



# The **AUTHOR 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. 8

www.AuthorU.org

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## Authoring Is a Never-Ending Journey

Judith Briles, Author U Founder



Fall forward is the clock watcher's mantra as summer's yard arm gives way to the golden and amber leaves that fill trees and later yards. It's also a good time to do a smidge of author and book reflection—what worked this year ... what didn't ... what can be tweaked ... what should be put aside ... and of course, what new opportunities can be embraced?

Some authors finally have book in hand ... and freeze. They may be exhausted—no one who gets the author journey and book production will tell you its easy. Or they've lost the Commitment Factor for their book—the question becomes this: did they really have it in the first place? They could even be engaging in good old-fashion self-sabotage—surrounding themselves with self-doubt and negativism.

For many, social media didn't work—some just could get their head around it; some refused to; some put it off. It's still there ... and waiting to be tweaked. Because social media has now joined the ranks that death, taxes, and arthritis owned—all inevitable—it has to move into your realm of "get over it." You need to start learning strategies and what to use ... baby steps at a time.

Some authors will do anything to avoid marketing—avoiding it becomes the modus operandi... get over that one pronto. It's as boring as watching grass grow. Marketing allows creativity to flow—some outrageous enough to become so seductive that it attracts new followers like a light lures in Miller Moths.

And some authors think that once they have their book—they don't need anything else. How's that working for you? Are sales so overwhelming that you are in multiple prints? Is your phone ringing off the hook for author and speaking appearances? Have you



Learn more on  
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Continued on page 2 ...

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

become a walking, talking, and functioning success in all arenas of book marketing?

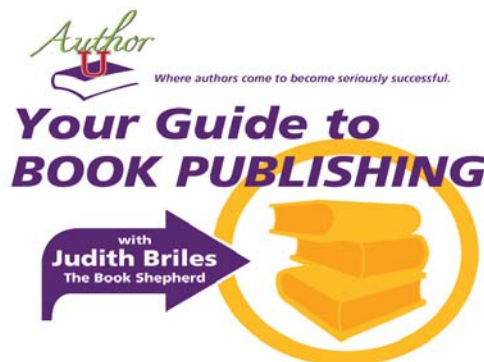
And then there are those who are enjoying multiple print runs, invitations to speak on their books, selling to foreign countries, and publishing additional books. Whatever your journey, Author U, its members, and Premier and Associate partners are here to cheer, support, and celebrate your journey. It can't happen unless you participate and show up. We have in-person events (just click on the "Events" tab on the website), online events, webinar events, teleseminar events—there is something for everyone. Sign up for the Blog; register for the webinars; call in to the teleseminars; show up for the meetings. Once you start on the authoring path ... it's the never-ending journey and adventure. See you in October.

*Judith*



**We will be starting our Google Hangout Air program in October, Author U On the Air.** Dates will be announced in the Monday Morning at Author U eblast.

**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.



# Did you miss a show?

Go to: <http://bit.ly/tTUpGH> and catch up!

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



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

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

**Learn the ropes** to become a publisher yourself.

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

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

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

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

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

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

## October

*Every Monday*

12

*Every Thursday*

17, 29

21

3, 10, 17, 24, 31

### **Author Mentoring Mondays**

Call 10 a.m. Mountain, 1 p.m. Eastern: 605-475-5920; access code ... 3223741

**Brunch & Learn** - w/ Nick Zelinger & Judith Briles – *eBooks and Book Events*

**Take Flight Thursdays** (for pre-registered 2014 Extravaganza attendees)

**Tech Tool Box** – *Creating Your Book Trailer*

**Evening Salon** – *Creating Your 30-Second Book Elevator Pitch*

*Your Guide to Book Publishing* radio

## November

*Every Monday*

*Every Thursday*

16

19

28

7, 14, 21, 28

### **Author Mentoring Mondays**

Call 10 a.m. Mountain, 1 p.m. Eastern: 605-475-5920; access code ... 3223741

**Take Flight Thursdays** (for pre-registered 2014 Extravaganza attendees)

TechFest **BookCamp** with Terry Brock and Gina Carr

**Tech Toolbox** - *Short Cuts ... Click on the Wild Side!*

**Evening Salon**

*Your Guide to Book Publishing* radio

## December

*Every Monday*

14

*Every Thursday*

5, 12, 19, 26

### **Author Mentoring Mondays**

Call 10 a.m. Mountain, 1 p.m. Eastern: 646-307-1300; access code ... 8508894

Author U Holiday Party

**Take Flight Thursdays** (for pre-registered 2014 Extravaganza attendees)

*Your Guide to Book Publishing* radio

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## Coming in 2014

**January 11**

Brunch & Learn – Author Branding with Patrice Baum

**February 8**

Brunch & Learn – Author and Book Findability with Heather Lutze

**March 22**

Brunch & Learn – Author U Hot Tips Panel

**May 1-3**

Extravaganza, Hyatt Hotel-Denver Tech Center - Colorado

Saturday, October 12th

10 a.m. to 2 p.m.

## *A Double-header for October:* **eBooks and Book Celebrations/Events**



eVolution is part of your publishing empire. Like a menu in a restaurant, eBooks are something that you should create when you create your print book. Or create an eBook, then maybe create a print book. Then there's an "a" book—audio.

eBooks now amount to 25 percent of all book sales... and there are strong indications of a flattening of the market with a crossover now to tablets ... yet many eBooks can't be read on a tablet, and many tablet books can't be read on eReaders, like Kindle and Nook. What's an author to do?



At this Brunch & Learn, you will come away with

- The How-tos of eBook formatting ... what works and what definitely doesn't.
- The differences between "fixed" formats and "flexible" formats and when you should use them.
- What works in a standard eBook and what doesn't.
- How to include art, tables, graphics.
- Why "e" covers need a twist.
- The ins and outs of Amazon's KDP program.
- Strategies to market your "e" product line.

Book Celebrations can be a Launch or a Hoopla. How do you create an event that is both awesome and successful ... meaning your sell lots of books and get people there?

- Determining what type of event to create.
- Examples of alternatives to traditional book signings.
- Getting a crowd there.

**Cost:** \$35 for members \$45 for nonmembers  
**When:** Saturday, October 12  
**Time:** 10 a.m. to 2 p.m.  
**Location:** Doubletree SE, Aurora  
**Register:** <http://bit.ly/16TsAEj>





**Monday Evening Salon** *October 21st from 6 to 9*

## Creating Your 30-Second Elevator Pitch

Whether you wrote your book as a means to be an expert speaker, or you simply wanted people to buy more of your books, EVERY AUTHOR NEEDS A 30-SECOND ELEVATOR PITCH! There are no exceptions here!

And as authors who have put thousands of words between two covers, this is sometimes our hardest task!

Who are you? What is your brand? What is your book about? What do you want people to do about it? Buy your book? Hire you to speak or consult with? What?

If you literally can't share those important things in a 30-second elevator ride, then you're losing valuable opportunities to get people excited about you and encourage them to DO something about it! And you're certainly not ready to be on radio or TV where sound bites and "quickie" interviews demand being succinct, accurate, and entertaining!

So join us on Oct. 21 for a salon on how to develop YOUR 30-SECOND PITCH!!

Author of 5 books, founder of 3 Meetup groups, regular guest on Huffington Post Live and other radio and TV shows, and speaker of many years, Mary Jo Fay will facilitate this salon and help you walk away with your own elevator pitch by the end of the night!

This workshop is limited to 20 paid up Author U members, so reserve your spot NOW!

*Homework will be assigned ahead of time so that we don't waste a minute of your time.*

**When:** October 21st

**Time:** 6 p.m. to 9 p.m., dinner included

**Location:** Judith Briles' office, Aurora

**Cost:** \$27

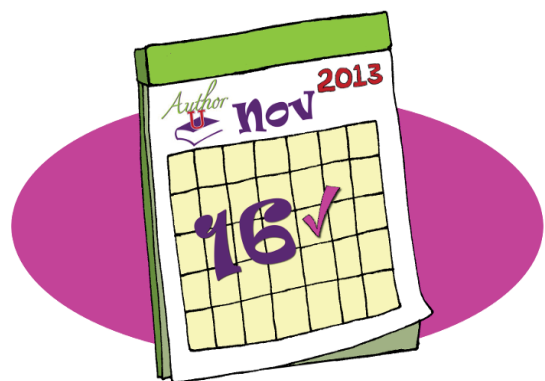
Register Now: [http:// http://bit.ly/16TmmUG](http://http://bit.ly/16TmmUG)



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Let Author and Speaker Fulfillment Services handle your book fulfillment so you can free up your time for writing, marketing, speaking and other more important tasks you should be doing.

