



# 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. 5

www.AuthorU.org

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## It's Post the Extravaganza ...

Judith Briles, Author U Founder



During the late spring and summer, we combine the two months of May-June and July-August for *The Resource*. May-June is packed with activities and info. It's summertime ... and the authoring is easy (well, sort of ...).

It's post the Extravaganza ... the final "thank you" have been sent to the many speakers and exhibitors that were part of this year's Extravaganza ... and we are deep into the planning of next year's. The majority of the speakers have already been booked; expect a few changes next year. Thirty-five members have already signed up to take advantage of the six months of free coaching that Mary Agnes Antonopolous and I will be giving twice a month online, starting in June with **Take Flight Thursdays**. Jim Lynch wins the distance for miles prize—he will be calling in from Hawaii.

We are excited about next year's theme:



It's exactly what we authors do with our amazing words. With the Internet, our Connecting and Communities are global—something that few authors could really do just a decade ago.

Now, it's as common as taking your next breath. And as vital.

The dates are May 1-3 in Denver for 2014. Get it in on your calendar now. Better yet, sign up now to lock in the lower registration price that will increase at the end of summer. Just \$100 holds your spot; with the balance split over two payments. Info is on the website. The Extravaganza is the single best authoring/publishing deal for your money. Any other conference is at least \$100 more and doesn't include your meals.

Continued on page 2 ....

**Post Extravaganza ...** Continued from page 1 ....

For those of you who missed sessions or the entire Extravaganza ... the CDs (\$8) and DVDs (\$20) for Friday and Saturday are available. Details are within as well as posted on the website. Tim Skurdal with National Conference Recording Service did a terrific job of making each session available onsite as well as post the Extravaganza. We have also made all the handouts available.

Let's starting new and going on this summer: online forums for coaching and education; BBQ, Tech Tool Boxes, Salons, Brunch and Learn, even a baseball game at the Rockies!

**Mentoring Mondays** births in June—another online forum for our many members that are spread everywhere—location, just your phone and sometimes computer; **Take Flight Thursdays** for those that pre-signed up for the Extravaganza—location, just your phone and sometimes computer; **Author U on the Air** for the visual and YouTube crowd—location, your computer (starts in June); **Author U at the Tattered Cover** in July—location, Denver; **Tech Tool Boxes, Salons** and **Brunch and Learn**—location, Denver; **Author U—Your Guide to Book Publishing** radio show—location, your computer. Author U started in Colorado ... we have members in multiple states and countries. With the assist of technology, we plan on getting our **Tech Tool Boxes** into the Google Hangout arena so that members outside of Colorado can participate as well.

**On a painful note:** This month, we had to remove a member for inappropriate and unprofessional behavior directed toward several members. Although we didn't have to, we did refund the remainder of his dues for the year. Author U created a **Code of Ethics** when it was first created four years ago. This is the second person who has had his/her membership terminated for behavior that was either meant to undermine another and/or financially harm them. Within this issue of *The Resource* is a copy of Author U's **Code of Ethics** that is carried on our website. It's simple and straightforward. Too many times, most of us walk away from those who create problems, sometimes forgetting that the predator will be looking for the next "meal" or prey. The only way we can stop it is to confront it with removal from the community.

Do yourself a favor and read over the **Dates to Remember** on the next page. Get them on your calendar. I look forward to seeing you online, in the air, and/or in person. Isn't it cool that there are so many options to meet, play, and learn?!

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

**FOUNDER:** Judith Briles

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Shannon Parish, Layout,  
[www.IllustratingYou.com](http://www.IllustratingYou.com)

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

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

## May

2, 9, 16, 23, 30      *Your Guide to Book Publishing* radio

## June

15      Brunch and Learn—Crowdfunding  
 18      Tech Tool Box—Creating YouTube Channels  
 24      Monday Evening Salon—To Illustrate or Not to Illustrate ...  
 3, 10, 17, 24      Mentoring Mondays  
 6, 20      Take Flight Thursdays (available only to pre-signed up 2014 Extravaganza attendees)  
 6, 13, 20, 27      *Your Guide to Book Publishing* radio

## July

20      Author U at the Tattered Cover  
 23      Tech Tool Box—  
 1, 8, 15, 22, 29      Mentoring Mondays  
 11, 25      Take Flight Thursdays (available only to pre-signed up 2014 Extravaganza attendees)  
 4, 11, 18, 25      *Your Guide to Book Publishing* radio

## August

3      Member BBQ  
 5, 12, 19, 26      Mentoring Mondays  
 27-29      (final date will be determined) Author U at B's Baseball Museum and the Rockies  
 8, 22      Take Flight Thursdays (available only to pre-signed up 2014 Extravaganza attendees)  
 1, 8, 15, 22, 29      *Your Guide to Book Publishing* radio

## September

2, 9, 16, 23, 30      Mentoring Mondays  
 21      Brunch and Learn with Joel Comm  
 5, 19      Take Flight Thursdays (available only to pre-signed up 2014 Extravaganza attendees)  
 5, 12, 19, 26      *Your Guide to Book Publishing* radio

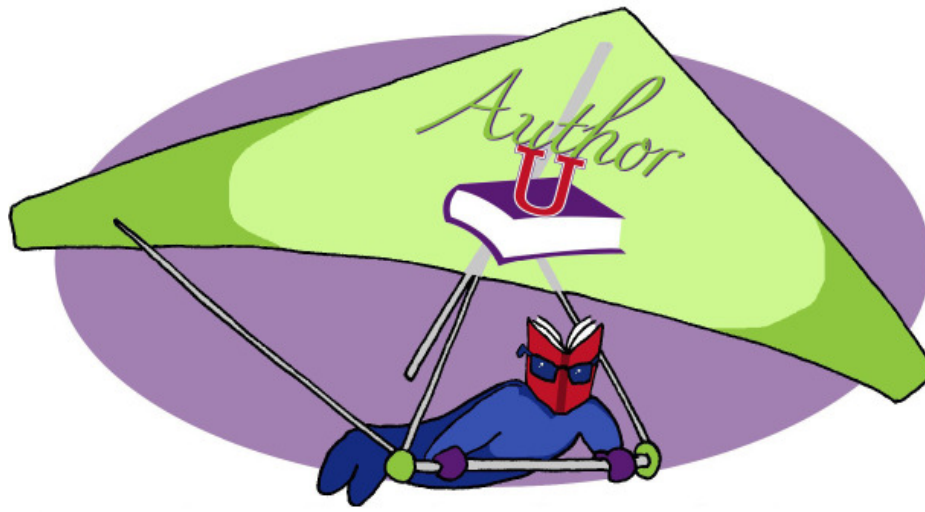
## November

16      BookCamp with Terry Brock and Gina Carr

## December

14      Author U Holiday Party  
 5, 19      Take Flight Thursdays (available only to pre-signed up 2014 Extravaganza attendees)  
 5, 12, 19, 26      *Your Guide to Book Publishing* radio

# 2013 Extravaganza on Video & Audio



## ON-LINE ORDER PROCESS

Order CDs or DVDs from the 2013 Extravaganza. Purchasing is made easy through the online shopping cart.

You may also call your order in to National Conference Recording Service at 303-807-1404. Please allow two weeks for processing and delivery. Visa, Mastercard, American Express, and Discover are welcome, as well as Personal Checks. Click here for the Friday and Saturday sessions: **2013 Conference** <http://bit.ly/137Kmmmd>

*Your satisfaction is important to us.*

If you have any questions or concerns or have any problems navigating through this site, please call us at 303-807-1404 or e-mail us [info@ncrsusa.com](mailto:info@ncrsusa.com).



We will be starting our Google Hangout Air program this summer, **Author U On the Air**. Judith Briles will be the primary host, reaching out to our amazing Author U community, including the excellent speakers and Exhibitors from the Extravaganza. On the Air will stream immediately through YouTube and, you can watch live or later.





### Special Alert:

Only those who pre-registered will get the opportunity to participate in the Take Flight Thursday's private mentoring sessions twice a month with Mary Agnes Antonopolous and Judith Briles.

**Second Alert:** the Early, Early Bird overall price increases July 31st.

## Author U Extravaganza Pre-Sign Up Special May 1–3, 2014



**3 jammed packed days starting at NOON on May 1st.** You will be working with amazing book marketing strategists, publicists, Internet gurus ... all done in an intense workshop environment ... The Deep Dive Dinner workshop will feature Penny Sansevieri, known as the BookGal, a top Internet Book Marketing Strategist, a popular book columnist with the *Huffington Post*, and author of *Red Hot Internet Publicity*. Mark Coker, President of Smashwords, will be the opening keynote on Friday. Eagles

(advanced) and Eaglet (newbies) workshops will begin Thursday noon and end just before Penny's session Deep Dive Dinner Workshop. On Saturday, the social media and marketing visionary Joel Comm will keynote the morning.

**Block the dates on your calendar for 3 days** that will unravel the secrets to the Author Matrix. Author U feeds the "belly" and the "brain." Most meals included. The Full Agenda with times will be posted this fall on the website. **BONUS:** You may register family members or co-workers at a discounted fee\*\* if they are not already Author U members.

