



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. 3

www.AuthorU.org

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Eat, Inhale, Focus

Judith Briles, Author U Founder



As I write this, I'm on a barrier island off the Gulf—Palm Island. I know that snow is expected at my home base in Denver. Happy that the wet stuff is coming because we do need it—and very happy that I'm not there. I need sun ... and flowing water. Both are my muses with water being the primary. Ice isn't.

Oh, I'm playing; it's not all work. But I'm also creating and working. I've got my personal book launch for *Author YOU: Creating and Building the Author and Book Platforms* slated for the end of this month; I've got many clients who are in the final stages of their

books being completed and off to print; and I've got the Extravaganza bubbling to the surface. I've got a lot to do.

For the author, it's critical to know where your creative juices come from. It's critical to know what your sources are that jump-start you for any project that needs your full focus. In today's multi-media, multi-stimulus, multi-choice, it's easy to get off track—the "squirrel factor." Wham ... in a nano-second, your attention can be distracted, your head pulled in an entirely different direction—it's as if something, sometimes someone, is clicking a remote control in your head—pulling you every which way but in the direction you intended, or wanted, to go.

The warrior author must know what drives his or her energy and feed it. When it's nourished, amazing things are accomplished. Completion of a book. A book launch planned and executed. Joint ventures with others to spread your message. Marketing plan put in place. A new book started. Etc., etc.

Think of this month as 1-2-3 pre-Extravaganza. One, get ready for you and your book. What stage are you in? Beginning, middle or end? Two, who is on your team now, and who do you need to bring on to get you to completion or now add to the mix to take you to the next level, whatever that may be? Three, what do you need to do to re-focus so that when you leave the

Continued on page 2

Eat, Inhale, Focus Continued from page 1

Extravaganza at 5 p.m. May 4th, you will know exactly which track you should be on and who needs to be on it with you.

If you are in Colorado, we have a fabulous March program—all about dealing with the Overwhelm Factor on your book and as an author. The radio shows on *Your Guide to Book Publishing* will concentrate on the speakers and topics the Extravaganza will bring; we will have both webinars and teleseminars that you can listen into from wherever you are, featuring the Extravaganza speakers.

Yes, we have multiple 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 storytellers that make a difference in so many lives. They will all be at the Extravaganza. The question is, will you?

You can't miss the amazing Guy Kawasaki, who kicks off Friday a.m. (all there will get his latest book, *APE-Author, Publisher, Entrepreneur*)—after all, don't you think you can learn from someone who was the former Chief Evangelist at Apple, a multi-NY Times best seller, has 1.2 million Twitter followers, 4 million plus Google+ connections, and has started his own publishing company? You can't miss Penny Sansevieri, who has just revised her best-selling *Red Hot Internet Publicity* with the latest strategies around social media; 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 3/4 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, and LinkedIning take more than 15 minutes a day); you can't miss the 30 amazing Exhibitors, many new this year; you can't miss

Here's the point—it's a focused conference. Focused on YOU and YOUR BOOK. Strategy. Marketing. Social Media. Success.

TWENTY-FIVE sensational speakers are coming to Denver, Colorado ... 25 who will change your life. Where are you ... at the beginning of your journey—book in hand, ready to start another, repurposing what you have, trying to figure out your marketing game plan, resting? The Extravaganza is the MUST place to be this May. No excuses allowed.

We are at the Renaissance Denver Hotel. For those flying in, there's a free hotel shuttle from the airport. If you are in Colorado, do yourself and your body a favor and stay there—at least for Friday night, preferably you

Continued on page 3...

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



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

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

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

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Eat, Inhale, Focus Continued from page 2

add Thursday, as well; it ends at 9 p.m. (DO THIS NOW—our room block is now 70 percent sold out). Take care of your body and don't drive back and forth. The Eagle and Eaglet sessions are add-ons, and you need to pay for them. Through March 15th, the cost is minimal.

All sessions with speakers and descriptions are up on the website. All information is on the website for registration and hotel.

Back to my island. Did I get the game plan all together for my book launch? Yes. Did I come up with something that I hadn't even thought about while my toes were in the sand and I was walking the beach, looking for shark teeth (something I hadn't even thought about until I was at the water's edge? Yes—a sweepstakes for some lucky winner that will walk away with \$6,000 in fantastic prizes, including \$1,000 off a printing job, a Facebook make-over, an e-book publicity blitz, a book cover design, an e-book layout, and much more—this is in addition to all the other “gifts” that have been gathered to give to each person who buys my book. I created a sweepstake that I was so focused on that I succeeded in putting the entire thing together in one hour. My muse surrounded me, as if I had an ocean of cheerleaders.

Eat, Inhale, Focus ... and register for the Extravaganza. It could well be the *muse* you are looking for.

Judith



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

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

MARCH

12 Tech Tool Box
21 Dinner and a Program
25 Monday Evening Salon

APRIL

Dinner and a Program—there is none ... *the Extravaganza is coming!*

MAY

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

AUGUST

3 Member and Family BBQ

DECEMBER

Holiday Dinner Party

March Dinner and a Program - Thursday, March 21st

Got Book? Want Book? Surviving and Thriving with Your Book ... AND What to Do Next!

Four amazing members of the Author U community are sharing their personal expertise—personal and book journeys, print and e-book strategies, dealing with the author overwhelm that is woven throughout their paths, branding, selling books, and so much more.

Each is successful. Each has had hiccups. Each has figured out ways that work uniquely for him or her. Each would not turn back. Each will share tips and secrets. How cool is that?

Learn from **Lynn Hellerstein** (*See It. Say It. Do It!* was her first book birth—she now has 3), **Michelle Marchildon** (*Finding More on the Mat*—books #2 and #3 will pop before this summer), **Nick Taylor** (*Pactum* is book #5 and is now available for fantasy fans), and **A.J. White** (*The Bloomers*—her first with many to come).

This is not a “wa, waa, waaaaaa” program; you won’t hear a single “it’s too hard”—we all know that authoring and publishing aren’t easy—they’re work. But you’ve got four seasoned people plus moderator **Judith Briles** (*The Woman’s Guide to Financial Savvy* was the first, and she’s now at #30) who have “been there, done that, feel your pain, blah, blah, blah”; and they are going to share some amazing insight, how-tos, what to do, and what to avoid as you go forward.

March’s Dinner and a Program is all about surviving and thriving ... for YOU and your BOOK.

Your take-aways include how to deal with all the overwhelm, what do now that your book is in hand or on its way to your doorstep, how to prioritize which steps to do first, what not to do ... and breathe.

If your objective is to be seriously successful as an author, you can’t miss this program.

Date: Thursday, March 21st

Cost: \$30 for members; \$40 for non-members UNTIL March 19th.
After the 19th, add \$10.

Location: Doubletree SE (Iliff/225)

Time: 5.30 to 9:00

Register: <http://bit.ly/16c1NVI>



<http://bit.ly/16c1NVI>

Monday Evening Salon - *For Members Only*

March 25th from 6 pm to 9

How to Be THE STAR and IN TOTAL CONTROL When You Are Interviewed

with Judith Briles

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



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

Come learn how she did it, how she pitched and “hooked” the spot, and the fine art of being a great guest that gets your message across. Hot seats and dinner included.