 **Speaker  
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## November 16th BookCamp ... It's TechFest Time!

### What Every Author Needs To Know Today about Social Media Promotion, Klout & Marketing Your Books

The author's world is not the same as it was before. Today, the major publishing houses are confronting problems as never before. The world of social media has changed the landscape and flipped it upside down and inside out. What worked five years ago has changed dramatically, and you as an author need to know what to do.



Klout and your Klout Score will play a big role in your success today. Knowing what it is and how to best use it in your social media work can make the difference between success and failure. Strong influence translates to more business. Period.

Terry Brock and Gina Carr from Orlando, Florida, are making a special appearance for this program here in Denver just for Author U. You'll learn principles from their new book from McGraw-Hill, *Klout Matters: How to Engage Customers, Build Your*

*Digital Influence—and Raise Your Klout Score for Success!*

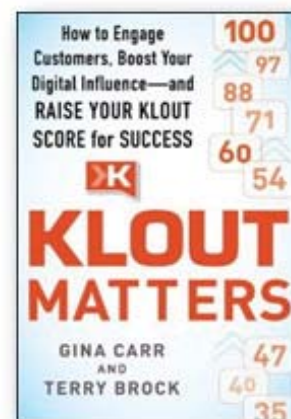
**BONUS ALERT:** ALL attendees will receive a copy of just-off-the-press *Klout Matters* with their registration.

Terry and Gina are recognized as top influencers amongst the who's who in the social media world. And you get them—both—for a solid day of deep diving and learning new technologies that can help you as an author and thought leader.

Register: <http://bit.ly/150XtFG>

#### Topics To Be Covered Include

- How authors can use social media to get more business right now.
- What the heck is this Klout and Kred thing, and what do you need to know about it to sell more books?
- How Klout matters today for writers and authors and what you need to know about it.
- What specific actions can you take to enhance your Klout score?
- What are you doing now that could be done in a slightly different way, which can enhance not only your Klout score, but your influence and your bottom line?
- Key steps to take on Facebook to enhance your Klout Score and generate more influence.
- What you need to know about Twitter and how it is tied into Klout.
- Effective steps you can take on LinkedIn to connect with others more, generate more business and sales—and raise your Klout Score.
- Key tools and technologies which can help you as an author in 2014.



This is a program you can't afford to miss. Cancel your other engagements and be here for this one. You'll be glad you did. Prepare yourself to have "more fun than the law will allow" ... (of course, laws are different in Florida where the Terry and Gina are from!)

**Cost:** Early Bird until September 30th \$109; after October 1st, \$129; after November 1st, \$149 for members. Non-members, add \$50.  
**Date:** November 16th  
**Time:** 8.30 a.m. to 4.30 p.m.  
**Register:** <http://bit.ly/150XtFG>

## Meet Gina Carr, MBA

Gina is an Entrepreneur, Speaker, and Marketing Consultant who works with Thought Leaders—speakers, authors, and CEOs—to leverage social media marketing for more publicity, profits, and success. Combining her street-smarts learned as a small business owner with her book-smarts learned at the Harvard Business School and Georgia Tech, Gina helps business owners turn great ideas into profitable, money-making machines. Best known as "The Tribe Builder", Gina is a pro when it comes to helping passionate people build powerful tribes of raving fans for their business or non-profit.

## Terry Brock, MBA, CSP, CPAE

Terry is known internationally as a marketing and technology expert. He knows how to take technology, social media, and marketing ideas to help speakers, authors, and coaches achieve bottom-line results—and have fun! He's the former Chief Enterprise Blogger for Skype and former Editor-in-Chief for AT&T's huge business blog (over 100 authors). Come to this entertaining and informative presentation to get the information you need to sell more books in today's "never like this before" world. Here's Terry's webpage ... <http://terrybrock.com/meetingplanners/>. Check out his energy. ... The BookCamp will rock with Gina and Terry's know-how in social media ... guaranteed, the day will deliver beyond your expectations.

## People are talking about Klout Matters ...

*"How much clout do you have through your social media presence? Terry Brock and Gina Carr score big when it comes to showing you how to engage with customers in this fast-paced, ever-changing field. Use their proven principles to make your Klout Score rise to the top." ~Harvey Mackay, New York Times #1 best-selling author of Swim with The Sharks Without Being Eaten Alive*

*"Everyone wants more impact, influence, branding, and recognition. On the Internet it's known as Klout. For many, Klout scores have remained a mystery UNTIL NOW. Terry Brock and Gina Carr have written the benchmark book, Klout Matters, and reveal the importance, the relevance, and the secrets behind this Internet imperative. As a Klout thought leader myself, I recommend that you buy this book and implement the ideas and strategies so that you go from Klout to significance." ~Jeffrey Gitomer, New York Times Best Selling Author of The Little Red Book of Selling and 21.5 Unbreakable Laws of Selling*

*"I've had my doubts about systems that create 'arbitrary' social media scores. What if someone has tremendous influence in the "offline" world, yet isn't that active on social sites? Well, the truth is we now live in an age of influence marketing and, in order for your business to really thrive, it's critical to be strategically active on all the major social sites. In Klout Matters, Gina and Terry walk you through the exact steps needed to build a sizable platform, leverage key relationships, and create real influence for greater success. This book is a must-read for anyone striving to become a respected thought leader." ~Mari Smith, Forbes' Top Ten Social Media Power Influencer 2011-2013+, Speaker, Author of The New Relationship Marketing, and Facebook Marketing: An Hour A Day*

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

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

### Topics include

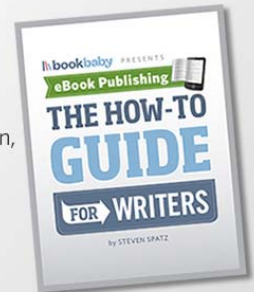
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And much more

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



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# So ... You Are An Author ...

By Judith Briles, The Book Shepherd



Every book has a starting point for its journey. Along the way, the author sharpens their ideas and gathers the tools to be successful. Start with:

## #1 Be smart from the get-go!

Savvy authors learn quickly that books are a business. Creating cobwebs in your garage or basement shouldn't be an option.

Knowing what your book cost (really cost, not an estimate—that means you crunch the numbers so you have a true unit/book cost); knowing who your reader and buyer is (it is not everybody—get off that soap box); knowing how to drill down in your market to become the whale in the pond (much better than the sardine in the ocean); and learning how to position yourself outside and beyond the traditional book sales path (the bookstore) assures that you will move books.

## #2 Get the right people on your team ... the sooner, the better.

Creating and selling a book is not a solo operation. Whether it's assistance in the creation; the layout; the design; editing; the marketing; the electronic world; foreign rights; or any of the other publishing avenues you find yourself in, don't go it alone. Learn from other's mistakes.

Don't be afraid to ask other authors—Who have you worked with and would you want to work with them again on another book? Did they create stress ... or de-stress the process?

## #3 Get the wrong people off your team immediately ... today.

If a consultant, supplier vendor, representative, or seller isn't working, dump them. Books usually don't get second chances; neither do authors. If someone is the wrong fit, open the door and move them out. Don't let loyalty to someone because you like them (or were referred) create a hazard. If it isn't working, it isn't working. Get off the bus.



**Judith Briles** is known as *The Book Shepherd* ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)), an author and book publishing expert, and the Founder of Author U ([www.AuthorU.org](http://www.AuthorU.org)), a membership organization created for the author who wants to be seriously successful. She's been writing about and conducting workshops on publishing since the 80s.

Judith is the author of 30 books. Her latest, *Author YOU: Creating and Building Your Author and Book Platforms* is just out. Join Judith live on Thursdays at 6 p.m. EST for Your Guide to Book publishing on the [www.RockStarRadioNetwork.com](http://www.RockStarRadioNetwork.com). Follow @AuthorU and @MyBookShepherd on Twitter and do a "Like" at AuthorU and TheBookShepherd on Facebook. If you want to create a book that has no regrets, contact her at [Judith@Briles.com](mailto:Judith@Briles.com).



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

Every Sunday and Thursday there is something new. On Sunday, you get a general information/how-to/what to do; On Thursday, you get the Top Ten Twitter Tweets (did you know that Author U posts over 200 Tweets a week?). You need to Subscribe so you get them all ... or go to the Blog tab on the AuthorU.org website.