**\$100 reserves each spot.** It is non-refundable and is due **NOW**. You may register additional friends, colleagues or family members for a reduced fee who are not already Author U members at a \$100 deposit per person. Most meals are included. You will be invoiced, and then your credit card charged for the balance, split in two payments in November and February.

### Count me in for the Author U Extravaganza 2014!

If you want to print out and mail in:

I'm registering for the Extravaganza plus the Deep-Dive session w/ Penny Sansevieri on May 1-3

\_\_\_\_\_ @ \$375 (AU Member) \* or \_\_\_\_\_ @ \$485 (Non-Member)\*  
 \_\_\_\_\_ @ \$225 (AU Member) \*\* or \_\_\_\_\_ @ \$275 (Non-Member)\*\*

(discounted)

\*first registration \*\*each additional family \*\*\*Author U membership is \$89 per year

I'm also registering for the Pre-Extravaganza Eaglet and Eagle Workshop on May 1st from 12:00 pm to 4:30 pm.

\_\_\_\_\_ @ \$55 (AU Member) \_\_\_\_\_ @ \$75 (Non-Member) Eaglet and/or Eagle (Circle choice)

Total Extravaganza 2014 Registrations: \_\_\_\_\_

Please add me as a new member for \$89 \_\_\_\_\_

Name(s) \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

eMail \_\_\_\_\_

Cell Phone \_\_\_\_\_ Day Phone \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ CVV \_\_\_\_\_

How to Register for Extravaganza 2014 – online <http://ow.ly/kWLjJ>; phone (303-885-2207); fax (303-627-9184); or mail (Author U c/o Judith Briles ~ 14160 E Bellewood Dr. ~ Aurora CO 80015

As Dr Lynn Hellerstein says: *See It. Say It. Do It!* ... and put it on your calendar now.

## How Author U Stays Connected ...



**Author U's Mission is to** “be the premier authoring resource in the country creating community, education, guidance, vision, and success for the serious author.” We do it by...

**Every Monday, It's Monday Morning at Author U** is “e” blasted to all members and followers. You have to be a subscribed follower of our e-magazine, *The Resource*, to get it.

**Every Thursday, the Top Ten Twitter Tweets of the Week** are “e” blasted to all members and followers. You have to be a subscribed follower of the e-magazine, *The Resource*, to get it.



On June 3rd, *Mentoring Mondays* debuts—a full hour to ask questions, or just listen. It's the “pick the brains” of Book Marketing Expert Amy Collins and Book Shepherd Judith Briles (and sometimes an amazing guest).

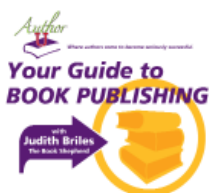
All you will need is a phone. We will open each *Mentoring Monday* with a statement, a current strategy in publishing/marketing, an “aha” that one of us has uncovered to set a theme for the call opening, and then it's up to you. Have your questions ready—the hour will go fast. Free to all. Times will be: 12:00 - Eastern, 11:00 - Central, 10:00 - Mountain, 9:00 - Pacific. A call-in number will be on each “Monday Mornings at Author U” e-blast—your cost is only the phone call and your time. See and hear you over the phone! June dates are the 3rd, 10th, 17th, 24th.



*Take Flight Thursday's* will roll out on Thursday, June 7th at 3 p.m. Eastern, 2 p.m. Central, 1 p.m. Mountain, 12 noon Pacific. Specifically created for those who pre-signed up for Extravaganza 2014, it will allow those 35 people to soar into the book stratosphere with Mary Agnes Antonopolous and Judith Briles via webinar or teleseminar. Free and available to anyone who took advantage of pre-signing up for next year's Extravaganza by cut-off date.



We will be starting our Google Hangout Air program in July, *Author U On the Air*. Judith Briles will be the primary host, reaching out to our amazing Author U community, including the excellent speakers and exhibitors from the Extravaganza. On the Air will stream immediately through YouTube, and you can watch live or later.



*Author U – Your Guide to BOOK PUBLISHING* airs live on Thursdays and is available for free downloads after. You can get them on iTunes or on the AuthorU.org website's home page. Just scroll down — all shows are listed for instant listening.

For those in Colorado, there are ongoing meetings, Brunch and Learn, Tech Tool Boxes, Monday Evening Salons, BookCamps, summer member BBQ, and Holiday party. There's plenty going on to stay connected.

## June

### Create or Enhance Your YouTube Channel

Tuesday, June 18th / 3 – 6 p.m.

Do you know YouTube is the second most popular search engine after Google? People search YouTube for trainings, tutorials, and educational purposes, as well as for some entertainment. Join us for this intensive workshop to learn how to optimize your YouTube account, tips for uploading videos, and strategies for posting your videos on your websites and blogs. We will start with instruction and have work time during which you can begin implementing what you learned.

It's YouTube, starring you and your book!

**Time:** 3 – 6 p.m.

**Cost:** \$60 or both June and July Tech Tool Boxes for \$100

**Location:** Judith's Offices

**Register:** <http://ow.ly/kWmiZ>

**Register for BOTH:** <http://ow.ly/kWmiO> June 18th & July 23rd at \$100



## July

### Create Your Own Blog Talk Radio

Tuesday, July 23rd / 3 – 6 p.m.

Having your own radio show is within your reach from free to a small fee, depending on what bells and whistles you want. Showcase your expertise through your own radio show on Blog Talk Radio. This will also give you an opportunity to invite guest speakers to your show to reinforce your niche area. Don't miss this intensive workshop on setting up an account on Blog Talk Radio, features in your radio show account, and strategies for scheduling and planning your show and show topics.

## Free Guide:

### BookBaby's How-To Guide for Writers

BookBaby's *How-To Guide for Writers* goes beyond the eBook basics to help you create a digital masterpiece. Whether you're a rookie or an experienced pro in the eBook world, BookBaby's newest guide has something for everyone.

#### Topics include:

Pricing strategies and tactics

The value of editing or cover design

How metadata is vital to your online sales success

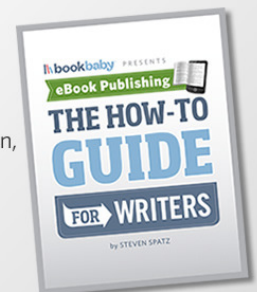
And much more

BookBaby's How-To Guide For Writers goes beyond the eBook basics to help you create a digital masterpiece.

Download your FREE copy: <http://bit.ly/17hSPt5>

### eBook Publishing The How-To Guide For Writers

Learn the secrets  
of eBook production,  
pricing, marketing,  
and more.







## Going APE with Guy Kawasaki



The 3rd Annual Author U Extravaganza started with standing room only for Penny Sanseverieri's insightful opening session followed by a jammed-packed afternoon for the Eagle and Eaglet sessions. Blog expert Joel Friedlander delivered the Deep Dive Dinner Workshop on all things blogging. Penny gave two sessions with the second on Saturday a.m. on her just-released edition of *Red Hot Internet Publicity*, which quickly sold out in the Extravaganza Bookstore. To the delight of all, Penny will deliver the Deep Dive Dinner Workshop next year on May 1st. All are advised to get the CDs or DVDs of the sessions. All info is on the website for ordering. Go to: <http://bit.ly/137Kmmmd>

Friday morning started with an energetic Guy Kawasaki, and all attending were delighted to get not only a copy of his book *APE: Author, Publisher, Entrepreneur*, but an eBook copy as well. Guy made sure that he signed all books before he headed back to Northern California and managed a group photo, as well.

Joan Stewart was sensation in her presentation immediately following Guy, followed by our first Author Shark Tank™. Throughout Friday and Saturday, four Author Shark Tank's were presented—and each author





2013 Extravaganza: continued from page 8

walked away with a variety of “goodies,” plus all watching learned a HUGE amount on how to present, hook, and ask for what they needed. The Author Shark Tank will definitely become a regular feature of future Extravaganzas.



Pick the Brains is always popular that formally ends Friday’s “how to” sessions, leading us to dinner and Nick Zelinger and the Thin Ice Band. Friday night rocked. Saturday opened with an info and participant packed Early Morning Sunrise presentation with Mary Agnes Antonopolous on “How to Create a 4-hour Social Media Week” and our other speakers, who delivered plenty of info and punch in their array of tidbits and ended on a creativity goose (loved those colored circles) that Greg Godek delivered.



Heartfelt “thank yous” go to the speakers and exhibitors who supported the Author U community. Kudos to Penny Sansevieri, Judith Briles, Hobie Hobart, J V Crum, Jerusha Stewart, Carol McManus, Guy Kawasaki, Georgia McCabe, Brian Jud, Dan Janal, Matthew Bennett, Mary Agnes Antonopolous, Steve Replin, Patti Thorn, Peggy McColl, Bret Ridgway, Joel Friedlander, Mark Malatests, Anita Mumm, Amy Collins, Mike O’Neil, and Lori Ruff for sharing their years of experience.