BONUS: At the Extravaganza, you will be able to set up a “staged” interview that you can use on your website, *YouTube*, and any other format to get your message, and you, out. It's the Author U Studio!

Location: Judith and John's

Time: 6–9 p.m., includes dinner

Date: Monday, March 25th

Cost: \$27

Register: <http://bit.ly/10d452K>



<http://bit.ly/10d452K>

Kelly Johnson

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CORNERSTONE
VIRTUAL ASSISTANCE, LLC

Specializing in working
with coaches and authors

March Tech Tool Box ... - Tuesday, March 12th 3-6 pm (Members Only)

Animoto and Apps to Create Your Book Trailer

Tech Tool Boxes are 3-hour intensives from that are limited to 10 attendees. Bring your laptop. You will get direct one-on-one coaching from Kelly Johnson and Judith Briles. Remember, the space is limited.

Tech Tool Box Tuesday, March 12th 3-6 p.m.

- 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!

One session only: \$50

Time: 3 – 6 p.m., snacks provided

Location: Judith's offices in Aurora

Register: <http://bit.ly/16c2lp9>



<http://bit.ly/16c2lp9>

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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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PKnight@ColorHouseGraphics.com.

Calling ALL AUTHORS ...

Do you want to be successful! How about *seriously* successful?

The Dates it will happen: **May 2-4**

What will make it happen: the 4th Annual Author U Extravaganza
Where will it happen: **Denver, Colorado, Renaissance Denver Hotel**



Have you signed up for the Author U Extravaganza yet? Guy Kawasaki will be there; Penny Sansevieri will be there; Georgia McCabe will be there; Daniel Hall will be there; Judith Briles will be there; Joan Stewart will be there; Joel Friedlander will be there; Greg Godek will be there; Brian Jud will be there; Peggy McColl will be there; Dan Janal will be there; Matthew Bennett will be there; Mary Agnes Antonopoulos will be there ... and so many more to speak, to brainstorm, to mentor; 30 national publishing exhibitors will be there—over 50 amazing publishing and author experts will be in Denver, Colorado, May 2-4, 2013. The

Who's Who of publishing is coming to Colorado ... and so should you. That is, if you want to be seriously successful. The full Agenda is on the AuthorU.org website.

The question is: Will you be there? <http://ow.ly/hM8aZ>

- Are you ready to invest in yourself and your book with an amazing array of talent that will take you and your book to the next, next level?
- Do you want to achieve the book and author success you envisioned?
- Do you want to learn a stream of insider author and publishing success tips that will elevate your expertise and visibility?
- Do you want to expand your possibilities?
- Do you know what you want to do?
- Will you be there?

Register NOW for the Author U 4th Annual Extravaganza ... rates will start increasing in March. Author U feeds the belly and the brain—most meals included with registration.

GO-GO-GO <http://ow.ly/hM8aZ>

Warning: prices increase this month ... what are you waiting for????

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

Over THREE amazing days, you will be working with amazing book marketing strategists, publicists, Internet gurus, mobile marketing geniuses, audio and video pioneers ... all done in an intense workshop environment ... Block the dates on your calendar and register now for 3 days that will turn you and your book into creating the edge you both need. Key-notes are Guy Kawasaki (APE: Author, Publisher, Entrepreneur), Joel Friedlander (The Book Designer) and Penny Sansevieri (Red Hot Internet Publicity). All attendees get a copy of APE.

Thursday Keynote 11:00 to 12:00

Penny Sansevieri *What Works, and Doesn't Work as of May, 2013 in Book Marketing*

Extravaganza BONUS ... DID you know ...?

The Author U Extravaganza has created a special afternoon session before the main Extravaganza kicks off. Designed as a "track," the Eaglet program—for anyone fairly new to publishing—includes primers in legal issues, social media, beyond the book ideas, cover/branding concepts, and the basics of building your foundation platforms. This is for the Newbie in you.

Those who have already gotten their feet wet, jump to the Eagle stage. Learn insider tips on mega book selling, advanced social media, using book reviews, tricks of the trade in effective blog posts, tips on building a massive empire, and then with all the money you will make, how to create a millionaire author model and mindset.

It's the perfect afternoon before Joel Friedlander's Deep Dive Dinner workshop. In March, the cost is ONLY \$55 for either session. As a bonus, Penny Sansevieri will deliver *What Works, and Doesn't Work as of May, 2013 in Book Marketing*. This will be different from the session she does on Saturday morning.

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.*

Author U 4th Annual Extravaganza AGENDA .

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

*Blogging **from** the Ground Up ... How to Build a Blog **That** Works*

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

As of February 15th, Joel's workshop is 3/4 full and is included in F/S registration until March 25th or sold out. After March 25th, there will be a \$75 charge for members and \$125 for non-members until capacity is reached.

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	

**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!**



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



REMEMBER:

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

Author U 4th Annual Extravaganza AGENDA.

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 Penny Sansevieri *Publishing and Marketing Today—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 Mike O'Neil & Lori Ruff *Crafting Your Unique Online Community to Create the Edge*

2:150-3:15 Mark Malatesta *Agents ... Who, What, Where, When, and Why*

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

3:45-4:45 Greg Godek *1001 Ways to Sell 1,000,001 Books*

4:45-5:00 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.**

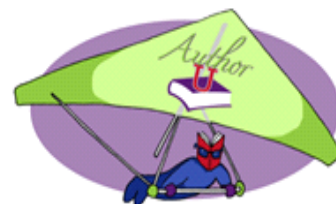
Don't forget to pre-register for Extravaganza 2014 before you leave and get the Early, Early, EARLY Bird Discount! Dates are May 1-3. Author U has a special bonus gift for you from the Keynote speaker, Mark Coker, President of Smashwords, that you will receive at the Extravaganza before you leave on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



Be a Friend,
Invite a Friend!



Do you have the edge?



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

You will have it over other authors when you attend the 2013 Extravaganza. Dates are May 2-4. Starting at 12:30 p.m on Thursday, May 2. Mark your calendar. Register now and save \$\$!

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

Extravaganza Alert: Thursday Deep Dive

Dinner Workshop is 75% full.



Blogging from the Ground Up How to Build a Blog that Works

with **Joel Friedlander** - www.TheBookDesigner.com

Sure, everyone is telling authors—especially nonfiction authors—that they should be blogging.

And it's true. Blogging is the most amazing, democratic, inexpensive, and immediate marketing tool ever invented. It's perfect for authors who want to make a name for themselves, grow a community of raving fans, gain access to leaders in your field, and create a platform that will support your work for years to come.

Yeah, we've all heard that, haven't we? But you may still have a lot of questions:

- How does a newbie author get started?
- How does blogging actually work?
- What are the steps required to get those results?
- How can you avoid the disappointment and sense of frustration when you pour your heart and soul into a blog, but you never get many readers and eventually quit, your blog left as an abandoned "ghost blog?"