## Tech Toolboxes for the Fall Time

All Tech Tool Boxes are for Author U paid up members only and limited to 8 participants to allow for in-depth work with each. They are led by Kelly Johnson and Judith Briles.



### Infographics - Share Knowledge or Tell a Story Through Images

October 29th (Combine with Nov. event and save!)

Information graphics or infographics is a method to share knowledge or tell a story about a topic through a graphic image. Since “a picture is worth a thousand words,” Infographics allow you to present details and content in a compact, easy-to-understand way. Demos of programs to create your own infographics will be covered in the workshop.

### Click on the Wild Side – Demos of Online Tools for Your Business

November 19th

This workshop will take you through demos of programs that will teach you simple-to-use business tools, such as ShortKeys, Wufoo, and others – you’ll be clicking away and using new tech tools in no time!

ONE is \$60 ... Any TWO for \$100 ... All THREE for \$140

**Time:** 3 to 6 p.m.  
**Location:** Judith Briles’ Office in Aurora (you will get directions the day before and what to bring for each session)  
**Cost:** ONE is \$60 ... Any TWO for \$100 ... All THREE for \$140  
**Register:** <http://bit.ly/12IHw9t> (Go to [www.AuthorU.org](http://www.AuthorU.org) and click on Events, then “View All Events” ... select ToolBox events)  
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# Protecting Your Manuscript, Money & Life From Theft on Your Mobile Device\*

By Jerusha Stewart



At the Author U Extravaganza in May, Guy Kawasaki, author of APE, Author-Publisher-Entrepreneur led a gold rush into the new publishing universe. Writing and downloading on smartphones, laptops and other mobile devices opens up a new and profitable frontier for authors, publishers and. . . identity thieves.

In the United States and Canada more than 100 cell phones are stolen every minute. The rate of tablet and laptop theft is also growing rapidly. It isn't just your hardware that is valuable to thieves. Your personal data may be used for identity fraud.

Take these steps to protect your mobile devices and your personal data:

1. Minimize Risk. If you leave your phone, tablet or laptop in your car, make sure your car is locked and your cell phone is out of sight. If using your device in a public place like a library or café, be aware of your surroundings and put it away when not in use.
2. Always lock and password-protect your device. Even if your phone or other device is stolen, keeping it locked will help protect your data. Some phones and devices can be set to delete all stored data when an incorrect password is entered a certain number of times.
3. Use location and anti-theft applications to help find your device. There are a wide variety of apps that help users locate a lost or stolen phone. Some apps even offer you the ability to delete data remotely or completely disable the device. Check reviews and specifications carefully and test the software before your phone is lost or stolen so you know how to use it when the time comes.
4. Update all of your account passwords. If your device is stolen thieves may be able to access a wide variety of accounts such as email, social networking, banking and shopping. Some sites offer one-click purchasing, which could leave you vulnerable to fraudulent purchases. If your device is stolen change all of your passwords as soon as possible.
5. Purchase insurance. New smart phones can cost hundreds of dollars at retail. Many individuals receive a discount when signing up with a phone company, but discounts may not be available before the plan comes up for renewal. Insurance may cover the replacement of a lost or stolen mobile device. If you need assistance dealing with a claim or understanding the terms of a policy, contact your LegalShield provider law firm.
6. Report your device as stolen. In an effort to curb the rising rate of cell phone theft, some mobile carriers now track stolen phones and tablets. These systems only work if thefts are reported. While you might not get your phone or tablet back, these systems can help disable the growing black market for stolen devices. You should also report any theft to your local police department.

\* Excerpted in part from "Legal News" September 2013

Get expert advice and protection from identity theft with LegalShield. If you are a victim of identity fraud, the LegalShield Identity Theft Plan provides total restoration services for you and your family. For Author U preferred rates and more information, please contact **Jerusha Stewart**, Executive Director, LegalShield, Direct: 772-925-9110 or <mailto:jerushastewart@legalshieldassociate.com> Worry Less. Write More.



# BookSmarts

## 6 Steps to Free Publicity by Marcia Yudkin

Alerted to this gem of a book after the *Publicity Hound*, Joan Stewart, shared that she had thumbed through it a zillion times, I had to get it. She was right; it's worth every dime of the \$15.99 price and then some.

Originally published in 2008, it's on its third edition. You get a step-by-step process for getting your name, your business—your book and authoring is a business— and your message onto blogs, television, radio and in print. What author doesn't want that?

The bonus is that it's written in a straight-forward and laced with a little humor. Learn how to write your way into newspapers and magazines, schmooze with reporters, avoid common pitfalls, write a snappy, sassy, and at times salty press release, and become known as the go-to expert in your field.

Included are:

**Getting started**—how to overcome all those bugaboos that paralyzes you in getting your pitch out as well as how to handle the attention you are going to get.

**Performing**—tips on what to do what you are booked and the camera lights turn on or the mic.

**Writing**—all those tip sheets, pitch letters, news releases and articles that you need to pepper your author and book bag of tricks with.

**Tips for SEO pickups**—key words and tidbits on how to be found easily online.

**Gathering a following**—a variety of strategies for developing fans and followers.

Whether you are feeling conservative in your publicity approach or have a wacky and wild hair about you (or your book), 6 steps to Free Publicity will become one of your new best friends. Highly recommended.

*Judith Briles*





# Stealth Installation Programs ...

## (or, *What the Hell Did I Just Load?*)

By Robert Davis



The last few months I have been seeing more and more of a trend. The scenario plays something like this. A small warning pops up saying “Adobe Air Needs to be updated to the latest version” [and not to pick on Adobe, I have seen it for Microsoft products, Google, Yahoo and such]. Being that we know the name Adobe/Microsoft/Google/Yahoo, most authors assume, “Of course I want to install that.”

Three years ago, I would have been there with you, but all of the above companies have entered ‘partnerships’ with other companies like AVG, or Google, or ASK, or Microsoft (and yes, I do know that names are appearing on both lists).

The way the partnerships work is something like this: when you install Adobe Air update, it will ask you if you want to also install the ask tool bar, and make AVG your default search engine, and put Firefox onto your computer as well. Don’t miss understand, all of those products are good (although I will admit, they are not my personal favorites). When you install them, you end up changing how your system behaves, and each time you install a new product, your default browser, search engine, and number of tool bars change.

**The end result:** your system stops doing what you want, and starts doing what others want. You are no longer in charge.

**Two pieces of good news:** all of this is ultimately only an annoyance, and there are some steps you can take to avoid this problem. The annoyance comes in the form of your IE Explorer (or Google chrome, or Firefox, or Opera or even your Safari) become slower, and far less stable. There are several programs you can use to re-stabilize your system. Running them is not hard, and I have as of yet to see one cause any major problems.

**The way to avoid this problem:** pay attention! Each of the programs will tell you during the installation process they are going to “include Product X”. You can (and should) opt out and only install what you want. In Windows 7 and above there is also the option to lock your default search engine and default browser. And finally, remember that just because it got installed you are under no obligation to keep it. The Add/Remove programs is your friend.

I would recommend at least once a year, have someone take a look at your system, be sure your security patches are up to date, and be sure your search engine/tool bars/browser are all how YOU want them.

As always, if you need help on any of this feel free to email me with questions. I can be reached at <mailto:Robert@RobertDavisIT.com>



**Tech Toolbox** October 17th and 29th



## Creating Your Own Book Trailer

(offered twice)

Come learn about one of the niftiest tools on the Internet and how to create a book trailer to pop up on YouTube, place on the website, and announce to the cyber world. Sign up early—Tech Tool Boxes are limited to 8 participants. Register on the Author U website. Intense—walk-away with finished trailer price of \$60.

Register now! <http://bit.ly/1bxyjnf>



## Take Flight THURSDAYS

### Take Flight Thursdays

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, Take Flight Thursdays helps 40 authors soar into the book stratosphere with Mary Agnes Antonopolous and Judith Briles via webinar or teleseminar.

## www.DenverEditor.com

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We Address...

