles in the Kindle Owners' Lending Library. In other words, authors and publishers will be compensated when their e-books are borrowed through the Kindle Owners' Lending Library, which is available to members of Amazon Prime. (<http://www.amazon.com/kindleownerslendinglibrary>)

Amazon further says that they will promote the e-books in the program to their Amazon Prime members and also allow participating books to be listed as "free" on Amazon for up to five days of each 90-day period. This free promotion is an attractive incentive for many authors, since independent authors cannot offer their e-books for sale on Amazon for less than 99 cents.

Think strategically about when to schedule your five free days. You may want to do them all at once to build momentum, spread them out, or time them coordinate with other promotions or holidays.

Some authors have asked why they would want to give away their books. Free e-books are a promotional tool. For example, a novelist might give away their first book free to get people interested in the other books in the series, generate reviews, and get people talking about their work. A nonfiction author may give away an e-book to promote other books, products, or services they offer.

In addition, getting an e-book onto the Free section in the Kindle bookstore gives it a lot of visibility. In addition, lots of free downloads of the book should make your book rank higher in search results and give it more visibility when the price returns to normal.

If you are considering enrolling in the KDP Select program, I urge you to read the [terms and conditions](http://bit.ly/14ObVmS) (<http://bit.ly/14ObVmS>) so you fully understand it. The agreement is for 90 days, and it automatically renews unless you opt out.

This program requires that e-books be available exclusively on Kindle – that means you can't sell the e-book through your own website or any other retailer. Also pay close attention to section 5 of the agreement, which states in part:

"If you don't comply with these KDP Select terms and conditions, we will not owe you Royalties for that Digital Book earned through the Kindle Owners' Lending Library Program, and we may offset any of those

Continued on page 27...

Amazon KDP Select: Continued from page 26 ...

Royalties that were previously paid against future Royalties, or require you to remit them to us. We may also withhold your Royalty payments on all your Digital Books for a period of up to 90 days while we investigate. This doesn't limit other remedies we have, such as prohibiting your future participation in KDP Select or KDP generally."

Some authors and publishers will find this program beneficial, but many in the publishing industry are concerned about its anti-competitive nature. Whatever you decide, be *sure* you fully understand the program before joining. You can choose KDP Select for each individual book, so you might want to experiment with one of your books before enrolling others in the program.

If the vast majority of your revenue comes from Kindle sales, you may not be concerned about pulling your e-books from other e-bookstores to experiment with KDP Select. And you can always cancel after 90 days.

NOTE: The KDP Select global fund amount is \$1.4 million for January 2013!

January's regular monthly fund is \$700,000, plus \$700,000 of the \$1.5 million bonus will be paid out for January, making the total global fund amount \$1.4 million in January. The remainder of the \$1.5 million bonus will be paid on top of the regular fund in February. (<http://bit.ly/XMCR10>)

Dana Lynn Smith, the *Savvy Book Marketer*, teaches authors how to sell more books through her blog, newsletter, guidebooks, training programs, and private coaching. Get book marketing tips at www.TheSavvyBookMarketer.com and download her free report, Create a Book Marketing Plan That Sells Books, at www.CreateYourBookMarketingPlan.com.



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Also, All members who purchase any services before December 20, 2012 will receive a 15% discount.

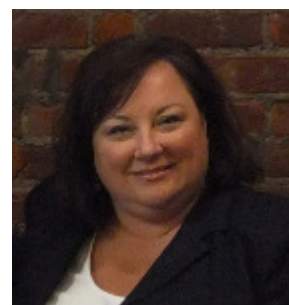
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How to Handle Rejection from Journalists When Doing PR

By Joan Stewart



When you pitch a story to a reporter and the reporter isn't interested, you can easily become dejected and embarrassed, concluding that your publicity campaign has come to a screeching halt.

That would be a big mistake.

Pick yourself up. Brush yourself off. And **move on!**

That's what I told an author when I presented a webinar for the Independent Book Publishers Association (<https://www.ibpa-online.org/>) on 17 Story Ideas Authors & Publishers Can Pitch Tomorrow for Publicity.

At the end of my presentation, she asked, "How do you handle rejection?" Here are five tips for doing just that:

1. Don't take it personally.

The reporter who isn't interested in your story idea probably doesn't think you're a bad person. It could be that the idea simply isn't a good fit. Or he's covering for somebody who is out sick, and he's too busy right now. Pitch it to someone else whose audience needs to hear what you're offering.