**Our Exhibitors are always stars:** Thomson Shore, Color House Graphics, Sheridan Books, Four Colour Print Group, BlueInk Reviews, WESType Publishing, Social Media Management, NZ Graphics, King Printing, Total Printing Systems, Hercules Freight, Shannon Parish, Author and Speaker Fulfillment, Editing by John, Hasmark, Mini Buk, Casey Demchak Copywriting, Kitchen Table Writing, Legal Shield, Brandt Doubleday, Cornerstone VA, New Leaf Services, Pathway Books, The Book Shepherd, NGNG, Socialmorphis, Tattered Cover, Premium Books, PR Leads, Friesens, Publish Next, and National Recording Conference Services.

**Over 150 fun photos are posted on the Author U Facebook Fan Page.**

Check them out - comment, and ... tag yourself!

[http:// www.facebook.com/AuthorU/photos\\_stream](http://www.facebook.com/AuthorU/photos_stream)



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## June 2013: The Technology and Tips Toolbox

# Resources to Add to Your Tech Toolbox: Tools Presented at the Author U Extravaganza

by Kelly Johnson



It is always exciting to participate in the Author U Extravaganza event each year. There is a great energy in the air and new methods and ideas are presented for launching your book or taking it to the next level.

It can also be a bit overwhelming to take in all those new ideas and determine where to start or how to implement them.

Here are a few resources and tools to check out that were shared at the Extravaganza.

### 1. Paper.li

<http://paper.li/>

Georgia McCabe informed us about Paper.li. This service provides users with access to articles, blog posts, and media content. Paper.li processed 250 million + social media posts per day, extracting and analyzing 25 million articles so you can find and select content to publish your own online newspaper.

### 2. Short Keys

<http://shortkeys.com/>

During her presentation, Joan Stewart shared that she uses a tool called Short Keys to respond to e-mails. Short Keys is a text replacement utility tool. You type a few characters that you have defined, and Short Keys will replace those characters with words, phrases, or even paragraphs of text. This tool is a time saver for content you find yourself repeatedly typing in e-mails and documents.

Watch this 2 minute video to see how Short Keys works:

<http://shortkeys.com/videos/QuickIntro/quickintro.htm>.

### 3. Set up authorship through Google +

Penny Sansevieri stated that setting up authorship through your Google Plus account will help your ranking, and it captures your online content.

Go to <https://plus.google.com/authorship>

Stay tuned for more resources and tools to help you in your business.

To your success,

*Kelly*

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

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# 2013 Extravaganza Graphic Recordings

By Shannon Parish



Way in the back of the 2013 Extravaganza meeting room, I set up my exhibitor's booth and propped up the easel for the first time on the top of the table. Every time I have done graphic recordings, it's always been from in front of the easel as it stood on the floor.

As each speaker would take the podium, I'd raise my marker and wait for the first metaphor ... or important point ... and then, as the speaker warmed up to the topic, I'd start to sketch the various images that flowed through my mind.

Listening intently to what a speaker is saying while drawing is an unusual skill and instead of getting in trouble with it (as I did when I was a child sitting in a teacher's classroom), I now know how incredibly important visual notes are in enhancing understanding and retention.

Because I'm a cartoonist and humorous illustrator, the images I draw will always portray a sense of humor or lightness as they highlight the important points of a speaker's verbal delivery.

Drawing like this is a challenge of focus and intense listening skills, but is as delightful to me as a graphic recorder and artist as it is for those who pass by or stand behind me and watch the cartoons take form.

The beauty of this type of visual communication is that attendees have the opportunity to snap photos with their smart phones and refer back to the information in a fun, digital format. Each speaker that I record is given the recording at the end of the Extravaganza as a thank you gift from Author U. If you'd like to see more of these recordings online, visit my Facebook page at: [http://www.facebook.com/illustratingyou2/photos\\_stream](http://www.facebook.com/illustratingyou2/photos_stream) (please LIKE!) or on Google + at: <http://bit.ly/15kYURn>



Members - Join me at the June Monday Evening Salon as we discuss illustrations!



**Shannon Parish** has more than 30 years' experience working with speakers, authors, small businesses, and entrepreneurs. To learn more about Shannon and her creative services, go to: [www.ShannonParish.com](http://www.ShannonParish.com), and be sure to subscribe to her newsletter to hear about online and offline collaborations, brainstorming sessions, news, tips, discounts, freebies, and more!  
Subscribe at: <http://shannonparish.com/iyntsubscribe.html>





# The Top Eleven Gaffes of Authors

By Guy Kawasaki



**Note:** *Guy Kawasaki was our keynote speaker at the Extravaganza in Denver, Colorado, on May 3rd. He knows publishing from both the traditional and self-publishing sides. His presentation, “Going APE Over Your Book with the Publishing Revolution” was a big hit, and all attendees received a free copy of APE.*

In 2011 the publisher of one of my books, *Enchantment*, could not fill an order for 500 e-book copies of the book. Because of this experience, I self-published my next book, *What the Plus!*, and learned first-hand that self-publishing is a complex, confusing, and idiosyncratic process. I also learned that some people think that self-published books are lower in quality. I recently co-wrote a book called *APE: Author, Publisher, Entrepreneur* to help authors successfully publish their own books and avoid this stigma.

An obvious sign of self-publishing is the presence of gaffes—unintentional mistakes that cause embarrassment—in a book. It’s easy for authors to make these gaffes because editing, particularly copyediting, is a different skill from writing. Here are the top eleven gaffes of authors and how to avoid them:

1. Improperly capitalizing the title and subtitle. Use headline-style capitalization for titles and subtitles. This means capitalizing the first word, last word, and every noun, pronoun, verb, adjective, and adverb. Start articles, prepositions shorter than five letters, and conjunctions with lowercase letters. Contrary to popular belief, headline style does not mean lowercasing all “small” words. Some small words are verbs (“Is,” “Are,” and “Be” are prime examples) or other parts of speech aside from prepositions.
2. Omitting the serial comma. A serial comma (or Oxford comma, as they say across the pond) prevents confusion when you are listing several items. For example, “...highlights of his [Peter Ustinov’s] global tour include encounters with Nelson Mandela, an 800-year-old demigod and a dildo collector.” (There must be more than one Nelson Mandela!) The addition of a serial comma makes the meaning of the phrase clear. The Peter Ustinov met with three people in the episode of his television show.
3. Improper hyphenation. Hyphenation and compounding words is constantly changing, but violating some rules marks you as a self-publisher. Here are the three main ones: hyphenate two or more words used as an adjective—“social-media sites”; hyphenate compound numbers—“forty-seven”; and hyphenate only between syllables as specified in the dictionary for end-of-line breaks—“enchant-ment.”
4. Using two spaces between sentences. In the old days of typewriters, characters were the same width, so two spaces were necessary to separate sentences for visual effect. With computers, characters are proportional, so they fit closer to each other, and one space is sufficient. Before you

Continued on page 13...



**Eleven Gaffes:** Continued from page 12 ....

submit your manuscript, search for all double spaces and replace them with single spaces.

5. Dumb apostrophes and quotation marks. There's a world of difference between dumb apostrophes and quotation marks and their "smart" versions. There are two ways to ensure the correct usage of smart quotes and apostrophes. First, you can turn on a preference in Word to add them automatically. Second, you can type them in.

6. Underlining. There's bold text and there's italic text, but there's never underline, except as a hyperlink. If you format text with an underline that's not a hyperlink, readers will think your book has a dead link.

7. Passive voice. The passive voice is weak, vague, and wordy. "New York publishers are being attacked by self-publishers" is not as powerful as "Self-publishers are attacking New York publishers." I search for every instance of "be" and "being" to eliminate as many instances of the passive voice as I can. Word's grammar checker can also help you spot passive sentences.

8. Inconsistency. Ensure that the voice and design elements of your book are consistent. For example, bulleted lists should maintain a parallel structure. If one starts with a noun, they should all start with a noun. If one starts with a verb, they should all start with a verb. Consistency also applies to design. For example, when a new section starts, the section title is always on the next right-hand page, even if this creates a blank page to the left.

9. Excessive adjectives and adverbs. These forms of speech are often overrated, overused, and vague. How dark was the night? So dark that you couldn't see your hand in front of your face? How slowly did he walk? Perhaps a toddler could move faster? How much did you really miss your mother? Maybe enough to make you cry at night? Find more concrete ways to describe things.

10. Lack of guideposts. This recommendation and the next one are for nonfiction authors. Use subheads to help your readers navigate sections of a chapter. The name of the chapter is not enough in nonfiction books because so much material is in each chapter. Real authors use subheads.

11. Long passages of text. A bulleted list (like this one) is a sign of an organized mind. Rather than making your reader dig through long passages of text, use bulleted lists to highlight what is most important. Lists also make great back cover copy for your printed versions.

When you do self-publishing right, you can control the publishing process from end to end and produce a book that rivals anything from a traditional publisher. In fact, self-publishing becomes "artisanal publishing" where authors who love their craft control the publishing process and produce great books.