- **Presentation** - Presenting your material to hook your audience.
- **Engagement** - Engaging your readers from beginning to end.
- **Empowerment** - Empowering your readers with well-chosen words.
- **Emotion** - Touching your readers through minds *and* hearts.
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303-578-2138



Linda Lane  
fiction & copy editor



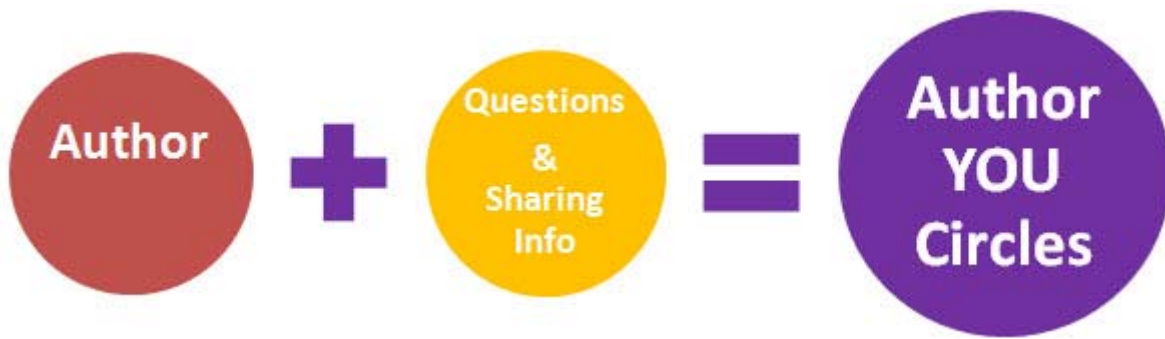
Kathryn Craft  
developmental editor



Tracee Jackson  
nonfiction editor



David Lane  
proofreader



Are you in Colorado? Did you know that there is a special "Author YOU Circle" once a month for author inquiring minds—be it about publishing, writing, social media, you name it—that Judith Briles hosts in her living room and kitchen?

Always held on a Saturday from 9 to Noon—the coffee and tea are hot when you arrive. The cost is FREE ... what you need to bring is a healthy snack to share and yourself along with enthusiasm, questions and the willingness to share info if you can provide it when a topic is in the Circle. Created in a loose structure format, there is no set agenda ... the topics are created via posts on a flip chart as people arrive: what you want or need help in.

It's simple; it's fun; it's highly informative; and it's FREE. As Author YOU Circle member Gene Morton says, "It's like a personalized MasterMind group—I always walk away with information that I can immediately use."

**The next one is slated for Saturday, October 19th.**

You need to join Author YOU Circles via [www.Meetup.com](http://www.Meetup.com), sign up to come. Here's where to register: <http://www.meetup.com/AuthorYOU/>

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

**Want a Sales Team That Works for You?**

Call New Shelves and Find Out How We Can Help You Sell More Books!

**New SHELVES**  
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Have you checked out Author U's Premier Partners and Associate Services pages on the website? Recommended providers from shipping to printing and everything in between.

Check them out! <http://ow.ly/dflyi>



# How to Avoid Amateurish Book Covers

By Michele DeFilippo



Author-designed book covers usually stand out, but for the wrong reasons. How do these covers end up looking so amateurish, even when a professional designer was involved? While I'm not a betting person, I would wager that they fell into one or more of the following traps:

1. A general graphic designer was hired rather than a book designer. Book designers specialize in book covers and interiors, which are very different from ads and annual reports. Likewise, book designers might have trouble designing what other designers do successfully!

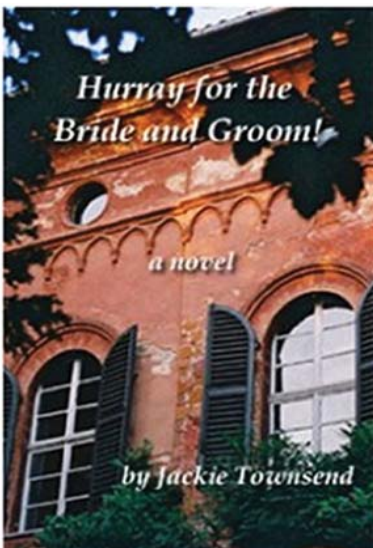
2. Family and friends weighed in with their opinions. Authors tend to listen to family and friends over the advice of book designers. However, specialists know what book buyers like. Family and friends know what you like, and will tell you whatever you want to hear.

3. The cover photo was taken by an amateur photographer. Professionally-photographed images are properly framed and of the upmost quality. Your book designer is the best person to help you choose a photo that is relevant to your topic and genre.

4. They used fonts from a desktop publishing program. Book designers have invested heavily in stand-out fonts not available with typical desktop publishing or word processing software, and the difference is evident in quality and uniqueness.

Below are some before and after images of cover makeovers, which contrast what can happen when an author designs their own cover and the difference a professional designer can make.

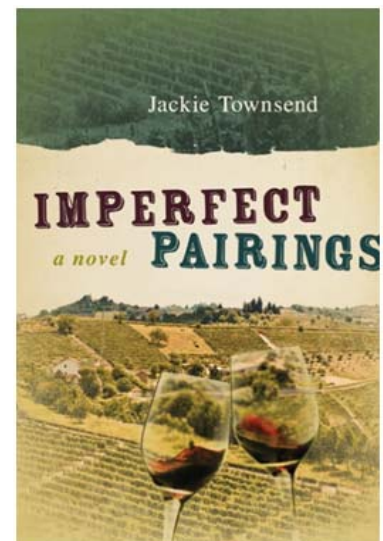
## IMPERFECT PAIRINGS (BEFORE)



<<< The uninspiring font used across the board screams "template." The photo says nothing about the book – that it's set in an Italian vineyard, complete with scandal and spirited family relationships!

The clever title and images tell the buyer that they are in for an enjoyable excursion. >>>

## IMPERFECT PAIRINGS (AFTER)

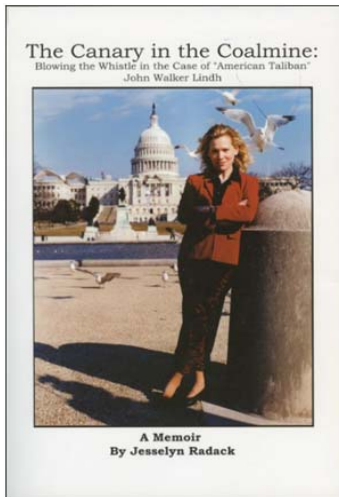


Continued on page 17...



Amateurish Book Covers: Continued from page 16...

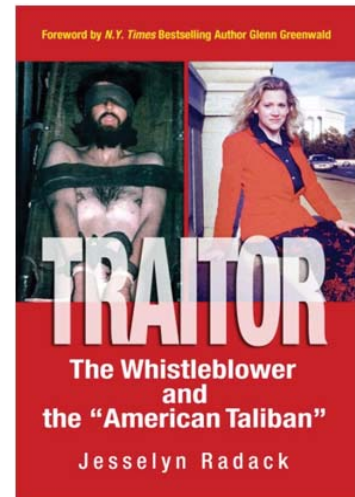
TRAITOR  
(BEFORE)



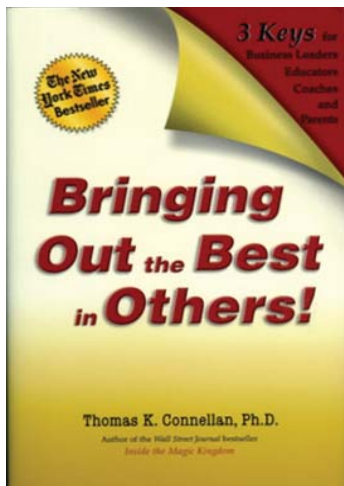
<<< The title font is small and dull, and the subtitle is too small to read. The cover image is confusing: what does it have to do with canaries and coalmines, and why are seagulls attacking this woman?

The new title and the stark images intrigue the reader and hint at the topic. >>>

TRAITOR  
(AFTER)



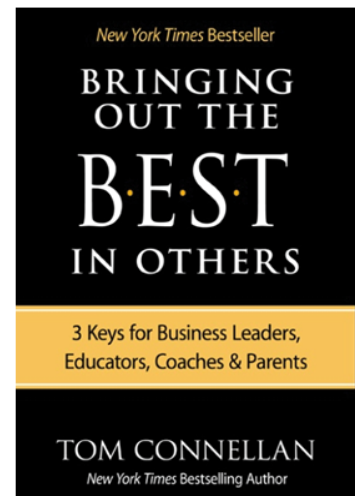
BRINGING OUT THE  
BEST IN OTHERS  
(BEFORE)



<<< The cover of this best seller needed a makeover. The fonts and colors were dated and the black type on the red background is difficult to read.

The new layout uses modern fonts and is elegant and contemporary. "BEST" in large type draws the eye, and the book's promise to the reader is framed in gold. >>>

BRINGING OUT THE BEST  
IN OTHERS  
(AFTER)



Book designers want to help your book stand out...and sell!