In this workshop we'll look at blogging from an author's point of view. With the practical insight of a successful self-published author and blogger, Joel will show you

- which platforms to use for your blog;
- the kinds of content that draw readers like flies to honey;
- the single biggest mistake most authors make when they start blogging and why it dooms them to failure;
- how you can market your blog in as little as 20 minutes a day;
- the single most important—and most frequently overlooked—part of any blog post;
- how to create an endless flow of referrals, inquiries, and qualified leads.

In the second half of the workshop, we'll look at topics that will get your blog up to speed and outpacing your competition:

- 3 secret ways to find out which blogs to target for networking and promotion;
- how to run a successful guest blogging campaign, and why you should;
- the "behind the scenes" partner top bloggers use to convert their traffic into cash;

Continued on page 12

Thursday Deep Dive: Continued from page 11 ...

- making your blog the center of a non-stop, content-driven, community and engagement machine that can enhance your authority, spread your ideas, and bring you new readers for years to come.

If you've dreamed of building a sustainable business from your writing, or if you want to steadily increase demand for your products or services, this is a workshop you don't want to miss.

ALERT **Blogging from the Group Up** with Joel Friedlander is **almost full**. At this point, you cannot register for Joel's session alone. You must be registered for Friday and/or Saturday, as well. Until March 15th, Joe's session is included in the Friday-Saturday registration fee for the Extravaganza. Post the 15th, it will be an additional \$75 for members and \$125 for non-members until capacity is reached.



Register today for the Extravaganza to confirm your place.

Wahoo ... Extravaganza BONUS For Newbie and Advance Authors

The Author U Extravaganza has created a special afternoon session before the main Extravaganza kicks off. Designed as a "track," the Eaglet program—for anyone fairly new to publishing—includes primers in legal issues, social media, beyond the book ideas, cover/branding concepts, and the basics of building your foundation platforms. This is for the Newbie in you.

Those who have already gotten their feet wet, jump to the Eagle stage. Learn insider tips on mega book selling, advanced social media, using book reviews, tricks of the trade in effective blog posts, tips on building a massive empire, and then with all the money you will make, how to create a millionaire author model and mindset.

It's the perfect afternoon before Joel Friedlander's Deep Dive Dinner workshop. This month, the added cost is ONLY \$55 for either session at 12:10 pm Thursday. As a bonus, Penny Sansevieri will deliver *What Works, and Doesn't Work as of May, 2013 in Book Marketing* before it begins.



Mentoring Authors Who Care about Excellence



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Grand Opening Soon: Linda's Book Nook

Where readers and writers hang out, interact, ask questions, and show their stuff



Wahoo ...

Rounds with the Pros is Back at the Extravaganza!

Late Friday afternoon, many of Author U's Pros and Speakers will host table rounds of 10—it's a collective "pick their brain" or it could be a mini talk—you never know. Tables will be labeled—you have three choices and a seat that lasts for 20 minutes before you get up and move to another. If a table is full, move to another.



Wahoo ...

Jump into the Author Shark Tank™ at the Extravaganza!

Three HOT sessions will be available that will all ONE Extravaganza Attendee to get his or her toe in the Author Shark Tank. Our panel will listen for a few minutes to your pitch (hear/read that: LISTEN) and then decide IF and HOW they will help the author in the book quest. It could be money; it could be time; it could be a product—as in I have this that I sell all day for \$797 and it's yours; it could be printing reduction; it could be a book cover; it could be a discount on a layout; it could be ... What it could be will be solely dependent on YOU and YOUR PITCH to hook them and could be worth many thousands of dollars. Or if you bomb, you may only end up with a shark tooth! To enter the tank, the cost is \$500. There are only 3 spots—will one be yours? This is first come, first serve basis. It just may be the single best \$500 you invest on your book and in you!



Wahoo ...

Saturday Laugh Special at the Improv at the Extravaganza!

The Extravaganza is over. If you are staying over before heading home, or a Colorado local, we are heading to the Improv for Laughter, a light supper and beverage. Author U will get you there. You need to register for this as well. Cost is \$40 a head—for the show and food.



Wahoo ...

Pick Their Brains is Back at the Extravaganza!

Back again, this is the time you can get a face-to-face with many of our Speakers. Throughout Friday and Saturday, we have one-on-one sessions that last 15 minutes. Have your questions ready—get a maxi-consult in mini-time for mini-bucks. Cost is \$15, moneys go to the Author U Foundation which will seed the Authors Hall of Fame. You must register for Pick Their Brains onsite at the Author U Registration Desk—it's a first come, first served basis based on availability.



Wahoo ...

Friday is Time to Party at the Extravaganza!

Author U Extravaganza's rock and roll band rocks—fun for authors of every shape, size, age!!! See (and hear) what multi-award winning book cover and interior designer Nick Zelinger does in his spare time—it's toe tapping, feet moving, even sing a few lines time at Author U! (Music by the Thin Ice Band - voted Colorado's Number 1 Cover Band - three years running)



Wahoo ...

Create a Customized Video/Interview at Studio Author U!

At the Extravaganza, you will be able to set up a “staged” interview that you will be able to use on your website, YouTube and any other format to get your message, and you, out. It’s the Studio Author U!



Wahoo ...

After the Extravaganza at the Improv!

Many of the Extravaganza travel to Colorado and stay over Saturday night—why not have one last night of fun. Open to all, it’s an add on—a night at the Comedy Improv. We will get you there. It’s “Laughout” at Author U!



Wahoo ...

Extravaganza BONUS For Newbie and Advance Authors

The Author U Extravaganza has created a special afternoon session before the main Extravaganza kicks-off? Designed as a “track”—the Eaglets are designed for anyone who is fairly new to publishing. Primers in legal, social media, beyond the book ideas, cover/branding concepts and the basics of building your foundation platforms. This is for the Newbie in you.

For those who have already got their feet wet, jump to the Eagle stage. Learn insider tips on mega book selling, advanced social media, using book reviews, tricks of the trade in posting blog posts, tips on building a massive empire and then with all the money you will make, how to create a millionaire author model and mindset.

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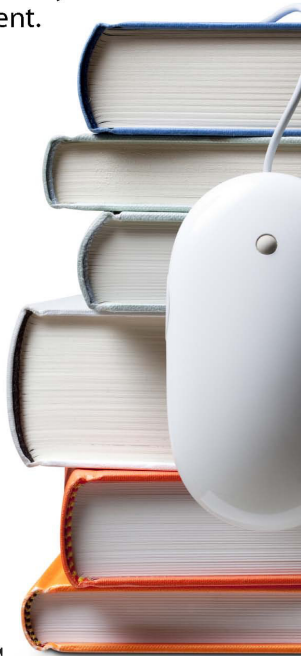
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It’s the perfect afternoon before Joel Friedlander’s Deep Dive Dinner workshop. This month, the added cost is ONLY \$55 for either session at 12:10 pm Thursday. As a bonus, Penny Sansevieri will deliver What Works, and Doesn’t Work as of May, 2013 in Book Marketing before it begins.