2. Ask, "May I help with any other stories you're researching or writing?"

Sometimes journalists and bloggers want to cover a certain topic. They don't have time to do the research, and the idea ends up on the back burner permanently. This happens to me occasionally. If a journalist knows you could be a valuable source for his next article, he'll want to stay in touch.

3. Ask, "Is there any other way I can help you?"

Let's say you're pitching an idea to a blogger, and she isn't interested because she wrote something very similar to it last week. Ask her if she needs your help with anything else. She might have an idea for a guest blog post she'd like you to write. You'll never know unless you ask.

4. Offer yourself as a source.

Invite her to call on you if she needs sources, background, commentary, story ideas, or anything else in your area of expertise. Chances are pretty good she'll add you to her database of sources.

5. Ask if you can submit photos, video, or other materials after an event.

If you let journalists know about an event you're hosting but they don't cover it, consider offering them photos, video, an op-ed, tips, a letter to the editor, or any other material afterward. Local TV stations, newspapers, and other media often welcome things like for their websites. And remember, if it's online, it might stay there forever.



Continued on page 29...

Handle Rejection: Continued from page 28 ...

Two Things You Should Never Do

After pitching, don't ask, "Are you on any of the social media sites?" You should already know the answer if you've done your homework. If you know a report is on Twitter or Facebook, you can ask if they'd like you to pitch ideas there, or do it privately.

Also, never try to change a journalist's mind about a story idea. They know their audience and what the media outlet already has covered. You don't.

Joan Stewart is *The Publicity Hound* — publicity expert, speaker, trainer, consultant, and former newspaper editor who will show you how to use traditional and social media to establish credibility, enhance your reputation, position yourself as an expert, and sell more products and services. The #1 speaker at the Extravaganza in 2011, she's back and will be presenting at the 2013 Extravaganza. Email her: <mailto:JStewart@PublicityHound.com>

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



Every Author Needs the Edge ... Discover and Implement Yours

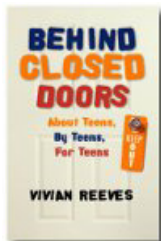
Author U Extravaganza slated for May 2 – 4, 2013

May 2nd Deep-Dive Dinner Workshop with Joel Friedlander, author of *A Self Publisher's Companion*, from 5 to 9. New for 2013 will be an Eagle/Newbie session from 12:30 to 4:30, along with an

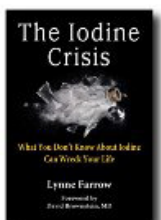
Eagle/Advanced session at the same time. Author U speakers include Guy Kawasaki (author of *APE: Author, Publisher, Entrepreneur*), Cevin Bryerman (Publisher of *Publishers Weekly*), Joan Stewart (*The Publicity Hound*), Dan Janal (PR and reporter leads), Peggy McColl (Amazon bestseller strategy), Greg Godek (sold 3 million books on his own!), Matthew Bennett (sold 5 million books—do we have your attention?), Daniel Hall (amazing array of webinar product strategies), and so much more. Look for updates weekly on the website.

Brainstorm 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. The Early, Early Bird flew the coop ... **Prices are increasing—lock yours in NOW.** Register: <http://authoru.org/extravaganza.html>

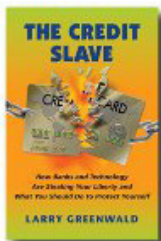
Member News



Vivian Reeves has just received the first shipment of her first book—reviews are now being posted on Amazon for *Behind Closed Doors: About Teens, By Teens, For Teens*. The book is available on Amazon (highly recommended if there is a teen in your life). Vivian will have the “official” launch party in May when she celebrates her 18th birthday! She brings a “new voice” for Teens today—expect to see her featured in the media.



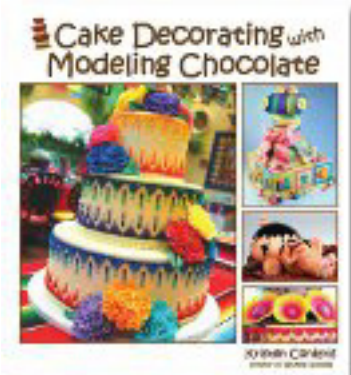
Lynne Farrow is thrilled to announce that her book *The Iodine Crisis* is at the printers. She will be speaking on it at a conference in Florida at the end of this month. Lynne is a whistle-blower—expect to see media coverage on this book.



Larry Greenwald's first book, *The Credit Slave*, reveals the connection of the bondage of slavery of the past and current credit reporting and financial practices and what the average person can do to protect themselves and their assets.