**Michele DeFilippo** owns 1106 Design, a Phoenix-based company that offers cover design, interior design and layout, manuscript editing, and more with expert self-publishing advice and hand-holding every step of the way. Please visit <http://1106design.com> to download her free eBook, Publish Like the Pros: A Brief Guide to Quality Self-Publishing.

Special offer for Author U members: AU members will receive a 5% discount with 1106 Design. Enter code "AU-FivePercentDiscount" in the "Additional Notes" section on our order form.

## The Technology and Tips Toolbox

### *Klout* –

## Do You Know Your Online Influence and the Influence of Others?

By Kelly Johnson



The topic of the upcoming Author U meeting is “The Promotional Panorama for Authors.” Participants will be learning the how and why of various marketing elements in book promotion. One element I wanted to share with you that is related to this meeting topic is being aware of a person’s online influence (including your influence!) through a tool called Klout.

Klout is an online social influence measurement tool. It allows you to obtain a sense for how powerful a person’s or organization’s social media influence is, and to some extent, their “real world” influence. Klout supports many social networks, such as Twitter, Facebook, LinkedIn and Google+.

Klout will “search” your popularity whether you want it to or not. You can help ensure that Klout is linking to your social media accounts and knows your interests so it can more accurately measure and publish your influence.

### **Why Your Klout Score Matters**

You may be asking “Does my Klout score really matter?”  
The answer is yes.

Many people use Klout as a search tool. If a person is searching for an expert in a particular field, they may conduct a search online to find someone with a high Klout score in that industry or topic. People also use Klout to research people they are considering working with on projects or to create a joint venture partnership. Businesses are even starting to check customer’s Klout scores and offering them benefits.  
How Are Klout Scores Measured?

Klout scores are based on a 90 day running average. A very complex algorithm is used to calculate Klout scores. Essentially, Klout takes into account a number of different social media factors to determine the Klout score. Klout also assigns different weight to different likes and retweets. For example, a retweet from a well-known celebrity is going to weigh more than a “random” person. However, a retweet from someone who doesn’t retweet often is going to be worth more than a retweet from someone who retweets an item several times a day.

Klout primarily looks at the following:

- Facebook likes
- Number of comments your Facebook posts get
- Mentions of you on Facebook
- Shares of your posts on Facebook
- Twitter retweets
- Twitter followers
- Twitter @mentions

Continued on page 19...

**Google Hangouts:** Continued from page 18 ....

- Google+ +1s
- Google+ reshares
- LinkedIn Connections
- LinkedIn recommenders

### Topics

An important feature in Klout is the ability to sort influencers by topic. This can help you determine who the most influential people are in your industry or target area. You can also use this section to discover potential business partners, potential speakers, or people you want to build connections with.

### How to Sign Up for an Account on Klout

Since Klout is a social network based service, you sign up (and sign in) with Klout through an existing social network account. (Note: Klout does not offer the option to sign up via email).

You will provide Klout with some information to help them rank you and make you more discoverable. Here are the steps to set up your Klout account. <http://klout.com>

**Step 1: Choose Twitter or Facebook** - You will choose whether you want to connect your Klout account with your Twitter profile or your Facebook profile.

**Step 2: Authorize** - Authorize whichever account you chose to access your profile data.

**Step 3: Enter Your Name and Email** - Enter your first name, last name and email address. This will make it easier for people to find you on Klout.

**Step 4: Connect More Social Media Accounts** - If you have more social media accounts, you can connect them in this step. Click "Connect" next to each account you want to connect, then click "Continue" once you're finished.

**Step 5: Choose Topics You're Influential About** - Klout will give you a list of topics they think you might be influential about. If you hover your mouse over any of those topics, the "Add" button will appear. Click the "Add" button to add the topic.

**Step 6: Choose Your Influencers** - Who do you see as an authority? Who would you call an influencer of yours? Klout will present you with a list of people. Select from the list by clicking on them.

**Step 7: Changing Your Description** - Your description appears directly under your name, picture and Klout score in your profile. If you're connected to a Twitter account, the description will be pulled from your Twitter description. If you're connected to a Facebook account, this will be blank by default.

To change your description, go to "Settings" in the upper right corner. Then fill out the "About" field.

Looking forward to seeing your Klout online!

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). Her site is [www.cornerstoneva.com](http://www.cornerstoneva.com).*



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of your business.**



# Write Shorter Books and Gain Audience

## Here's Why:

By David Seid – MiniBük



If you expect your book – or any communication – to be valuable to readers, it must be:

- Readable
- Understandable
- Retrievable

Without those three elements, what's the point?

What keeps readers from picking up a book, comprehending its message and having that stick – or knowing how to retrieve the information later? How about: size, perceived complexity or difficulty, lack of time, intimidation factors, not understanding the value to me, plus extraneous information readers don't care about.

How likely are you to even begin reading a dense Russian novel of 700-plus pages and no art? Or an insurance policy -- or even a long newspaper story that jumps to another page? Many more people these days don't have time for long-form reading – or at least they think they don't. With the advance of technology, everything is speeding up. And, as Einstein demonstrated years ago, time is relative. Things we used to allow a week for must be done in a day. The bar has been raised. People expect more – using fewer words.

Consequently, shorter books are now a necessity. Getting your message out in concise, dynamic bursts is now required. Once mastered, your ability to grab and hold an audience increases dramatically. Communicating clearly isn't simply a virtue—it is imperative. It's also the most effective way for readers to comprehend and recall your message. Concepts usually have a natural length, and good ones shouldn't take hours to share.

Shorter books not only enforce the writer's discipline to be concise, they deliver content in a brief, easy-to-read format more in tune with our time-pressed, digital age. They're friendly. And people still like physical books (digital hype notwithstanding). They're also more portable and retrievable. Links to your web presence in your short book extend the content available to your audience while offering new marketing opportunities.

Non-fiction books we read to improve our lives frequently require more time than we have available. So we don't even start. If it's not intimidating, more people will. Shorter books open up great opportunities for fiction writers, too. You can serialize your work and go from writing to marketing a book much more quickly. A series of shorter books also gives you multiple opportunities to introduce your story as a new book by engaging new fans as you release the series.

As you debate the points expressed in this article, conclude by asking yourself this one simple question: Have you ever heard anyone complain that a great or useful book was too fast and easy to read?



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*Lick your lips. Whet your appetite. Start salivating.*

It's time for ...

## The Authors Cookbook

**Author U is gathering up recipes. An author cookbook is in the works.** The Authors Cookbook is the working title, most likely waiting for the magic morph to it. The goal is to create a cookbook of favorite Author U member recipes that may have inspired you, created the comfort food needed when a chapter just isn't coming together; or a favorite dish that creates the happy dance when celebrations are in order. The proceeds of the cookbook will fund the Authors Hall of Fame, our 501c3 organization that rolls out "officially" next year at Extravaganza.



**Your contribution** could be a beverage, appetizer, dessert, side dish, main dish—seafood, poultry, meat, soups, sauce, salad, sandwich, casserole, different cultures/nations/seasons, vegetarian, breads, menus, something for kids, special celebrations, entertaining tips ... you name it, we are game for anything. Not sure what the category is? Just call it Miscellaneous ... we will figure it out.

**What we need is recipes, tips and goodies to include—the more, the better. Here's what we need to have:**

- How about a brief tidbit on where it came from or how you created it?—of course a short bio as well (as in very short bio of no more than 75 words about you and your book).
- Your magic recipe(s).
- Nifty name/title for your recipe.
- Both prep and cooking time.
- If you just happen to have a pic of the finished masterpiece, include the jpg.

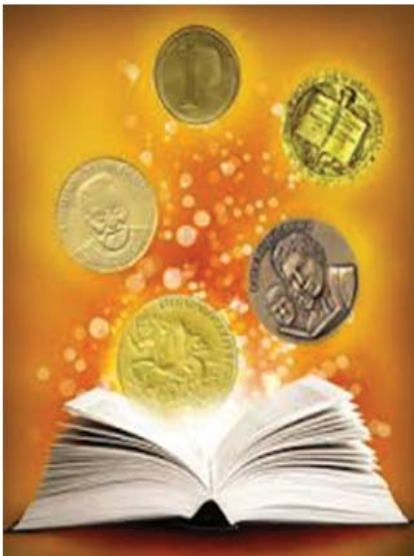
Submit soon and submit many. You will be acknowledged on both the recipe page and in a special section in the book—that makes you a contributor. Alert ... you will not be paid for your participation. You will be able to get a teaspoon of a discount when the books are available for sale. We have to select the final title, get it assembled. This will be an author and publishing community project with all proceeds in sales going to the Authors Hall of Fame.