*Guy Kawasaki is the co-author of APE: Author, Publisher, Entrepreneur—How to Publish a Book 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.*

# LegalShield Clears Bases for Author's Book on Yankees Season

By Jerusha Stewart, JD,



Steve Melia is a first time author. Like many of you, he hopes his new book, *162, The Almost Epic Journey of a Yankees Superfan* will be a million-copy bestseller. Mr. Melia wrote his book while pursuing his life-long dream of attending all 162 games played by the Yankees at home and away in a single season. It was something that had never been done by an individual before. He paid for all the hotel rooms, plane tickets, car rentals, meals, beer, and ballgame tickets required for 6 months, two countries, and 162 Yankee games.

Mr. Melia needed a lot of help to accomplish his mission, including the expertise of an attorney to negotiate the contracts required for the book, film rights for the webisode series he hoped to produce, and the sponsorships he hoped to attract. LegalShield was there to help.

His journey of a lifetime began with this question: “Can I even use the word ‘Yankees’ on all my marketing materials and website?” As a member of LegalShield, Steve called a top-rated attorney and peppered him with questions about his new venture. He never had to worry about receiving an hourly bill. After speaking with his provider law firm in his home state of North Carolina, he got the “okay” to use [www.162Yankeegames.com](http://www.162Yankeegames.com). His total cost: his monthly membership fee of \$26.

On the road, LegalShield was there when he bought scalped tickets at a sold-out stadium, feared being ejected from a game for bad behavior, and was awakened in the middle of a hotel-less night for sleeping in his car in a motel parking lot. His LegalShield plan protected him, getting him to every Yankee ball game during his successful and surprising FAN-tastic season.

Like Steve, as an author you could benefit from the advice of an attorney when. . .

1. Building your brand for success. Popular names, well-known phrases, or brand names may be off-limits. Before you invest a lot of your hard-earned cash and precious time, consult your provider law firm attorney for his/her opinion. Mr. Melia’s quest had a happy ending. You don’t want to fall in love in with your idea and then have your heart broken when you discover you won’t win the “fair use” argument.
2. Signing any contract or document. The big print giveth and the fine print taketh away. Chances are that agreement you’re about to sign has been written and reviewed by an attorney—just not yours. Before you sign your life away and who knows what else, consult with your provider law attorney.
3. Considering a partnership with another creative professional. In Mr. Melia’s story, he had several false creative starts. First ,he partnered with a film maker for “162: The Movie.” That partnership fell apart when the newlywed moviemaker couldn’t commit to months away from his new bride.

Next, he envisioned a creative effort with another comedian like himself, where they attend every ball game and do comedy shows along the way. Their tagline: 2 comics. . .one mission.

Continued on page 15...

LegalShield: continued from page 14

After a few months on the road together, they discovered that their partnership could not survive the grueling trip. The one partner had not written much but had produced all the video material up till that point. Probably due to Mr. Melia's advance planning with his provider law firm, their break-up was fairly easy to negotiate.

Writing a book is more than just stringing along great words and ideas on a page. Before that task is even begun, you have to build a wall of protection around your creative efforts. Otherwise, you may find yourself struggling with defending your imaginative and valuable efforts after the fact. It is definitely better to establish permissions up front rather than ask for forgiveness or pay the price later.

*Jerusha Stewart, JD, is a Director at LegalShield. As a two-time author, she champions the rights of creative everywhere. You can find more information on protecting you legal rights as an author at [www.AuthorU.LegalShield.com](http://www.AuthorU.LegalShield.com). Or feel free to contact [Jerusha.Stewart@Legalshieldassociate.com](mailto:Jerusha.Stewart@Legalshieldassociate.com) or 772-925-9110.*



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# Discoverability and Transformation

By A.J. White



*AJ White was awarded the annual scholarship from IBPA, the international Book Publishers Association, of which Author U is an affiliate. Both she and Judith Briles attended its conference in Chicago in April. One of the things that AJ was asked to do was to share her insights with other Author U members. Her voice follows.*

The 2013 IBPA Publishing University in Chicago was surprising and tantalizing in content. It had broad offerings and diverse presentations, all related to the theme of the program—Discoverability. Here are some highlights and my takeaways.

**The Future of Publishing:** IBPA and Bowker joined together to present data on publishing trends—huge e-book explosion. Sixty percent of e-book readers are women earning more than \$50,000 per year and younger than age 45. The biggest movement is to tablets, which are the preferred devices. You want to get discovered—invest in the electronic medium, particularly tablets.

**Publishing formats:** Many successful writers are releasing their books chapter by chapter in electronic format six months before the printed copy with minimal cost to the consumer: \$.99 to \$2.99 per chapter. Bookbaby and Smashwords are very successful e-book businesses that are less than five years old. Every book printer is moving into e-book conversion. Even Ingram, the granddaddy of book warehousing, is ridding itself of the warehousing model and going to POD. They showed pictures of a bare warehouse in their presentation. They will be coming out with their own e-book conversion and marketing arm. The independent publishing world is driving this business. A New World.

**The World is Changing and Shifting.** One of the most exciting keynote presenters was David Houle, a futurist and a creative force behind MTV, Nickelodeon, VH1 and CNN Headline News. His latest book, titled *Entering the Shift Age: The End of the Information Age and the New Era of Transformation*, addresses the extraordinary changes that we as a people will be facing. There is a shift from the Information Age to the Shift Age. The Shift Age, an age of transformation, is due to three factors:

- 1) We are floating on a global stage of human evolution and interconnectiveness.
- 2) This information flow to the individual offers an explosion of choices.
- 3) The excellence of electronic connection is offering findability. Ex: the Arab spring happened due to social media. This connectivity offers transparency and power. Today, as well as the future, is focused on discoverability. Check out [www.EvolutionShift.com](http://www.EvolutionShift.com) for the latest trends by Houle.

**Transformation:** “Context is king.” Content is no longer the driver, but context is. For writers, the challenge is to not only think of quality content, but where we focus our content—the context. One cannot just write a great book; one must understand the platform of your passion, who you are writing for, and what your message is for your niche audience. Just writing a great book will not guarantee



**Discoverability:** Continued from page 16 ...

“discoverability.” We live in an age of media and information overload. Even though people may want to read more, there just isn’t enough time—hence the move to shorter books/chapters. Many chapters, like blogs can be read in five to 10 minutes. Authoring today is shifting from tomes to “bites.”

**It Takes a Village:** One message that was clear throughout the presentations was that for the self-publisher, there is a need for qualified cover designers, editing services, book marketing firms, printing options etc. A noted trend from all the established printing firms is to offer an all-in-one service to guide you through the process of writing your book and getting it discovered. Many of these services are online only with no human interface.

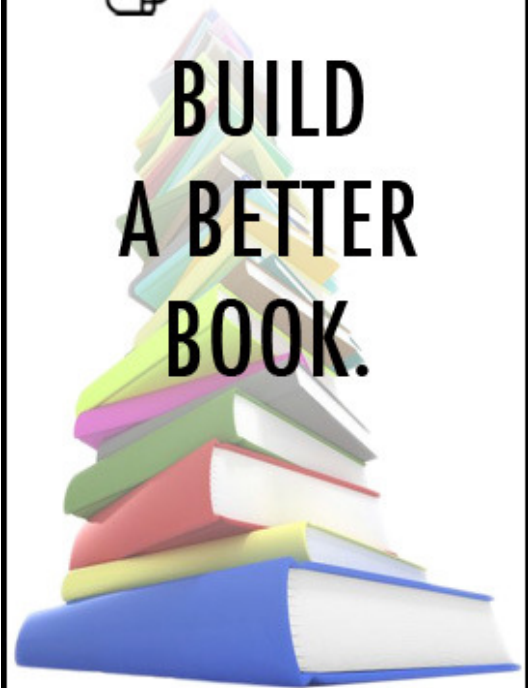
Whether you choose to learn all the publishing aspects yourself (be ready for a steep learning curve) or to contract with a real live book shepherd, the choice is yours based on time, need, and money. If your passion is to learn about all aspects of publishing, you can do it by attending conferences like the IBPA University or Author U Extravaganza. If, on the other hand, you only want to write, there are wonderful options for assistance. Look toward the one-to-one relationship with someone to guide you through the authoring process. See [www.TheBookShepherd.com](http://www.TheBookShepherd.com).

**Virtual Marketing:** Breakout sessions on Metadata makeovers, optimizing content for SEO, online communities, marketing outside the box, and niche marketing were heavily attended. A big winner was a joint presentation by our Judith Briles, The Book Shepherd, and Joan Stewart, The Publicity Hound, on Taking Your Social Media Campaign to the next level. The content was provocative and informative with lots of interaction—a marriage of social media and personal communication. The best of both worlds.

The IBPA venue was wonderful—The Palmer House is a grand old hotel. Nothing beats the downtown energy of Chicago. Loved it.

The IPBA University came through with its theme of discoverability, both in content and context. It was a good learning experience.