*“What’s commitment
got to do with your
authoring success?
In one word ...
everything!”*

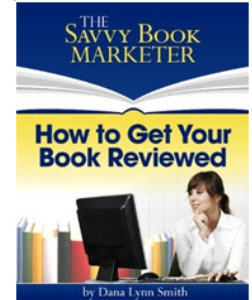
Judith Briles



Book Smarts

by Dana Lynn Smith

Authors want their books reviewed ... better yet, they want one that says their book is the cat's meow. The first step, though, is to get it in front of a reviewer, which is exactly what Dana Lynn Smith's *How to Get Your Book Reviewed* is all about.



Your take-aways include

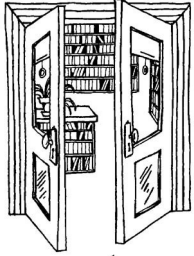
- Why reviews, endorsements, and testimonials are critical to book selling success.
- How the review process works and where to get book reviews.
- How books are selected (or rejected) for review.
- How to save time and money and increase your success rate by developing a solid review strategy.
- The pros and cons of sending queries vs. sending books to potential reviewers.
- How bad reviews affect books sales (the answer may surprise you).
- What to do if you get a negative review (it happens).
- Six things you should never do when seeking book reviews.
- How to deal with the bias against self-published books.
- How to encourage loyal followers to review your book prior to publication.
- The best ways to get book reviews and testimonials from customers.
- Strategies for attracting 5-star reviews on Amazon.
- How to harness the power of virtual reader communities like Goodreads.
- How to get bloggers buzzing about your nonfiction book.
- The secrets to working successfully with book bloggers to get book reviews.
- How to find the best blogs to contact about book reviews.
- How to plan a successful virtual book tour.
- Strategies for increasing your odds of a review in a major book journal.
- Where to find literary magazines and newspapers.
- Tips for researching and working with the media.
- The best ways to use book reviews to reach and influence book buyers.

There are over a dozen case studies to show you the step-by-step process, sample book announcements, and plenty of links to resources. If you talk to any of the Author U members who are cracking the fiction selling success, reviews have been a key factor. The abundance of practical advice is well organized and highly recommended.

Dana Lynn Smith, known as 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.

How to Work with the Tattered Cover

Tattered Cover Book Store



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When you have your book in hand, complete the Author Guidelines at <http://www.tatteredcover.com/local-authors> If your game plan is to do an author event, this is a must do. Discount to the Tattered Cover at 45 percent.

You can reach Annita directly at 303-322-1965 extension 2807. She loves to meet authors ... why not e-mail her and set up an appointment so that you can drop in for 15 minutes and tell her about your book?

Remember the 3 Ps—Pitch, Platform, Plan. Get it down on a max of two pages and include with a copy of your book for her. Book stores want to believe you will drive people to buy at their store ... let her know how you will make that happen.

And when your book is picked up by the Tattered Cover and you schedule your book signing, be sure to let Author U know so that we can put it in our newsletter to tell the rest of the Author U community.

Almost anyone can be an author; the business is to collect money and fame from this state of being.

- A A Milne

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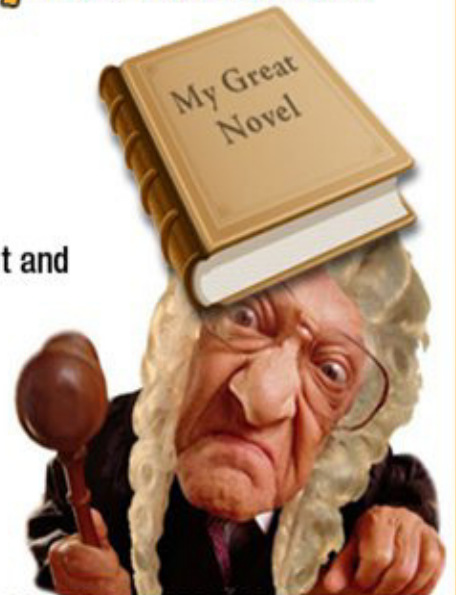
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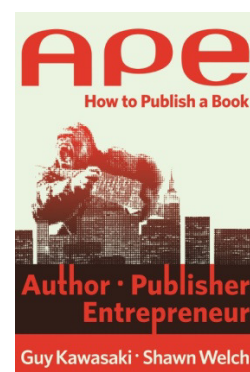
Imagine ... Going Bananas at the Author U Extravaganza!



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*.



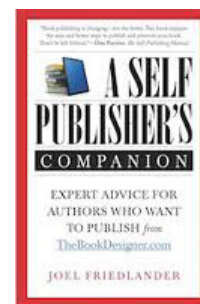
Everyone who attends the Extravaganza will get a copy of *APE* along with a variety of other things that will be offered to all attendees. After hearing and reading Guy, you will understand why the publishing world is buzzing. You will be, too. This is your opportunity to hear and experience a global 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.



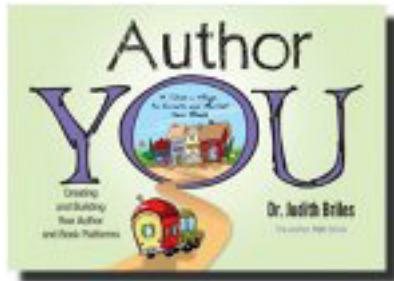
The Deep-Dive Dinner Workshop with **Joel Friedlander** on Thursday, May 2, will open your eyes and generate a gazillion ideas. A book designer by trade, he's created one of the most successful self-publishing blogs, a new author blueprint online course, and authored his own book along the way. Joel's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

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.

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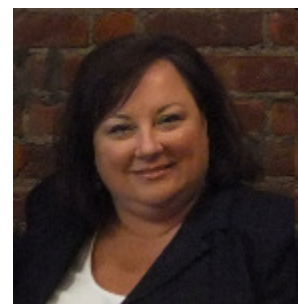
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Top Ten Tips for People Thinking of Writing a Book

by Guy Kawasaki



If you checked the list of what people want to do before they die, you'd see that many want to write a book. This is a good thing because the more people who write books, the more enlightened the world will become. It just so happens that technology has made the process of writing a book easier than ever. Still "easier than ever" is not the same thing as "easy." I wrote a book called *APE: Author, Publisher, Entrepreneur* to help you write your book.

Here are my top ten tips.