Would you like to be in it? Start sending in your recipes. A J White (author of The Bloomers), Judi Monsour (ghostwriter For the Love of Paprika) and Judith Briles (author of Author YOU) will gather them—they are cooks, they create their own recipes and they read cookbooks; they will edit; work closely with the interior designer and get it printed and on the reader's plate.

Send all your recipes to AJ White at: <mailto:AJ@Bloomerwise.com>  
Put in subject line: AU cookbook

## 2013-2014

# ... Which Book Awards Are for You?



As fall opens, authors start thinking book marketing and business again ... your email may be loading up with a variety of solicitations to enter book awards. Do you ... or don't you? Are they worth the entry fee? Which do you submit to? And what do you do if your book is recognized ... besides telling all your friends?

**Book Awards ... Some Have Deadlines Soon ... Including Special BONUSES from USA Book News and eGlobal Book Awards for Author U members!**

Which book awards do you enter? Do they matter?

Let's start with the second question first. The answer: sometimes. Depending upon the tenacity of the author/publisher in getting the word out about the book and the award, you could be wasting your money. Awards can be used to market your book, but it doesn't happen by

itself. You will be the primary promoter. Always. So yes, they can matter lots ... if you treat them as part of your marketing arm and vision.

Some of the more established awards—USA Book News, Foreword, Ben Franklin, IPPY and the Center for the Book (put your state name in front on Center for the Book to find contact)—send out professional press releases. Some actively promote the winners on their websites and events. When Judith Briles won the Colorado Center for the Book in the non-fiction category, the Tattered Cover Bookstore attended with a display of all the winners and sold books—lots of them ... and continued to promote them actively throughout the year. However, other awards just take your money and only notify you if you are a finalist or winner. Little else is done.

**Note:** Author U supports books awards that don't require the author or publisher to become a "member" before they can then pay another fee to enter the contest. That's where Author U believes the line should be drawn—awards can be big money for the promoter. With that money, there should be some media promotion for the winners and there should be a specific website that cares all the winners names and their books.

**Back to the first question.** If you are active in a publishing or authoring organization, consider entering. But if you have to pay a fee to be a member and then another one to enter the competition, take a pass. Your marketing (and these are marketing) dollars are best spent elsewhere.

The Book Awards business is a revenue business . . . for the promoter. Before you put your moneys out, make sure you do your homework. Why are you entering? If you win, what will you do to promote your status? Does the group support its winners with media coverage? Last but not least, Google the group—are there any complaints, problems or accusations of scams? If so, find another group. Make your time, your book, and your dollars work for you.

Can book awards make a difference? Yes, if they are the right ones and you use them in your marketing efforts—

Below are a few recommended by Author U and The Book Shepherd that receive ongoing national attention and are worth investing some of your marketing/promotional dollars for submissions. Some give stickers; some give cash prizes; *all* do national media releases/promotion with winners and finalists and *have* national recognition. *None* require that you become a “member.” Deadlines and entry fees for submissions are varied. Submissions and guidelines will give you the details on each site included—deadlines could mean books need to be in hand or merely postmarked. Read their rules.

**Finally:** Not all Awards are a fit for your book or category. Good luck!

## Book Awards List ...



### USA Book News Awards

Open to all books, e-books, and audiobooks with an ISBN and published in 2013 (galley copies welcome). 2011 and 2012 titles are also eligible. It covers books from all sections of the publishing industry with over 100 categories—mainstream, independent, and self-published. Winners will be promoted to the entertainment industry and the Spring 2014 contest will open up in late fall.

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

**USA NEWS BOOK AWARDS BONUS** for Author U: Author U has arranged for a special \$10 discount on its normal \$69 entry fee ... so \$59 to you. All you have to do is register with this link—this will open up in November and we will announce the link



### International Book Awards

Sponsored by USA Book News, the **5th Annual International Book Awards (IBA 2014)** are specifically designed to be a promotional vehicle for authors and publishers to launch their careers, open global markets and compete with talented authors and publishers throughout the world.

Open to all books, published in the English language with an ISBN and currently available for sale online to global consumers. Dates covered for 2014 include titles published from 2012-2014.

**DEADLINE:** October 31, 2013 and save \$20 or submission fee; check website for submission guidelines. [www.InternationalBookAwards.com](http://www.InternationalBookAwards.com)

**Book Awards:** Continued from page 25 ....



## National Indie Excellence Awards

NIEA celebrates overall excellence for seven years, including design and promotional text, so that discerning readers know an NIEA winner or finalist is something special. What's more, award announcements receive extensive media coverage you can leverage to your sales advantage. The Indie Excellence Awards cover multiple years, extending back to 2010 through 2013.

**DEADLINE:** March 31, 2014, check website for submission guidelines.

[www.IndieExcellence.com/award-rules.htm](http://www.IndieExcellence.com/award-rules.htm)



## The Beverly Hills Book Awards

BHBA is a unique contest that celebrates excellence in presentation. All aspects of the book are considered: the cover and interior design, promotional text, aesthetic components and other factors that demonstrate outstanding presentation. Accepts fiction and non-fiction books in a wide range of topics and categories including mystery, romance, business, self-help, memoirs, inspirational and many others. The place to be. Authors with books that could be Hollywood "attention getters," this could be Print books only from all publishers and authors in English language format available for sale from 2010 through 2013. Winners are announced in March.

**DEADLINE:** Now Accepting Submissions until **January 31, 2014**, check website for submission guidelines. [www.BeverlyhillsBookAwards.com/rules-beverlyhills-book-awards.htm](http://www.BeverlyhillsBookAwards.com/rules-beverlyhills-book-awards.htm)



## Foreword Book of the Year

Every year, *ForeWord* looks back to the best books publishing in 2013. The ForeWord Book of the Year competition provides publishers with a valuable opportunity to breathe new life into the promotion of a distinguished title. These fiercely contested awards are viewed by librarians and book-sellers as an important statement about a title they might have overlooked.

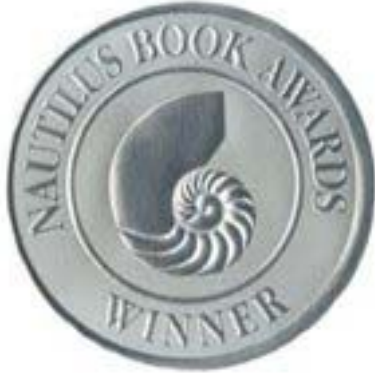
For fourteen years, savvy publishers have used the gold, silver, and bronze awards as additional marketing material as their titles drift toward the backlist. Foreword magazine is dedicated to the independent author and publisher.

**DEADLINE:** **January 15, 2014**, check website for submission guidelines.

[www.ForewordReviews.com/services/book-awards/botya/](http://www.ForewordReviews.com/services/book-awards/botya/)



**Book Awards:** Continued from page 26 ....



## Nautilus Awards

Recognizes Books and Audio Books that promote spiritual growth, conscious living, and positive social change, while at the same time stimulating the "imagination" and offering the reader "new possibilities" for a better life and a better world.

They look for distinguished literary and heartfelt contributions to spiritual growth, conscious living, high-level wellness, green values, responsible leadership, and positive social change, as well as to the worlds of art, creativity, and inspirational reading for children, teens, and young adults.

**Submissions for 2014 Open:** September 21, 2013, check website for submission guidelines. Closing date is **January 31, 2014.**

[www.nautilusbookawards.com/Guidelines\\_for\\_Entering\\_DI3.html](http://www.nautilusbookawards.com/Guidelines_for_Entering_DI3.html)



## Next Generation Indie Book Awards

A not-for-profit book awards program for indie authors and independent publishers. In its fifth year of operation, the Next Generation Indie Book Awards was established to recognize and honor the most exceptional independently published books in 60 different categories, for the year, and is presented by Independent Book Publishing Professionals Group.