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# Author U at the Tattered Cover in July

Introducing Author YOU and the Author Shark Tank™

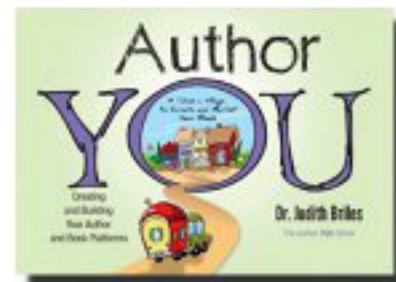


One of the popular new features at the Extravaganza in 2013 was the Author Shark Tank. On Saturday, July 20th, Author U will partner with the Tattered Cover for a combo program. Celebrating Author U's Chief Visionary Officer Judith Briles' newest and best-selling and award-winning book, *Author YOU: Creating and Building the Author and Book Platforms*, a special edition of the Author Shark Tank will be presented to the public.

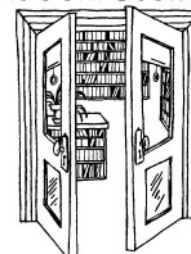
In a two part program, you will learn and experience:

1. **The Basics of Platform Building**, something every successful author has.
2. **The Author Shark Tank**—pitch your book and concept to the Sharks.

Get Judith's book at the Tattered Cover and she will give you a coupon to download \$2600 worth of author/publishing related gifts specially designed for your authoring journey and success. If you already have her book, bring it so she can sign it and give you a coupon to access the gifts.



Tattered Cover  
Book Store



www.tatteredcover.com

and book

Pitch your book concept to the Author Sharks, and one lucky author will win a spot at the 2014 Author U Extravaganza held in Denver May 1-3, valued at over \$400.

**Date and Time:**

Saturday, July 20, 2013, from 1:00 to 4:00 p.m.

**Location:**

Tattered Cover, LoDo-1628 16th St., Denver, CO 80202

**Cost:**

FREE



Space is limited, so reserve your spot here to listen and possibly be in the Author Shark Tank:

<http://bit.ly/10DnXP6>

**Want to be considered for the Author Shark Tank?**

E-mail Author U now (put Author Shark Tank in the subject line) ... up to 10 names will be randomly selected for the experience—e-mail yours in for the drawing: [Judith@AuthorU.org](mailto:Judith@AuthorU.org).



## Monday Evening Salon

### June 24th

## Elements R YOU!

### *Tying All The Pieces Together*

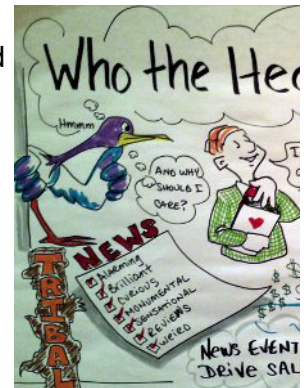
Just as in a graphic recording, there's a lot of information that needs to be pulled together in a simplified and visual form. Everything from resources, plugins, social media, marketing options and must-haves that you are told you need in order to have a successful book business. Where to begin? Making the complicated simple, you'll be able to interact and ask a variety of questions including what you need to know regarding illustrations and clipart.

Author U's Shannon Parish will lead the workshop with a variety of her cartoons, illustrations and examples that will trigger ideas and tap into your own creative juices. She's created multiple websites and was mentioned in TIME magazine for a community website she created. She's illustrated 20 books, countless presentations and does the Graphic Recording of the Extravaganza speakers each year.

*As always, Salons are only open to Author U members and space is limited to 20.*

**Sign up NOW.** See you on the 24th. Bring your laptops.

- When:** Monday, June 24th  
**Cost:** \$27 (increases to \$30 on May 17th)  
**Where:** Judith's | You will be e-mailed last minute instructions and directions the day before.  
**Register:** <http://ow.ly/kSNxM>



Sample section of a graphic recording.

## It's Author U's Annual Member BBQ

For members and their family/guests only. Author U Members love to eat and schmooze. Come join in—the day will be warm ... perfect for a BBQ.

Author U supplies the BBQ fixings, beverage and dessert ... you get to bring the sides and munchies.

- Who:** Members and Family  
**When:** Saturday afternoon, August 3rd  
**Time:** 5:00 p.m.  
**Cost:** FREE  
**Bring:** a side dish for 8 (NO desserts please)

RSVP for this one ... PLEASE ... with the number in your party!  
*I'm coming!* Register here: <http://bit.ly/13gFsmT>





# Get ready for TWO Author-changing days ...

September 6-7, 2013 will change your authoring life ...



Experience two full days of Judith every September ... no guest speakers, no pitches, just Judith Briles Unplugged, delivering an amazing depth of publishing, authoring, and marketing information that she has derived from her 30 plus years in the publishing field and as The Book Shepherd.

- If you are just starting down the authoring and publishing path, you will come away with a personalized strategy to create and develop your book.
- If your book is ready to birth, you will come away with amazing steps and ah-has on how to soar its official launch and develop your next steps.
- If your book, and you, want to create a book launch that sells books and gets you noticed, you will learn how.
- If you want to make serious money as an author, you will come away with strategies that are doable and how to do them.
- If your book is currently available, no matter how old, your current marketing concepts and strategies will be turned upside down.
- If you want to look at crowdfunding, you will learn the ins and outs of a campaign.
- If you want to create a speech that uses the key elements of your book and expertise, you will learn insider tips on how to—and how to niche yourself into "your" market.
- If want to know tricks of the social media marketing whirlwind, you will learn which platforms work best for which books and how to drill down into them.
- If you are still noodling on what a Platform is, you will not only get it, but you will drill down into yours.
- If you haven't done a GamePlan for your book, no matter what stage it's at, you will ... and discover amazing "ah-has" along the way about both You and Your Book.



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Author Changing Days: continued from page 20

## ... it's *Book or Bust* time!

- If you want to make serious money as an author, you will come away with the how-to strategies that are doable.

Judith Briles Unplugged is not just another publishing conference where you sit in your seat and take notes—expect extraordinary, high interaction, plenty of “to-do” Activities—you will not only listen and hear The Book Shepherd, you will immediately implement what she says. Judith believes in feeding your brain and your belly.

It is your next, next step to authoring and book success. Be there. You and Your Book can't afford not to be.

Call Judith to determine if this is the "right fit" for you and your book now. Call 303-885-2207 or e-mail [Judith@Briles.com](mailto:Judith@Briles.com). Don't delay. [www.TheBookShepherd.com](http://www.TheBookShepherd.com)

In other words, your life as an author will be morphed.

Judith Briles Unplugged delivers extraordinary high interaction, plenty of “to-do” Activities and Hot Seats—you will not only listen and hear The Book Shepherd, you will immediately implement what she says.

It is your next, next step to authoring and book success.

If that's your goal, be there. You and Your Book can't afford not to.

### **Save these two days in 2013:**

September 6th and 7th ... they will change your publishing life. Who better to captain your journey than Author and Publishing Expert Dr. Judith Briles?

**Location:** Denver, Colorado ... our Falls are spectacular.

**Cost:** \$497 for Early, Early Bird signups now that ends on June 5th. You will get an immediate savings of \$100 at checkout. Continental breakfast is included each day along with a Friday night reception.

**Site:** Doubletree Hotel SE, 13596 E Iliff Place, Aurora, CO 80014.

**Room Rates:** \$95. Call 303-337-2800, Judith Unplugged

**“Don't do well what you have no business doing.”**

**~Judith Briles**

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# Author Blogging: Where Are the Readers?

By Joel Friedlander



**ONLY THREE DISTINCT WAYS DO PEOPLE COME TO YOUR BLOG OR WEBSITE, AND IT PAYS TO KNOW WHAT THEY ARE: ORGANIC TRAFFIC, SEO TRAFFIC, AND PAID TRAFFIC.**

There's nothing more typical, and more dispiriting, than a new author blog that has just started and on which the writer is diligently posting articles and wondering why no one seems to be noticing.

Hey, we've all been there. Most blogs start exactly that way, particularly if this is the first blog you've ever worked on.

It's almost as if the process of doing all the technical work—setting up your blog, getting the theme right, the plugins all working, the plumbing all going right—is a distraction from this one fact: Where are the readers?

**We All Start With a Readership of 1**

Every blog starts with the counter at 1: you are the only visitor. Let's face it, your whole blogging journey is going to be growth from here, there's no other choice.

One of the first things I learned about blogging was to not rely on friends or family to become blog readers. In fact, assume that they will rarely read your articles.

So how does a blog go from a readership of 1, with no support from people close to you, to something alive, vital, and thriving? Where do all those people come from? How the heck do they find your blog in the first place, considering the sheer size of the Internet?

That's where traffic comes in and why you need to understand what it is, where it comes from, and what you can do about it. And we're going to go over each of those issues.

But first, let's take a high-level look at blog traffic to get our bearings.

## **Three Kinds of Traffic**

There are really only three distinct ways people come to your blog or website, and it pays to know what they are. Here's how I look at it:

1. Organic traffic—This is what I call people who arrive at your blog by clicking a link somewhere that wasn't paid for. In other words, it coincided somehow with their own interest or curiosity.