1. **Write for the right reasons.** Writing is an art form, and a book is an end in itself—don't write a book solely because it is a means to an end. The good reasons to write a book are the desire to enrich people's lives, to further a cause, to achieve an intellectual milestone, and to get something off your chest. The bad reasons are to make a lot of money or to increase your consulting or speaking business.
2. **Use Microsoft Word.** It's true that Word is a bazooka, and you may only need a fly swatter, but everyone in the industry uses a bazooka. You can save a few bucks and avoid the Microsoft hegemony when you're in the writing stage, but when lots of people (editors, reviewers, designers, and online resellers) need to use your file, you may regret using another word processor. Two fine points: first, save your Word documents in the .doc, not .docx, format so that people using old versions of Word can open your file. Second, format your entire book using Word's "styles." This will make layout and conversion much easier down the road.
3. **Write every day.** I've written twelve books. If you had asked me if I thought I would write twelve books back when I started, I would have told you that you were hallucinating. How did I do it? Writing a little bit every day. Don't ask yourself, "How will I ever get to 60,000 words?" because it will make the task seem insurmountable. Just write something every day—even if it's only a paragraph. One day you'll wake up, and your book will be done. If you wait for that perfect time when the kids are asleep and making straight As, you may never start, much less, finish.
4. **Build your marketing platform.** The hardest part of making a book successful may be marketing, not writing, it. Unless you have a great publicist with a powerful publisher, you are the "vice president of marketing" of your book. It takes a year to build a marketing platform, so get started at the same time as you're writing. If you wait until your book is done, it's too late. My recommendation is to spend two hours a day writing and one hour a day on Google+, Twitter, Facebook, or LinkedIn.
5. **Start with a Kindle e-book.** First, Amazon's Kindle service might amount to 80-90 percent of your sales. If your book is successful on Amazon, it will succeed elsewhere. If it's not successful on Amazon, it probably won't succeed elsewhere. Second, start with the e-book format. If it takes off, then you may want to go to print. But there's little reason to go to print immediately unless you are writing, for example, a photography book.
6. **Tap the crowd.** The crowd is a beautiful thing. It's full of people who know more than you do and are willing to give of themselves freely and unselfishly. They will provide content ideas, editing, and word-of-mouth marketing. Don't be afraid to ask for help. Many people will contribute to your efforts for the

Continued on page 21...

Ten Tips: Continued from page 20

intrinsic joy of helping a writer. The crowd will help you finish your book, which is another reason to start building your platform immediately.

7. **Hire a copyeditor.** If you're going to self-publish your book, the worst way to try to save money is by not hiring a professional copyeditor. Copyediting is a specialized and refined skill—to use a medical analogy, only a fool would self-diagnose and self-medicate in an emergency. The goal is to produce a book that is as good as, or better than, a book from a large traditional publisher. You cannot do this without a professional copyeditor.
8. **Hire a cover designer.** The second worst way to try to save money is by designing your book cover. Like copyediting, design is a special skill that takes years of training and practice. People are going to glance at a postage-stamp size image of your cover next to ten others on Amazon. You have less than a second to convince them to click on your book to learn more and read reviews. They won't click unless your cover is effective.
9. **Test your e-book.** In a perfect world, what you upload from Word and what online resellers deliver as an e-book would match. Every page, image, line break, and font would be right. This isn't a perfect world. The bugs and glitches that can appear because of the conversion process from manuscript to e-book will shock, depress, and enrage you. You need to test your e-book on every platform that people will read it on: computer, tablet, reader, Macintosh, Windows, Android, and iOS. Don't assume that any conversion process is 100% accurate.
10. **Never give up.** There are qualities that every published author shares: first, they wanted to give it all up. Second, they didn't give it all up. Writing a book is one of the most difficult tasks in life. Fortunately, or maybe because it's so difficult, it is also one of the most rewarding tasks in life. When you feel like you can't type another word, can't re-read another draft, and can't face another rejection, remember that every author goes through these phases. It's only the successful ones who never give up.

About Guy Kawasaki

Guy Kawasaki is the co-author of APE: Author, Publisher, Entrepreneur—How to Publish a Book (ISBN 978-0-9885231-1-1) with Shawn Welch. The book's thesis is powerful yet simple: filling the roles of author, publisher, and entrepreneur yields results that rival traditional publishing.

Guy is the Keynote on Friday morning at the Extravaganza. Everyone attending will get a copy of APE: Author, Publisher, Entrepreneur-How to Publish a Book.

Wahoo ... Rounds with the Pros is Back at the Extravaganza!

Late Friday afternoon, many of Author U's Pros and Speakers will host table rounds of 10—it's a collective "pick their brain" or it could be a mini talk—you never know. Tables will be labeled—you have two choices and a seat that lasts for 25 minutes before you get up and move to another. If a table is full, move to another.



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

It's All about Product Consumption

By Bret Ridgway



*Note: Bret Ridgway will speak for the Eaglet session Thursday afternoon on: **Product Repurposing for Maximum Book Life**—don't miss it!*

Alex Mandossian is the first person I ever heard speak of the concept of “Product Consumption.” And he's dead on target. If you can't get your customers to even consume your product, then your chance for refunds increases significantly, and the chance that that customer will buy more products from you decreases significantly.

The first thing you should put in place to help people consume your information product is a “Read This First” or “Getting Started” document. A simple page or two that is the first thing they see when they open the box your physical product comes in is key. If you have a product that contains a manual and multiple CDs or DVDs, it's easy for

them to get overwhelmed. You **MUST** tell them exactly where to start and get them on the road to success as quickly as possible.

Another tool you need to use to help them consume your information is autoresponders. Where the “Read This First” can help get them out of the gate, the autoresponder is your best ally to keep them moving forward after that first day.

It's that friendly little nudge after they've received your product that will help the sale “stick” and is designed to provide that helpful reminder of how to best consume your course for maximum benefit. It's important to get people started quickly and keep their momentum going. So it's fairly common to have daily autoresponder messages for the first week to ten days after the product purchase.

These messages can be as simple as “Did you see the great tip from Jeanette Cates on page 17 of your manual” or “Make sure you listen to the great tips on Disc #2 as soon as you can.”

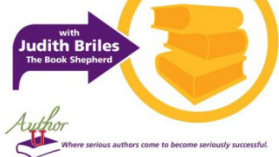
Product consumption is what it's all about. It's your job to provide your customers the tools they need to help them consume your information product quickly and easily.

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



Bret will be speaking at the Eaglet session on Thursday afternoon at the Extravaganza.

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>

Social Media Schedule for Authors

By Melody Jones

Authors have a lot on their plates. I've seen you shudder at the thought of adding social media to your schedule, and yet it must be done as part of your marketing strategy. I've put together a basic scheduling plan to help you figure out what to do and when.

Blog

Publish at least one blog post per week on the same day at the same time. This also means you must plan for writing time, as well.

Scheduling Social Media

Schedule a block of time every week to plan and schedule your social media postings for the next week. Learn to use HootSuite or another application to automate. Facebook allows you to schedule ahead of time directly on your fan page.

Schedule daily time to log into each social media account. You'll get faster at this over time. This is not a step you can skip because your fans will notice if you aren't responsive, and they will leave.

Facebook

Post once per day at the same time every day. One post per week will be your blog post. All other posts are third party content, graphics, and engagement questions. Fans won't mind an occasional second post. Check in once a day and comment back to fans.

Twitter

Schedule 4 – 12 tweets per day, once an hour. Make no more than 30% self-promotional (and even that's a little high). The remaining tweets are pertinent third party content of interest to your followers and interesting tidbits from the life of an author. Log in once per day and retweet at least two tweets of those you follow, thank others for RTs, and engage in conversation.

Continued on page 24



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



Social media Schedule: Continued from page 23 ...

Pinterest

Pin daily, 2 – 15 per day. Plan on curating 50% of your pins and repinning 50%. Make about 1/3 of your pins your own stuff. The rest are graphics of interest to your readers and fans.

LinkedIn

Post 3-5 times per week into the feed. One post is your blog post. The rest may be upcoming news or other interesting information. Comment as often as you can in 2-3 groups per week. Log in once per day and check notifications to see if you need to respond to others.