**DEADLINE:** Open now through end of year, check website for submission guidelines.

[www.indiebookawards.com/entryform.php](http://www.indiebookawards.com/entryform.php)

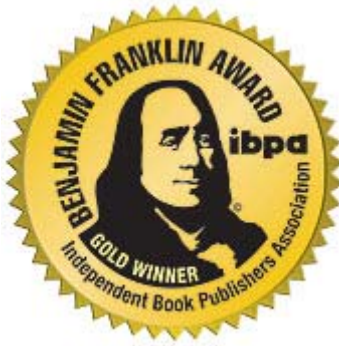


## Independent Publisher Book Awards

The "IPPY" Awards were conceived as a broad-based, unaffiliated awards program open to all members of the independent publishing industry and are open to authors and publishers worldwide who produce books written in English and intended for the North American market. "Independent" is defined as 1) independently owned and operated; 2) operated by a foundation or university; or 3) long-time independents that became incorporated but operate autonomously and publish fewer than 50 titles a year.

**DEADLINE:** There are rolling dates that begin closing this October for 2013© and 2014©, check website for submission guidelines. Early Bird deadline is Oct 12th.

[www.independentpublisher.com/ipland/ipawards.php](http://www.independentpublisher.com/ipland/ipawards.php)



## Ben Franklin Book Awards

Named in honor of America's most cherished publisher/printer, the Benjamin Franklin Awards™ recognizes excellence in independent publishing—sponsored by IBPA—Independent Book Publishers Association (AU is an Affiliate). Publications, grouped by genre are judged on editorial and design merit by top practitioners in each field.

Awards to the best books in several categories and are presented to the publishers during a gala awards ceremony on the last evening of the Publishing University (just before the opening of Book Expo America).

All entrants receive critique sheets with advice on how to improve their publications, as well as words of appreciation for the good work produced.

**DEADLINE:** For 2013 © dates, submit by December 31, 2013, check website for submission guidelines. [www.ibpabenjaminfranklinawards.com/](http://www.ibpabenjaminfranklinawards.com/)



## The Moonbeam Children's Book Awards

Designed to bring increased recognition to exemplary children's books and their creators and to support childhood literacy and life-long reading, the awards are given in 38 categories covering the full range of subjects, styles, and age groups that children's books are written and published in today.

The contest is designed to honor the year's best children's books, authors, and illustrators. Open to authors, illustrators, and publishers of children's books written in English or Spanish and intended for the North American market. All 2013 and 2014 copyrights and releases are eligible.

**DEADLINE: ENTRIES OPEN January 1, 2014**, check website for submission guidelines. [www.moonbeamawards.com/index.php](http://www.moonbeamawards.com/index.php)



## Nonfiction Book Awards

What's unique about the Nonfiction Book Awards is that you can submit your entry at any time this year. Awards are based on both quality of writing and the production of the book. Self, independent and traditionally published books are welcomed in both print and eBook formats.

**DEADLINE:** December 2013: check the website for submission guidelines and dates.

[www.nonfictionauthorsassociation.com/nonfiction-book-awards/](http://www.nonfictionauthorsassociation.com/nonfiction-book-awards/)



## Parents' Choice Awards

The nation's oldest nonprofit program was created to recognize quality children's media. The Parents' Choice Awards program honors the best material for children: books, toys, music and storytelling, magazines, software, videogames, television, and websites. Parents' Choice Foundation's panels of educators, scientists, performing artists, librarians, parents, and, yes, kids themselves, identify the very best products for children of different ages and backgrounds, and of varied skill and interest levels.

**DEADLINE:** Submissions will open late fall through March 2013, check website for submission guidelines. [www.parents-choice.org/callforentries/book.cfm](http://www.parents-choice.org/callforentries/book.cfm)



## Global eBook Awards

Created by Dan Poynter, Global eBook Awards announces that it is now taking submissions for award consideration. The Global eBook Awards are designed to help you achieve these goals. More than a "sticker," these awards come with a built-in publicity machine. Entries are accepted from both authors and publishers. To be eligible, eBooks must be released on or before March 11 2013.

All entrants in the Global Ebook Awards must have their eBooks in the Smashword's system for this contest. If your book is not at Smashwords, please email a PDF, epub or Kindle file to <mailto:Becky@ParaPublishing.com> after you have completed your entry.

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

**DEADLINE:** SUBMISSIONS for 2013 are open now, check website for submission guidelines. [www.globalebookawards.com/registration/](http://www.globalebookawards.com/registration/)

**Author U Members Discount:** Use code 32%OFF



## Monday Evening Salon

Monday, October 21st

### Creating Your 30 Second Elevator Book/Author Pitch

Authors consistently stumble over who their audiences are, what their books are about and who they are. They won't after this Salon.

*Space is limited*—sign up NOW.

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





## Colorado Book Awards

This annual program celebrates the accomplishments of Colorado's outstanding authors, editors, illustrators, and photographers. Awards are presented in at least ten categories including anthology/collection, biography, children's, creative nonfiction, fiction, history, nonfiction, pictorial, poetry, and young adult. To be eligible for a Colorado Book Award, a primary contributor to the book must be a Colorado writer, editor, illustrator, or photographer. It doesn't matter if the book was published by a New Mexico or New York Publisher—the key is someone has to be connected to Colorado.

Entries in the 23rd annual Colorado Book Awards must have a 2013 publication date. Books published and available in late 2013 that have a delayed (2014) copyright may be submitted either in the 23rd or the 24th annual Colorado Book Awards, but not both.

**DEADLINE:** January 2014: check the website in October for submission guidelines and dates.

[www.coloradohumanities.org/content/colorado-book-awards](http://www.coloradohumanities.org/content/colorado-book-awards)

[www.coloradohumanities.org/sites/default/files/12cba\\_guidelines00.pdf](http://www.coloradohumanities.org/sites/default/files/12cba_guidelines00.pdf)

**NOTE:** this is Colorado's program—your state may have a duplicate as well. In 1984, the Center for the Book in the Library of Congress began to establish affiliate centers in the 50 states. Today, there is a State Center for the Book in all 50 states, as well as the District of Columbia and the U.S. Virgin Islands. These Center for the Book affiliates carry out the national Center's mission in their local areas; sponsor programs that highlight their area's literary heritage; and call attention to the importance of books, reading, literacy and libraries. Many of them have state awards. Google "Center of the Book" for your state and/or go to [www.read.gov/cfb/index.html](http://www.read.gov/cfb/index.html) for more information.



**Judith Briles** is the Author and Publishing Expert, *The Book Shepherd* ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)) and the Founder of Author U (iversity) ([www.AuthorU.org](http://www.AuthorU.org)), a membership organization created for the author who wants to be seriously successful. She's been writing about and conducting workshops on publishing since the 80s. Judith is the author of 31 books including *Show Me About Book Publishing*, co-written with John Kremer and Rick Frishman and a speaker at publishing conferences. Her current book, *Author YOU: Creating and Developing the Author and Book Platforms* has won three national book awards.

Her next book *Snappy Sassy Salty: Wise Words for Authors and Writers* will be available fall 2013. Catch her radio show, *Your Guide to Book Publishing* on Thursdays at 6 pm, EST. <http://rockstarradionetwork.com/shows/yourguidetobookpublishing>

Follow [@AuthorU](https://twitter.com/AuthorU) and [@MyBookShepherd](https://twitter.com/MyBookShepherd) on Twitter and do a "Like" at AuthorU and TheBookShepherd on Facebook. Join the Author U LinkedIn group and add your voice. If you want to create a book that has no regrets, contact her at <mailto:Judith@Briles.com>.

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



## Webinars R Us ...

# Tablet (iPad) Video 2.0 and the Social Media Quadfecta Hosted by AuthorU.org



Join Mike Stewart and Judith Briles and AuthorU.org as we share the easiest and most exciting way to make online video for your websites, blogs, video emails, Plus for the first time, I will be exploring the new video apps live from my iPad that allow you to make incredible videos.

Learn how to get free visitors to your websites, have friends share your videos on Facebook, Pinterest, your blog and YouTube to rise in Google doing Mike's new concept, the Social Media Video Quadfecta. With the new iPad mini already out, online video has never been easier, or more affordable to master and Mike will show you in this fun and educational webinar!

**Note:** even if you don't have a tablet or an iPad, you will want to see what we are going to do ... then, you will have an "aha" moment. See you on the 4th!

**Replay:** <http://bit.ly/18Yu2sA>



Author U's Fall BookCamp  
Saturday, November 16th

taking you  
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- **Create**
- **Print**
- **Market**





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

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I'm writing a book. I've got the page numbers done, so now I just have to fill in the rest.  
~Steven Wright

Good novels are not written, they are rewritten.

Great novels are diamonds mined from layered rewrites.

~ Andre Jute

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# How Do You Eat An Elephant?

By Shannon Parish



In a this fast paced, cyber world that has gone flat, we are pressed to learn something new constantly.