**You can divide this organic traffic into the following:**

1. People who click your own links, like the signature file you use in your e-mail or the link you use as a member of a discussion forum or when people click your link in a social media profile.
2. People who click other people's links; for instance, if you contribute a guest post to another blog with a link back to your own blog, or the link in an article that's been republished from an article site. This also includes marketing you do, like entering blog carnivals, and all the times other writers link to your articles.
3. SEO traffic—I think of this as traffic that you attract from search engines by writing your blog posts in such a way that they aim at specific keywords that appear in people's queries when they are looking for information in your field.

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**Author Blogging:** continued from page 22

**You can build SEO traffic through a variety of means:**

1. Blogger tools like themes that help you optimize your posts, add-ins like Scribe (<http://scribecontent.com/>) that analyze your posts for SEO efficiency, or other specific tools.
2. Blog design in which a designer can code features into your blog that will benefit you when it comes to search engines.
3. Hired SEO experts, not an option used by many indie authors that I know of. However, experienced SEO consultants can have a major impact on your blog's search engine rankings.
3. Paid traffic—this is all the traffic that results from payments of one kind or another.

**For instance, you might use one or more of these:**

1. Pay per click, where you bid on specific keywords and then pay a small fee each time someone clicks the link that's displayed on content-appropriate pages.
2. Advertising, like running a banner ad on someone else's blog or running a Facebook ad campaign.
3. Sponsorships in which you materially sponsor or co-sponsor a contest, an award, or some other event that brings people to your site.

Each of these three kinds of traffic can be used to bring new readers to your blog. In fact, there are specific strategies you can use for each of them.

The great thing about working on traffic is that even small steps will have an effect. When you learn some of these strategies and apply them over time, the effects snowball.

That's when a combination of the links coming from your own efforts combine with the effect you have within your niche. Other people start linking to you because of the contribution you make with your articles and blog posts.

Content marketing, the natural tool of the blogger, always starts with great, useful content. That's what people will link to.

As we continue to look at author blogging, we'll also continue to explore each of these avenues by which readers find and reach your blog. Also, I'll share with you the strategies I've used on my blog and the results they've produced so you can see firsthand how this all works.

*Joel Friedlander is a self-published author, an award-winning book designer, and an accomplished blogger. He's the founder of the Self-Publishing Roadmap online training course, and a frequent speaker at industry events where he talks to writers about how the new tools of publishing can help them reach and inspire their readers.*

If you don't know how it works,  
find out. If you're not sure if it will work, try it. If  
it doesn't make sense, play with it until it does. If it's not  
broken, break it. If it might not be true, find out.

~Seth Godin

# 7 Secrets to Writing Persuasive Back Cover Sales Copy

By Casey Demchak – Copywriter & Consultant



Every author knows the importance of a well-designed book cover can never be overstated. However, moments after being engaged by your cover, readers are going to flip your book over to read the back cover.

If your cover is good enough to grab readers, your back cover copy needs to convince them to buy. For authors who self-publish this can be a challenge because writing promotional copy many not be their area of expertise. Plus, for many authors it's never easy to "brag" about themselves and their own work.

Here are seven essential tips that provide you with a success formula for creating back cover copy that motivates your crowd to take action.

## 1. Start with a headline that makes or implies a promise

Headlines have two simple goals: capture the attention of readers and drive them into your body copy. You don't need zippy, clever, sexy headlines to do this. In fact, simple headlines are usually the most enticing. Start your headline with an action word and then state or imply a promise of what readers can expect to gain from your book. Here are a few examples.

- Learn Newly Uncovered Secrets about JFK's Murder
- Discover How to Think and Grow Wealthy
- Find Out What Drives Serial Killers to Act
- Thought-provoking questions are also a great way to grab readers.
- Are you dying to know who wanted Marilyn Monroe dead?

## 2. Make your copy "at-a-glance" friendly

If your headline draws readers in, don't lose them by using large blocks of text to fill out your back cover. Instead, make it "at-a-glance" friendly by employing a liberal use of headlines, subheads, short paragraphs and bullet points. This common sales-writing technique creates a lot of open space around your copy, which visually makes it look fast and easy to read.

## 3. Chose exactly the right voice

Create a definite, confident voice for your back cover. Depending on your topic, your writing should emanate authority, compassion, wisdom, insight, humor, suspense, intrigue, mystery, etc. Choose a voice for your back cover that matches your book, and fuel it with emotion.

Continued on page 25...



7 Secrets: continued from page 24

#### 4. Create a powerful rhythm

Think of the movie trailers you've seen for the films you love. They move at a steady rhythm and pace because their creators know they only have one minute to convince you to go watch a two hour movie.

The same can be said for a back book cover. You've got one page to motivate people to read your entire book. Your back cover copy should have a beat and pulse to it that you can snap your fingers to as you read it.

#### 5. Focus on what your book is about—not on what happens

It's certainly acceptable to write about what happens in your book. However, focus your back cover much more on how readers will benefit from your book. What curiosity will you satisfy? What challenge will you help readers overcome? What itch are you going to scratch?

What thirst will you quench for your audience? What inner desire or need are you going to meet? Describe the human satisfaction and value readers will gain from reading your book. Take your writing to this level, and your ability to motivate readers to buy increases dramatically.

#### 6. Stir up human emotions

The only marketing messages that really move us are ones that grip us on an emotional level. Always describe the benefits readers will derive from your book in emotional human-value terms.

Think of it this way: you don't read about anti-aging skin creams so you can get rid of wrinkles. You read about anti-aging skin creams to get rid of wrinkles so you'll feel more youthful and vibrant. You don't read a murder mystery to find out who did it. You read a murder mystery to stimulate your imagination and create a sense of intrigue and excitement within yourself.

No matter what your book is about, your crowd will read it to fuel specific emotions within them. Identify what those emotions are and use your back cover copy to stir them up.

#### 7. Leave them wanting more

This technique requires a little practice, but always conclude your back cover in a manner that leaves your readers begging for more. Wet their beak. Tease them up. Give them the sizzle but not the steak. However you want to phrase it, conclude your back cover so readers have no choice but to flip through your table of contents as they're reaching for their wallet.

**Casey Demchak** is an author, speaker, and recognized expert at writing highly-effective sales copy for coaches, authors, and corporate clients. You can sign up for his free weekly sales-writing updates at [www.CaseyDemchak.com](http://www.CaseyDemchak.com)



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# Reset Your Mindset about Social Media

By Melody Barnes Jones



As an author, you've become acutely aware of the need to be present on social media. Do you find that you are reluctant? Overwhelmed? Think it's not working? You need to reset your mindset, my friends.

1. Mindset: Social media is separate from everything else.

Reset: Social media is part of a cohesive whole.

Social media works best in synergy with your entire author platform. It is part of your marketing, not all of your marketing; so when you are planning your author strategy, make sure social media isn't shouldering the whole burden. It won't work, and you will feel frustrated.

2. Mindset: I have to use all the major social media platforms right away.

Reset: I will begin with one social media platform and learn to use it correctly.

There is absolutely no need to begin using every platform at the same time. Start with the one where your target audience gathers. Learn about it. Become proficient at it. Then add the next one and do the same thing.

3. Mindset: Social media is overwhelming.

Reset: Social media can be managed with my personal investment and the right tools.

It's true that social media CAN be overwhelming, but it doesn't have to stay that way. If you are serious about success, you must invest in yourself. That means you take the time to learn how to use your chosen social media platform, whether through self-education, classes, or one-on-one coaching. You must also learn the tools needed to streamline social media, such as HootSuite or TweetDeck, and time management techniques such as planning calendars. Your early investment will make incorporating social media MUCH easier.

4. Mindset: The only reason I use social media is to sell my books.

Reset: I use social media to create relationships, share valuable information, and build a loyal fan base.

Folks, we are here to sell our books, yes, but the world has changed. Gone are the old days when we talked at our audience with ads asking them to buy something. Now, we have conversations with our audience, building relationships in an authentic way that shows fans we're real people with interesting stuff to share. And we happen to be authors, too.

Continued on page 27...

**Reset Your Mindset:** continued from page 26

With a few mental resets, you can incorporate social media into your life more easily. It's worth your time to invest in yourself because, as you keep learning at Author U, authors must take care of themselves!

*Melody Barnes Jones is owner of Social Media Management Services where she takes care of the day-to-day so you don't have to. She lives in Parker, CO, with her husband and two spoiled dogs. Join her Facebook page at [www.facebook.com/socialmediamelody](http://www.facebook.com/socialmediamelody). Email: [melody@socialmediamelody.com](mailto:melody@socialmediamelody.com). Visit [www.socialmediamelody.com](http://www.socialmediamelody.com).*



## THE 2013 USA BEST BOOK AWARDS FINAL CALL FOR ENTRIES—*August 31st deadline!*

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of your business.**

**Kelly Johnson**

Professional Author's Assistant

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# New Members



**Ron Richards** is a career communications and public relations executive who has authored the soon-to-be-published *Dodging Dandelions*, a husband's journey as his wife battled breast cancer. His career includes stops at Coors and Miller and healthcare device-maker Covidien. He worked extensively in sports and entertainment with such organizations as the NFL, NASCAR, and the NBA and also served as head of communications at IndyCar racing league, CART. Richards also worked as a sportswriter at the Pueblo, Colorado, *Chieftain*. He is the owner and principal of Mitchell Canyon Communications, an independent practice he started in 2009. Richards has a Journalism degree from Colorado State and a Master's in Sports Administration from Ohio University. Richards has two adult children, and he and his wife, Lisa, live in Castle Rock, Colorado, with Lisa's teen-aged daughter.