This is a basic list of scheduling ideas for social media for authors. Start small and work your way up if the numbers suggested seem overwhelming at first. It's better to be present consistently on social media than in a feast or famine style.

Melody Barnes 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. Join her Facebook page at www.facebook.com/socialmediamelody. Email her at melody@socialmediamelody.com.



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>



Wahoo ... Jump into the Author Shark Tank™ at the Extravaganza!

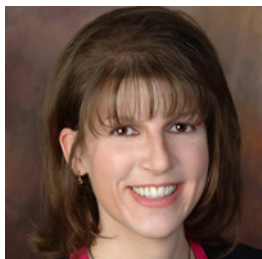


Three HOT sessions will be available that will allow ONE Extravaganza Attendee to get his or her toe in the Author Shark Tank. Our panel will listen for a few minutes to your pitch (hear/read that: **LISTEN**) and then decide IF and HOW they will help the author in the book quest. It could be money; it could be time; it could be a product—as in I have this that I sell all day for \$797 and it's yours; it could be printing reduction; it could be a book cover; it could be a discount on a layout; it could be ... What it could be will be solely dependent on

YOU and YOUR PITCH to hook them and could be worth many thousands of dollars. Or if you bomb, you may only end up with a shark tooth! To enter the tank, the cost is \$500. There are only 3 spots—will one be yours? This is first come, first serve basis. It just may be the single best \$500 you invest on your book and in you!

The Technology and Tips Toolbox

By Kelly Johnson



Google Plus Page vs. Google Plus Profile

Just like Facebook, Google provides the option to create a Google Plus Profile and Google Plus Page. You may have read the title and said to yourself, “Another social media site? Is it worth my time to check into this?” As with all social media accounts, you need to evaluate where you feel you may best reach your target audience. Since Google is the top search engine, I would recommend you set up a Google Plus Profile so that you can increase your online presence and have information available for people who search for you and your business.

What is the difference between a Google Plus Profile and a Google Plus Page?

1. Pages cannot share to extended circles and do not receive any type of notifications.
2. Pages can be created for organizations, businesses, etc., but Profiles are only for people (not for a business).
3. A Page cannot add people to your circles in Google Plus until the page is added first.
4. Local Pages include a field to help site visitors locate the physical location of the business.
5. If you use Hootsuite to post to your social media accounts, Hootsuite allows you to use their system to post to a Google Plus Page, but not to post a Google Plus Profile.

How do you know if you are viewing your Google Plus Profile?

If you go to www.google.com, when you log into your Google account, in the upper left of the screen, you will see a plus (+) sign with either You next to it or your name next to it.

Click on the +You or +YourName to view your Google Plus Profile. You should now see a navigation bar on the left side with Home, Profile, Explore, and other options listed.

Continued on page 26...



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.

Technology Tips: Continued from page 25 ...

Important Item to Note: Before you create a Google Plus Page, be sure to complete the About section under your Google Plus Profile (click on the +You or +YourName, go to Profile, click the About tab, then Edit Profile button). The About section is where you upload your headshot, list your bio, business information, links to your website, blog, and other social media accounts. This helps to ensure that people can read about you and see your smiling face if they find you on Google!

In addition, Guy Kawasaki, a keynote speaker for the Author U Extravaganza in May, uses Google Plus to connect with people. Have your Google Plus Profile set up before the Extravaganza to make sure you can connect with Guy and other speakers and participants while attending the event!

How do I create a Google Plus Page?

Log into your Google account (www.google.com) and in the upper left of the screen, click on the +You or +YourName to view your Google Plus Profile. In the navigation bar on the left side of the screen, if you do not see Pages listed, click the More Options and then Pages. Click the Create a Page button and start setting up your Page.

I look forward to connecting with you on Google Plus!

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.



Your Guide to BOOK PUBLISHING

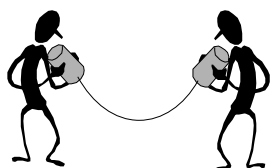
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Judith Briles
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<http://rockstarradionetwork.com/shows/yourguidetobookpublishing>



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."

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. 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.”

Early, early Bird rates end soon!



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

Wahoo ... Create a Customized Video/Interview at Studio Author U!
At the Extravaganza, you will be able to set up a “staged” interview that you will be able to use on your website, YouTube and any other format to get your message, and you, out. It's the Studio Author U!

Whatever it takes
to get your next children's book to market faster.

- Digital and offset printing
- Beautiful full color and crisp black/white printing
- E-book conversion
- All materials are safe and CPSIA compliant
- Comprehensive distribution/fulfillment
- Hard and soft cover books

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Helping you put your best book forward®





Mary Agnes Antonopoulos will deliver the Sunrise session on Saturday a.m. at 7:15 at the Extravaganza:

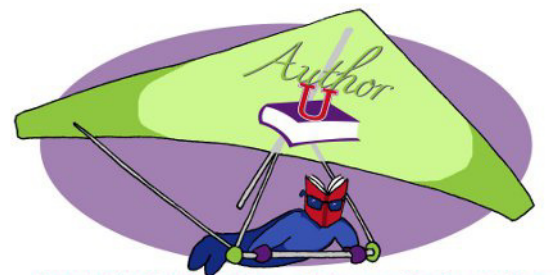
How to Run Your Entire Social Media Campaign in 4 Hours a Week

Here are her Top Three Marketing Tips for Social Media:

- 1 Screw protecting your brand.** Go out there and share your dirty laundry. The truth is that people connect on their pain points. It's why 12-step programs created a worldwide revolution and we all watch reality shows that sometimes look like train wrecks. It's NOT because we like train wrecks – it's because a huge part of the human experience is built on our need to be compassionately engaged with one another. So throw away your “game face” and show up honest and broken. You will be amazed at the inroads that transparency will create.
- 2 Walk away from “the big 3” in social media and find what WORKS for you.** As writers, the most sorely overlooked social spaces that can TRULY add to our brand and our audience are PODCAST spaces. I vote for going where the podcast lovers already are – iTunes – and why not get TO iTunes through ANOTHER rockin' podcast space – BlogTalkRadio. You can RSS from BlogTalk directly to iTunes, and of course, both spaces are no cost. At the complimentary level of BTR, you can do a 30-minute podcast every single day if you like. The only restrictions are that, if you want prime time (or longer than 30 minutes), you have to pay to play – but at \$39 a month, it's a great investment. It's also easy to use, has huge SEO value, and product-creation capabilities (think CDs and downloadable MP3-based training).
- 3 Whenever possible, go for VIDEO instead of written word.** The old adage “The eyes are the windows to the soul” turns out to be very true, doesn't it? In video, you are your OWN best ambassador, as long as you're intentions are honest and focused on giving value to others. We human beings can spot bullshit from 10 miles away, so the more sincere and TRUE YOU that you are, the more effective this will be.

Imagine how much time you would save by doing a four or five minute video than banging out five or six hundred words of copy (they are almost equal in word count, by the way – depending on how fast you speak, of course). Here's the caveat to this path though, F VANITY. Yes, you can say it out loud. Nobody cares if you don't have your hair done or whatever. They care what you SAY. They care about your message. And remember to follow a few simple rules – like being aware of ambient noise in the background – and lighting. The ratio of people who will give you 3 minutes to watch a video vs. 3 minutes to read an e-mail or blog is SEVENTY percent. 70. SE-VEN-TY. And the ratio of those sharing videos rather than blogs? 5%.