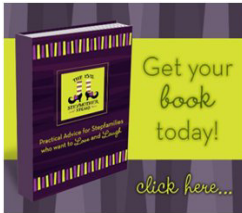


Michelle Marchildon is in layout on her second book, *Theme Weaver: Connect the Power of Inspiration to Teaching Yoga*. Her first book, *Finding More on the Mat* sold out its printing of 2000 in months and is back at print. Designing her works with Yoga teachers in mind, Michelle's now working on book #3, the workbook for *Theme Weaver*. She has also been picked up as a paid columnist on several of the SuperBlogs—all generated from the exposure she created from *Finding More on the Mat*.



Rebecca Finkel and **Judith Briles** have had a great time in the creation (and salivation) of Kristen Coniaris' *Cake Decorating with Chocolate Modeling*. Kristen, the creative genius behind Wicked Goodies.com, has won multiple awards for her cakes and projects—the most recent being **Best in the Show** in Massachusetts for her massive gingerbread house that had to be assembled with flashlights due to Hurricane Sandy! Check out her masterpiece at <http://www.wickedgoodies.net/gingerbread-houses/>

Member News



Barb Goldberg's *The Evil Stepmother: Practical Advice for Stepfamilies Who Want to Love and Laugh* is in a wrap and will head to the printer this month. It's insightful, fun, and full of terrific ideas on creating a blended family that works. Plenty of full-blooded families should be reading it, too! Great endorsement from Martha Beck, one of Oprah's gurus.



Curtis Hill's book, *What If We Made Space Travel Practical?* has just arrived from the printer. It focuses on his inventive strategies for the commercialization of space travel. Curtis started working on the book shortly after last year's Extravaganza.



Reena Schultz is author and illustrator of *Devorahrella*, the Jewish version of Cinderella. Written with humor and the eye of a teacher for her students, it's a great resource for the classroom, the library, and families. Who needs a glass slipper when a snazzy toe ring is so much more fun?!



Linda Lane, retiring book editor, will soon wrap up the last of her editing jobs and return to her first loves, writing and encouraging writers. In celebration of this exciting change, she is opening an online bookstore and cozy gathering place for writers and readers to meet, greet, and share their mutual interest: **BOOKS**. In addition to sales of e-books and hard copies, [LindasBookNook.com](http://www.lindasbooknook.com) will also include a blog, Q and A forum, articles, serialized novels, mini-flash-fiction contests, critique group or beta readers, and tips for making your book stand out. Cover design and the use of illustrations in non-traditional formats to set you and your book apart from the crowd will be offered, too. We're still under construction, but come by for a preview visit at www.lindasbooknook.com. Of course, you're invited to return often when we're officially open for business!

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TIPS

Would you like Order in your writing life?



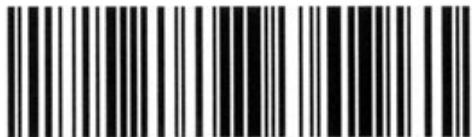
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There are a number of programs that will allow you to generate your own barcode—many are FREE—including:

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Lightning Source Cover Generator- <http://www1.lightningsource.com/covergenerator.aspx>

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Make sure you follow the instructions carefully in any program you use.

Premier Partner Amy Collins (New Shelves) recommends, "Before you print a barcode on a book, I STRONGLY recommend that you take the barcode to your local bookstore and have them scan it to check it out. ISBN/EAN price specific barcodes are not simple, and it is much easier to check first than find out later that you have to reprint."

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TIPS

Don't Snap, Crackle, and Pop



If you are recording at home or in your office, popping a “P” in the microphone is annoying to the listener. Solve the “P” Problem with a “pop filter”—a screen that filters all the popping sounds. This is not to be confused with the foam filter that fits on top of a microphone—those are windscreens. Using a pop filter will make a significant difference in the quality of sound your listener gets to enjoy. Available quickly with Amazon—you don't need to spend much more than \$20.

If You Are Thinking of Starting a Podcast ...



You need a microphone of high quality. Do not, *do not*, think that talking “through” your computer is quality—it's not. You sound like you are in a vacuum. You can get a high quality, inexpensive one (\$100) via Blue Microphones. The Snowball USB microphone sounds just as good on your desktop as if you recorded in a studio. Connects with Mac, PC, iPad. Worth it. <http://www.mic.com>

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If your target audience is mainly women, you might be interested in kicking off 2013 with a list of one hundred of the most exciting conferences around the country for women. Excel “starter” spreadsheet features the who, what, when, and where for \$69. 100 Conferences for Women in 2013 (<http://bit.ly/WNCDsB>)

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