**Richard Oppenheim** - As the Transition Professor, I coach people who are lost, confused, or in a varied range of stress-induced pain. My mission is to guide clients through a personal process that engages their conscious participation and elevates their curiosity for what they need to see, hear, and feel. As a writer, I follow my coaching guidelines. I have six self-published books from *Getting You Past Go* to *There are Signs Everywhere*. The content assists the reader to seek a living journey, not just an endless road. As a teacher, my focus is to re-engineer the mind-heart connection so that people can select a direction and travel with the wind at their back. [Richard@TransitionProfessor.com](mailto:Richard@TransitionProfessor.com)  
303.601.4800



**Sidney McGaffigan** created *Living a Life Uncommon* to highlight the stories of women who have chosen an untraditional path in their lives. She will publish a series of books that will be the collected stories from women who are willing to share the joy and challenges of living a life uncommon. And, if they could make the choice all over again, would they?

The first book will focus on the new relationship trend of *Living Apart Together* (LAT) where couples, single and married, are in loving, monogamous relationships AND live in their own houses! Sound intriguing?

Visit Sidney at [www.SidneyMcGaffigan.com](http://www.SidneyMcGaffigan.com) to learn more about "Living Apart Together" and hear the stories of women living a life uncommon.



**Julie Bowlin, M.D.** From my deeply rooted medical family and my profound professional and personal connection with the emotionally challenged, I have developed a unique healing process. I work to clear the emotional, spiritual, and physical clutter in lives by aggressively impacting people's healing and recovery process through my writing, speaking, and medical practice. My dream is to impact the lives of millions of people by teaching them how to connect entirely with their innermost self and change how they see themselves and others in a more connected and productive way. I want everyone to develop a love of being passionate about self-worth.



# New Members

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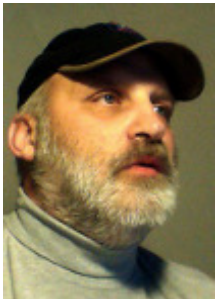


**Denice Garrou** has been an advocate for “Just Believe” her whole life. She has always been interested in metaphysics and has spent the last 20 years studying and learning everything she could about it.

She is an avid horsewoman and believes in the magic that horses possess. Combining her right brained thinking, knowledge of metaphysics, and the horse realm, has helped her write and publish her first book, *Dragonhorse and the Seeker of the Forgotten Knowledge*.

When she isn't writing, riding or practicing magical spells, she is hiking her back yard; the beautiful and wild Sangre de Cristo mountain range of Colorado. Oh, she is married to her longtime, best friend, who does a good job at putting up with her over-the-edge thinking.

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**Robert Davis** is a fiction writer, working on his first series *Jamie Ryder: XXXXXX*. “I have been writing for years, but this year I am going to finally do something with my writing and put the works out for others. When not on my laptop creating worlds or universes, I am also a Computer Networking Guru. I am also an avid shooter and off-roader who enjoys all of Colorado's outdoor activities. I am looking forward to working with Author U to produce my first books and look forward to meeting all of the members of this community. You can find me in the LinkedIn Community or the Google+ or on Facebook.” Here's a link to start with [www.linkedin.com/pub/robert-davis/2a/a59/3ab/](http://www.linkedin.com/pub/robert-davis/2a/a59/3ab/)

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**John Van Loke** is a conscious being stuck for the moment in a corporate cell. But change is in the air, and every breath he takes brings him closer to his truth. He's discovered his natural ability to tell a story, and he is grateful for the gift. His first book in a planned series is nearing completion. When he isn't painting pictures with words (or working to pay the bills), he can be found in the great outdoors, feeding his soul or in the garage, creating another piece of mechanical magic. You can reach him at [jayveeyell@optimum.net](mailto:jayveeyell@optimum.net).

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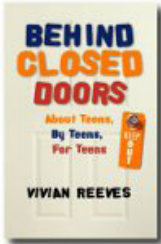


**Cynthia Olsen** {pen name} is the author of several books and a successful publisher. Her journey led her to create an enterprising publishing company in 1990, Kali Press ([www.kalipress.com](http://www.kalipress.com)), with concentration on natural healing modalities. She has delighted in the opportunity to assist other authors, research multiple books on complimentary health choices, and to become a welcomed speaker regarding health and publishing.

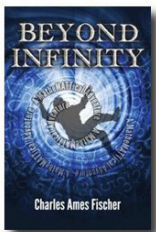
Her recent release, *Looking Up*, received the Gold Medal IPPY award in Health, Medicine, & Nutrition. Cynthia Olsen has also received IPPY Awards for *Essiac: A Native Herbal Cancer Remedy*. Her books have been translated into other languages. From her home in Colorado, she continues to actively pursue her varied interests in health, spirituality, and joyful living.

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# Member News



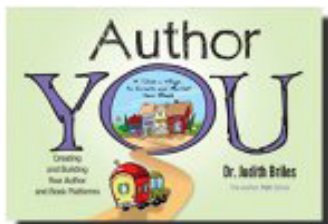
**Vivian Reeves has had a big month.** She hit her 18th birthday; and the Tattered Cover is carrying her book, *Behind Closed Doors: About Teens, For Teens, By Teens*, which had its official launching with a fun event at Maggiano's restaurant. Also, she was accepted at New York University for the fall as a Freshman on the Shanghai, China, campus, where she will put her scholarship to good use. She's already thinking of her next book, which will tie in her experiences on the new campus.



**Charles Fischer completed his Kickstarter campaign** for *Beyond Infinity*, his first YA novel, and over-funded it to boot! Bravo! His book is now heading to the printer, and he has grand marketing plans.



**Dianne Maroney sold out her first printing of 1,000 books in one month** and is back to print with her first book, *The Imagine Project*. Four thousand more copies have been ordered. Dianne's book was another over-funded Kickstarter project.



**Judith Briles was honored with several awards for her latest book—triple wins—this month:**

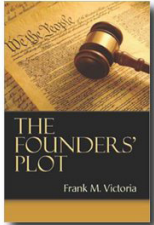
*Author YOU! Creating and Building Your Author and Book Platforms* is the Winner in the Writing & Publishing category of the 2013 National Indie Excellence Awards.

*Author YOU! Creating and Building Your Author and Book Platforms* is the Winner in the Writing & Publishing category of the 2013 International Book Awards.

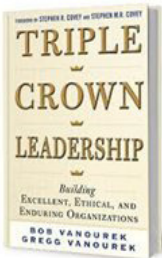
*Author YOU! Creating and Building Your Author and Book Platforms* is the Bronze IPPY Winner in the Writing & Publishing category of the 2013 International Book Publishers Awards.

Nick Zelinger of NZ Grapics designed the cover and interior; Don Side created the illustrations; John Maling did the editing and Georgann Hall the final cold-eye editing. The first printing was done by King Printing—all Author U members.

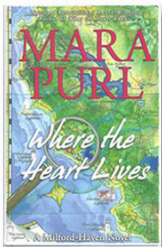
# Member News



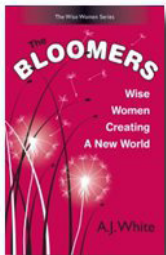
**Frank Victoria has earned two book awards** for the 2013 season for *The Founder's Plot*: Winning the Political Thriller category in the Beverly Hills Book Awards and as a Finalist in the Indie Excellence Awards.



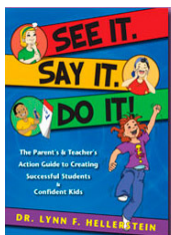
**Bob Vanourek is no stranger to getting kudos** for his and his co-author's (and son) book. This time it is for two new awards: *Triple Crown Leadership: Building Excellent, Ethical, and Enduring Organizations* is the Winner in the General Business category and a Finalist in Business: Management & Leadership in the just announced International Book Awards.



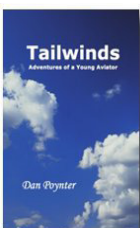
**Mara Purl adds another feather in her book cap** and to her long list of book awards she and her books have earned. Her *Where the Heart Lives* was a Finalist in the Romance category with the Indie Excellence Book Awards.



**AJ White's, *The Bloomers*, was honored with two EVVY awards:** 2nd place for Self-Help category and 3rd Place in the Women's Issues category.



**Lynn Hellerstein's, *See It. Say It. Do It!* has been named a best-seller** by the CMI Education Institute – PESI – Premier Publishing Media.



**Dan Poynter's *Tailwinds: Adventures of a Young Aviator* took the Gold** in the Transportation category and Silver in Juvenile/Young Adult fiction category in the eLit Awards.