Now these are just my own numbers, but believe me, I do this a lot. Don't believe me? Go out there and test it. You can only fail forward on this one.



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

New Members



Garland Van Dyke is a minister, author, speaker, and qualified mediator specializing in helping folks move ahead in life using Biblical principles. He has 20+ years speaking experience as an academic, corporate trainer, and minister.

He taught technology courses at Texas State Technical College and McLennan Community College. Afterwards, he moved to his career as a Fortune 500 corporate trainer at Cybertek and JP Morgan Chase. Garland fulfilled a long-time desire through an extraordinary job shift to helping folks through ministry. He has a weekday *Thought for Today* radio spot on 94.7 FM in Graham, Texas.

Garland lives in Graham, Texas with his wife Darla and co-parents dogs, Buffy and Bandit.



Melanie Smithson, Body-Oriented Psychotherapist, Licensed Professional Counselor, Certified Sedona Method Coach, and Certified Life Between Lives Hypnotherapist, has been working with groups and individuals for over 15 years. Her work focuses on breaking free of self-imposed limits and programming that get in the way of living a joy-filled life. Learning to drop below the conscious mind through movement, releasing, and other practices is imperative to clearing out the past. The realm of the subconscious is where Melanie shines. Her forthcoming book, *Obstacle Course by Design*, gently guides readers from a very personal perspective through their own blocks to success. Employing non-traditional tools, including wonder and compassion, Melanie shows us that life can be just shy of perfect and still uniquely glorious.



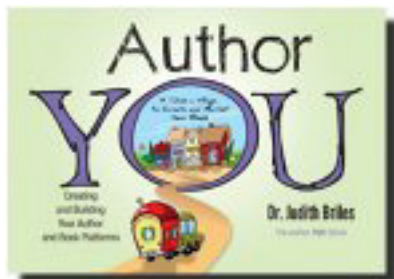
Leslie Miller, the woman behind the pen in *Pen-For-Hire Editing*, specializes in enhancing the flow, clarity, and power of your work, ensuring no reader will want to put it down. She believes a great editor/author relationship is based on collaboration, communication, and respect. Newbie authors more than welcome! Ask about a free sample edit. She currently offers content editing for fiction and non-fiction, detailed critiques, copy editing, and ghost writing. Her website is <http://pen-for-hire.com> and can be reached at LMillerConnect@gmail.com.



Angela Lendhardt is passionate about helping others live a happy, healthy, and fruitful life. As an accomplished intuitive/psychic-medium, inspirational speaker, and author of *A Charmed Journey: An Inspired Guide to Personal Transformation*, Angela inspires others by sharing her insights and self-mastery skills she has learned to living life on purpose.

She has maintained a private consulting practice in Denver, Colorado, and is a Reiki Master, NLP practitioner, and has traveled through China and Thailand, studying alternative medicine, nutrition, meditation, yoga, Qigong, Feng Shui, and Tai Massage. Angela brings together the knowledge of many masters to support her clients in positive transformation, offering tools and encouragement to create a life full of potential and desired outcomes.

Member News



Judith Briles formally launches **Author YOU: Creating and Building Your Author and Book Platforms**. A contest that includes a basket of prizes valued at over \$5,000 for **one lucky winner** will be created for her social media platforms and run through March; the gifts that will be given to **every book buyer** on Amazon total in excess of \$2,000 on the days of March 26th and 27th. She will be putting ad placements on Facebook, Twitter, and Google+; and she will have a month long Virtual Blog Tour in April. A busy two months ahead.

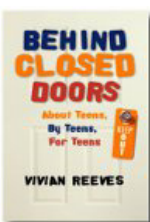
And wait ... wait ... there's more. A fantastic Author YOU Sweepstakes will unfold this month with over \$6,000 in prizes to ONE awesome author or author-to-be. It's the **Author YOU Cha-Cha-Cha**. Will you be the lucky one who sways away with the big prize? Info is at www.AuthorYouBooks.com.

Judith will also be speaking in Chicago in April at IBPA Publishing University on "Tips for Taking Your Social Media Campaign to the Next Level" on April 27th.



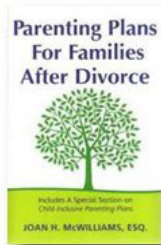
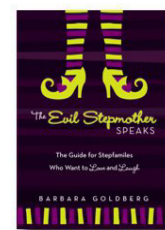
A special tribute to General Jim Hall, USAF (Ret.) and Celebration of the Irish Season will pop on Sunday, March 24, 2013 • 5:00 p.m. – 7:30 p.m. at the Glenmoor Country Club, 110 Glenmoor Dr., Cherry Hills Village, Colorado. RSVP by Friday, March 15 to RSVPMarch24Tribute@gmail.com

(Please respond with name(s) of guests, contact info, and ticket level – \$35 for appetizers and program; \$50 includes a copy of Jim's book, *Parachuting for Gold in Old Mexico*).



Vivian Reeves has set the date for her first book signing of **Behind Closed Doors: About Teens, By Teens, For Teens**, and all Author U members are invited for the debut. Find out how a teenager conceived her book and published it with an eye to be successful. Put Saturday, May 11th, on your calendars and gather at Maggiannos in Greenwood Village for appetizers, beverage, and a short talk on the book. Come and cheer on our youngest member from 3 to 5 p.m. on May 11th.

Barb Goldberg's *The Evil Stepmother: Practical Advice for Stepfamilies Who Want to Love and Laugh* is at the printers. Barb is planning a multi-state book launch and author tour starting in May.



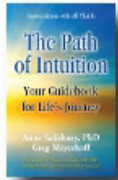
Joan McWilliams is thrilled with her latest honor: first place in the Great Northwest Book Festival's How-to category for **Parenting Plans for Families After Divorce**.

Writing is a dog's life, but the only one worth living. - **Gustave Flaubert**

Member News

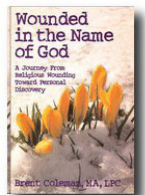


Rhonda Hartman is bursting with pride. *Natural Childbirth Exercises* went to print last month and will soon be available. Her book is a massive revision of her first—expanded content and all new illustrations. Rhonda is a pioneer in her field, supporting over 14,000 mothers in their birthing journey.



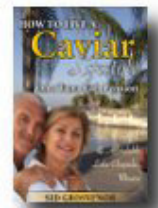
Anne Salisbury and **Greg Meyerhoff** have put the final touches on *The Path to Intuition*. Layout is completed, and it heads to the printer this month. Kudos to Anne for earning her second doctorate.

Brent Coleman is in the final stages of editing on his fiction debut, *Wounded in the Name of God*, with a focus on people who have been wounded by religion. Brent is a Colorado psychotherapist and wears triple hats now: teacher, private psychologist, and now author.

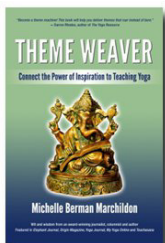


Dale Lidicker has completed the first edit on his book co-authored with Kristina Halstead. Dale specializes in education and working with special needs kids. Kristina has been one of his stars. *The Epitome of Grace: A Journey of Student and Teacher* focuses on their journey together as they tackle the “system,” Kristina’s amazing achievements, and Dale’s take on what works and what doesn’t and his vision on how to improve school, education, and the environment. It’s a celebration for them and the community they live and work within.

Sid Grosvenor is in final layout and will go to print this month for his book, *How to Live a Caviar Lifestyle on a Tuna Fish Pension at Safe, Beautiful, and Affordable Lake Chapala, Mexico*. Sid kicked off the book at last year’s Extravaganza.



Ba Forde has had a fascinating life. Not only is she the visionary and amazing chef/owner at Kimba’s restaurant in Aurora, Colorado, her memoir that reveals her father was a Monk in Cambodia and how she got from there to the United States will soon be ready to share with all. Ba will go to layout this month.



Michelle Marchildon is at the printers for her second book *Theme Weaver*—her first pre-order was from the Cayman Islands for 20 copies! Designed for the yoga teacher, the buzz is huge, and it has been picked up by a major supporter of all things yoga. The first printing size has been increased significantly.

Get your facts first, and then you can distort them as much as you please. - Oliver Goldsmith

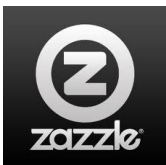
TIPS



Do you need to encrypt any files for added security? Using Dropbox? A free source to help you is www.Axantum.com/axcrypt that works well with PCs and Windows. Encrypt files first, then forward to your needed destination, including Dropbox and YouSendIt.



Do you have any idea how long it takes for your website to load on a typical computer, tablet, or smartphone? Most of us have our sites created but are sensitive to loading time by users. You should be. If it fizzles or takes too long, your visitor exits quickly. You can monitor your website's performance at www.Pingdom.com. Click on the Tools tab and find the "website load test" tool. If it loads too slowly, it will ID the culprits. Always good to know.



Customize your phone case by creating a custom case for your smart phone or tablet. You can upload images, photos, and add text—go wild, be creative and memorable! This would be a good spot to put your e-mail and/or office phone number—even a photo of yourself. Someone who finds it just might recognize you! www.Zazzle.com is your source; cost is around \$40.



Do you need a one-page website? Got something that you want to promote, but not on your site? Here's a simple, one-page site that works for a squeeze page (will work for a contest or launch page info blast): www.OnePagerApp.com



Be quotable ... in your promo, pr, publicity, speeches, tribe. This is where those snappy, sassy, salty phrases and words that you use within your book and your chatter about it set you apart. Be quotable. Media loves it, so does others.



Wahoo ... Friday is Time to Party at the Extravaganza!

Author U Extravaganza's rock and roll band rocks—fun for authors of every shape, size, age!!! See (and hear) what multi-award winning book cover and interior designer Nick Zelinger does in his spare time—it's toe tapping, feet moving, even sing a few lines time at Author U! (*Music by the Thin Ice Band - voted Colorado's Number 1 Cover Band - three years running*)

25

Sensational speakers are coming to Denver, Colorado ... 25 who will change your life. Where are you ... at the beginning of your journey, book in hand, ready to start another, repurposing what you have, trying to figure out your marketing game plan, resting? The Extravaganza is the MUST place to be this May.

No excuses allowed!





March Dinner and a Program

Thursday, March 21st

Got Book? Want Book? Surviving and Thriving with Your Book ... AND What to Do Next!

Four amazing members of the Author U community are sharing their personal expertise—Personal and Book journeys, Print and eBook strategies, dealing with the author overwhelm that is woven throughout their paths, branding, selling books, and so much more.

This is not a “wa, waa, waaaaaa” program—you won’t hear a single “It’s too hard”—we all know that authoring/publishing isn’t a piece of cake—it’s work. Get over it.

March’s Dinner and a Program is all about surviving and thriving ... for YOU and your BOOK.

Date: Thursday, March 21st **Time:** 6 – 9 p.m.

Cost: \$30 for members; \$40 for non-members UNTIL March 19th.
After the 19th, add \$10.



Monday Evening Salon - For Members Only

March 25th from 6 pm to 9

How to Be THE STAR and IN TOTAL CONTROL When You Are Interviewed

Are you planning to be on the air? Do you want to be a guest? Even host a show? There are skills to being effective, persuasive, and IN CONTROL when you are a guest on radio or TV. Learn what works and what doesn’t and how to take control back when the host takes over. **BONUS:** At the Extravaganza, you will be able to set up a “staged” interview that you can use on your website, *You Tube*, and any other format to get your message, and you, out. It’s the Author U Studio!

Register: <http://AuthorU.org/>



March Tech Tool Box ...

Tuesday, March 12th 3-6 pm

Animoto and Apps to Create Your Book Trailer

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!

The Book Shepherd
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.

www.TheBookShepherd.com

The Next, Next Thing In Publishing

The Book Shepherding concept is simple: The publishing world is changing ... and so must you.

You need an experienced Shepherd and Guide to partner with you as you create, strategize, develop, publish and achieve your publishing goals.

You can't do it alone without paying the price ... you can spend your money creating a book that turns out to be so-so; or you can create a book that looks and feels classy, builds your brand and is a financial success. A best-seller. It's your choice, you choose.



Author U is Us ...

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

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

- *The Resource* Newsletter, published online 9 times a year
- All programs designed for the committed and serious author
- Reduced attendance costs for monthly programs, BookCamps and Extravaganza in May
- Attendance at Member-only events: Holiday and Annual BBQ
- Book Printing discounts and perks: Sheridan Books, Four Colour Print Group, Thomson-Shore, Color House Graphics, King Printing, Total Systems Printing
- Legal assistance for authors and publishers: Replin; Rhodes, LLC
- Interior Designs for books discounts: WESType Publishing, NZ Graphics
- eBooks, Audio book discounts: Author Fulfillment Services, NZ Graphics, BookBaby
- National Book Distribution discounts: Pathway Book Service, Book Masters, Midpoint Trade
- Graphics and Book Cover design discounts: NZ Graphics
- Editing services discounts: Editing by John Maling, Patti Thorn
- Web site design and implementation discounts: Here Next Year, IllustratingYou, Amber Ludwig
- Virtual office assistance discounts: Cornerstone Virtual Assistant, 123Employee
- Book and Publishing coaching discounts: The Book Shepherd
- Discounts for professional book reviews: BlueInk Reviews
- Book Publicity: Stephanie Barko
- Book Fulfillment: Author Fulfillment Services, Pathway Book Service
- Webinar and Teleseminars
- Credit Card Services: The Free Terminal, Total Merchant Services
- The list continues to grow!



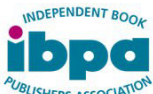
Plus, at renewal, you will receive a Bonus via a PDF of Judith's entire Resource section (37 pages of contacts, websites, and detailed book and publishing info) from her book, co-written with John Kremer and Rick Frishman, *Show Me About Book Publishing*.

All of us at Author U look forward to the expansion of our community.
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Direct Payment Link: <http://tinyurl.com/4cw4w7d>

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