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

**Book layouts** are just as important as what's written on the pages.

**The most common mistakes made are:**

- **Windows and orphans** – bad page breaks; last line of a paragraph at the end of pages, etc.
- **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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# TIPS



**ForeWord Flash** is a new initiative for showcasing your news to our online community. Beginning in June, we will post submissions about your awards; noteworthy news, rights, and licensing deals; and publicity concerning your authors and titles in a special area rotating on our home page. Submit your news and accomplishments to Jennifer at <http://fwdrv.ws/159ujd0>.



**Color Confused for Websites?** You can check out color combos for your website via [kuler.adobe.com](http://kuler.adobe.com). You can also go to [www.colorcombos.com](http://www.colorcombos.com) and [www.colorthory101.com](http://www.colorthory101.com). Another useful tool is [www.color.hailpixel.com](http://www.color.hailpixel.com)—pick and choose to see what colors look good together.

## Copyscape

**How to Check for Plagiarism:** Publicity Hound Joan Stewart shares that her favorite tool to use for checking on if someone else is using your words and work is Copyscape, a free plagiarism detection tool. Check out if sections of your blogs, articles, info from your website, or even if you've invited someone to post as a "guest" on your website ... are they original or faux! Copyscape will tell you. It's "cyber eyes" will inform you within seconds if there is a dupe out there. Watch the two-minute video that explains all. Learn more about Copyscape here: <http://www.copyscape.com/about.php>

## ABC

**Has the Use of Capitals Got You Confused?** Titles, subtitles, chapter titles, and subheads should all be title case, not sentence case—meaning that you use a combo of upper and lower case letters. For titles, all words except short prepositions are capitalized ... that is, unless your title is all in lower case.

## Italics

### Italics Use in Your Text

In your book, in your articles, in your blogs ... just where and when do you use them? Should you use quotation marks? Or underline?

Think BIG when the use of italics is engaged. Like the title of your book (*Author YOU*), articles for magazines, newspapers, etc. (*Top Twitter Tips for Authors*), newspaper names (*Wall Street Journal*, *People*), movies (*Star Trek into Darkness*, *Superman*), TV shows (*The Voice*, *Meet the Press*), a play (*Sense and Sensibility*) or a favorite CD (*Neil Diamond-Hot August Night*), even an opera (*The Barber of Seville*, *Madame Butterfly*); things that have names and are important to you (like a car—I have a friend who names all her cars, the current favorite is *Sapphire*)—italics are for things that are BIG and you want to stand out. If you handwrite it, you usually underline (but don't do both). For non-big things, think "quote marks."



## REMEMBER:

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



# TIPS



**Are You Protected?** Recently, a publisher in India is promising to see a librarian who blogs under the name of Scholarly Open Access. Jeffrey Beall is a metadata librarian at the University of Colorado at Denver. His blog maintains a running list of open-access journals and publishers he deems questionable or predatory. Three cheers for him!

OMICS Publishing Group is one of the identified publishing predators on the Scholarly Open Access list. Not thrilled with its publicized notoriety, it is striking back, seeking \$1-billion in damages and warning Jeffrey Beall that he could be imprisoned for up to three years under India's Information Technology Act. Beall says that he's not worried. Info here: <http://bit.ly/12BhdAJ>

So ... what happens if you end up in a pissing match with someone who doesn't like you or your book? See below.



**Have you taken advantage of Author U and Legal Shield?** At the Extravaganza, Jerusha Stewart introduced Author U's partnering with Legal Shield for the benefit of its members. For minimal dollars, you have an army of attorneys at your fingertips for little, and in many cases, no extra cost. Info is here: <http://authoru.org/legal-shield.html>

## kindle worlds

**Are You a Fan of TV Shows?** Want to Get Paid? Amazon Publishing has reached out to fan fiction writers with Kindle Worlds (<http://amzn.to/Z1sbfx>), a nifty platform allowing authors to write fan fiction based on someone else's work and share royalties with the rights holders this June.

Warner Bros. Television Group's Alloy Entertainment division partners with Amazon on the program. Fans can write about *Vampire Diaries*, *Gossip Girl*, and *Pretty Little Liars* for starters. Fan fiction writers can publish their own work about the shows in the Kindle Store. If you like a program, why not use the model that's been created and add your ideas and words to the mix? And why not get paid for it?

**Here's how you make money:** Amazon Publishing will pay royalties to both the rights holders of the Work and the author. The standard author's royalty rate (for works of at least 10,000 words) will be 35% of net revenue. Kindle Worlds will base net revenue on sales price—rather than the lower wholesale price that is the norm—and royalties will be paid monthly.

**The Book Shepherd**  
Create. Strategize. Develop. Publish. Achieve.

Dr. Jerusha Stewart is known as The Book Shepherd. She's the Founder and CEO of Author U. The author of 20 books—her latest is *Show Me About Book Publishing*. "Like" AuthorU, TheBookShepherd and Subscribe on Facebook and follow on Twitter.

[www.TheBookShepherd.com](http://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.





It's always a good idea to review some of Author U's original fabric. If you are a member, please take just a few minutes and read over part of our core guidelines about how the business and behavior of authoring/publishing community should treat others.

## Code of Ethics

The Board of Directors of Author U(niversity) states that establishing and maintaining public confidence in the integrity of authoring and publishing by and through the organization are fundamental to the success and viability of the organization and its membership.

In furtherance of its mission to create and sustain the highest levels of public and private integrity of Author U(niversity), the Board of Directors adopts this Code of Ethics. Accepting this Code of Ethics shall be a condition of membership and fulfilling the terms and conditions and spirit of this Code of Ethics shall be a condition for maintaining membership in Author U(niversity).

Actions deemed contrary to any article of this Code by any Author U(niversity) member shall be judged by the Board of Directors in accordance with the policies and procedures stated in the Bylaws of Author U(niversity).

Any action deemed a violation of this Code of Ethics that may result in disciplinary action, including terminating membership. Such disciplinary action shall be instituted by the Board of Directors. The findings and decisions of the Board of Directors shall be final and binding upon such member or members. No member shall have recourse against Author U(niversity), its directors, officers, members, or employees. The results of any disciplinary action will be formally announced to Author U(niversity) members in The Resource, Author U(niversity)'s eMagazine.

The Board of Directors has the right to decline membership in Author U(niversity) to any applicant if it has knowledge, direct or indirect, of behavior, including speech, of such applicant which would constitute a violation of any provision of the Code of Ethics.

By applying for membership to Author U(niversity) and by signing this Code of Ethics, applicant agrees to the following:

**Article 1:** Author U(niversity) members shall treat other members with courtesy, dignity, and respect. Members will respect the personal and business confidentiality of other members.

**Article 2:** Author U(niversity) members shall conduct their business on the highest professional level and not bring discredit to Author U(niversity), its members, or to the publishing profession.

**Article 3:** Author U(niversity) members shall avoid using materials, titles, or thematic creations originated by others, either orally, graphically, or otherwise, unless the use has been approved by the originator.

**Article 4:** Author U(niversity) members shall protect the public and other members against fraud and unfair practices, and shall use his/her best efforts to eliminate any practice that may bring discredit to the publishing profession, to Author U(niversity), or to its members.

**Article 5:** Author U(niversity) members will not engage in any action or practice or agreement that will or will likely unfairly limit or restrain access to the marketplace by any other Author U(niversity) member based upon economic factors, race, creed, color, sex, age, disability, or country of national origin.

**Article 6:** Author U(niversity) members will not engage in any action or practice that takes advantage of or exploits the comparative lack of knowledge or lack of expertise or the financial status of any Author U(niversity) member or member of the public.

Your joining Author U(niversity) and acceptance of membership signifies that you agree to the above.



# Author U is Us ...

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- The Resource Newsletter, published online 9 times a year
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- Reduced attendance costs for monthly programs, BookCamps and Extravaganza in May
- Attendance at Member-only events: Holiday, Annual BBQ, Tech Toolboxes, and Salons
- Book Printing discounts and perks: Sheridan Books, Four Colour Print Group, Thomson-Shore, Color House Graphics, King Printing, MiniBuk
- Legal assistance for authors and publishers: Replin, Rhodes, LLC; Legal Shield
- Interior Designs for books discounts: WESType Publishing, NZ Graphics, F+P Design
- eBooks, Audio book discounts: NZ Graphics, Book Baby, Author Fulfillment Services
- National Book Distribution discounts: Pathway Book Service, New Shelves
- Graphics and Book Cover design discounts: NZ Graphics, F+P Design
- Editing services discounts: Editing by John Maling, Patti Thorn
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- Book Publicity: Stephanie Barko, New Shelves
- Book Fulfillment and Distribution: Author Fulfillment Services, Pathway Book Service, New Shelves
- Webinar and Teleseminars
- Credit Card Services: The Free Terminal, Total Merchant Services
- The list continues to grow!

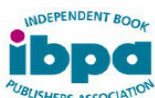
Plus, at renewal, you will receive a Bonus via a PDF of Judith's entire Resource section (37 pages of contacts, websites, and detailed book and publishing info) from her book, co-written with John Kremer and Rick Frishman, *Show Me About Book Publishing*.

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