This task becomes more daunting when it comes with a new language to learn. Social media terms “What does re-tweeting mean?” for instance. How about trying to understand the difference between a domain name and hosting, a website and a landing page?

Then, to top it all off, there’s the marketing side of things. What are categories and tags and why do I care? How about SEO for cryin-out-loud! When will it end?

It won’t end, but you can guarantee that it will continue to grow and evolve. There are several ways to address these blasted learning curves. Here’s a few thoughts on the matter ...

Take bite-sized pieces! Trying to drink every last drop of water from the perverbial fire hose will only leave you gasping for air - or resuscitation! There are basic things that must be done up front - and there are desired things to be done as you gain your footing in this new world. Do what is your priority tasks first. Then take one thing, familiarize yourself with it and implement that. Then the next one. No one knows better than you - how to pace yourself.

Hire a professional! Build a team! Nothing great was ever built by one person all by themselves. There’s a scripture that says, “If one can put a thousand to flight, two can put two thousand to flight.” Put those tasks to flight! Invest in putting together the necessary team that will support you in your goals. Remember - you get what you pay for. Look for win/win situations if you are tempted to see bartering. Everyone has to pay their bills, you know.

Watch videos on YouTube! Wow! You name it - there’s a video about it. Even how to pick your nose! (seriously, I looked!) Whatever you want to learn - there’s a tutorial for you to learn it with - visually, audibly and at your own pace. You can view, review, stop and rewind to your hearts desire.

Be realistic in your goals. What do you want your future life to look like? Everyone has suggestions for you - but does it fit your desires and dreams? If not, then resist being talked into something that won’t achieve your desired results. And don’t assume you have a grasp on what that actually looks like. Many have married their partner out of what they hoped that partner would be, not who they really were. Be realistic and intelligent in your expectations and choices! *How do you eat an elephant? One bite at a time!*

How do you  
eat an elephant?



One bite  
at a time!



**Shannon Parish** has more than 30 years’ experience working with speakers, authors, small businesses, and entrepreneurs. As a Creative Service Provider, she provides you with cartoons, illustrations, and Web designs that illustrates who you are and what you write about. **Ask how you can get 6 months’ interest free financing!** Call her at (720) 295-7409 or email her at [Shannon@ShannonParish.com](mailto:Shannon@ShannonParish.com). Go to [www.ShannonParish.com](http://www.ShannonParish.com) / [www.BookSites.us](http://www.BookSites.us) / or [www.IllustratingYou.com](http://www.IllustratingYou.com)





## Your Guide to BOOK PUBLISHING



### Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know

**What to Ask** launched live last year and now has over 18,000 downloads each month. Every Thursday, Judith hosts an hour radio show with guests and features. Live with call-ins. For the beginner and intermediate author—all episodes will be available for downloads and podcasting. Listen live or click on the podcast from the website. Recent programs focused on how to maximize social media, how to create book publicity, how to market globally, beyond Amazon, how to market fiction, and so much more.

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

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



## Webinars R Us ...

### Tips, Tricks and Techniques for Savvy Social Media

Hosted by AuthorU.org

Would you like to know how to get the best results with your social media marketing? We all know Social Media is constantly changing and if you are struggling to stay current Georgia McCabe will discuss some of the top marketing tips that can help you get the results you want to achieve.

- How can I attract new followers/fans influential resources and people with Social Media?
- Should I have an author page on LinkedIn?
- What is the best way to identify my brand/book on various social media channels?
- How do I know what channels are best for promoting my book?
- Can I really sell my books or services on social media?
- What parts of launching my book or marketing it can social media really help you with?
- I am already running in 100 directions how will I ever find the time?
- What are some ways to take your online connections and connect with them offline?
- What are effective ways to show off your expertise and become the go to expert?
- What are the top five approaches an author can use to be successful?

You've got questions ... we have got answers. This will be an open mic, so live!

**Date:** Tuesday, October 15th  
**Time:** 8 p.m. Eastern 5 p.m. Mountain  
**Cost:** FREE  
**Call:** 605-475-5920 access 3500312#



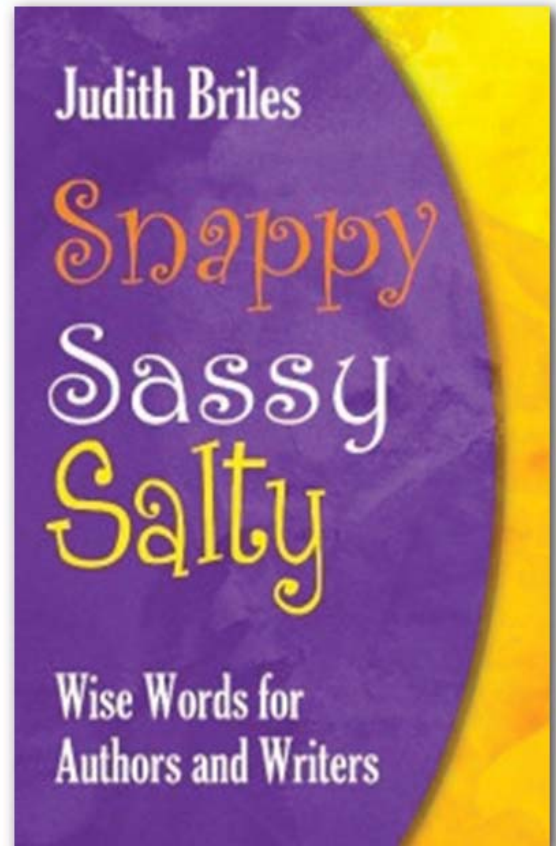
## Be the first to have a copy. Over 100 of Judith Briles wise words and quotes she's created for authors on topics like ...

**Marketing Moxie** – “The Internet for the Author is the town square for book marketing today.”  
 Inspiration & Joy – “Stuck? Need a wacky idea to get the creative juices going? Read the tabloid headlines ... weird things seed great ideas.”

**Author Juice** – “Smart authors don't meddle. The author with moxie selects good people to do what he wants done with his book and is confident enough to get out of their way while they do it.”  
 Writing Savvy – “Be goofy. Be silly. Be outrageous. Awesome and creative ideas can be the outcome.”

**Failure Leads to Success** – “All authors bomb at some time. Get over it. Start again. Fireworks are in your midst.”

**Putting It All Together** – “Keep away from people who stomp on your Vision for you and your book. Little people always do that—they are envious. Ahhh, but the great ones are your cheerleaders—they instill in you that you, too, can soar.”



... all snappy, sassy, and salty wisdom for authors created in a compact 4 x 6 size wrapped in a new/old world format—only \$22.95 and available this fall. It's book #31 from Judith Briles, The Book Shepherd! Get your copy ... perfect for yourself ... perfect for anyone writing or publishing. Pre-order at Amazon today.

**Get your copy now! Buy on Amazon:** <http://amzn.to/164bIOp>



**Are you in the Author Matrix?** You will have it over other authors when you attend the 2014 Extravaganza. Dates are May 1-3. Starting at 12.30 pm on the 1st. Add them to your calendar now. Location is the Hyatt Hotel-Denver Tech. There's a special discount right now on the website.

Early, Early Bird rates ended last month—it's the classic, 45 Savvy Early Bird Authors got the worm and saved \$100! And have been participating in the special Take Flight Thursday laser coaching twice a month—Sign up now before rates go up again! <http://authoru.org/extravaganza.html>



Do you want to sell more books in large, non-returnable quantities? I'm speaking at a one-of-a-kind book marketing conference that can show you how to sell more books. Join me on November 8 – 9 in Philadelphia and see what I mean.

- Hear unique information. No other conference focuses only on selling books to non-bookstore buyers
- Learn practical tips. We'll kick off the event with keynote speaker Sumya Ojakli, Senior Director, Special Markets, Simon & Schuster, Inc
- Discover new ideas. All the speakers will show you creative marketing techniques and innovative prospecting with proven results. They did it – so can you
- Find new buyers. You will leave with a list of people in businesses, corporations, associations, schools and the military --- places you probably never thought of
- One-on-one help. In a special session on Friday morning you can meet with a marketing specialist who will tell you how to sell your books, not just books like yours
- Become more profitable with long-term, recurring revenue

There are many conferences out there, but this one is definitely one you should attend. It is run by the Association of Publishers for Special Sales (APSS – formerly SPAN) and is sponsored by R.R. Bowker. They have put together one-and-a-half information-packed days tailored to people who are serious about selling books.

To sweeten the deal, the APSS team gave me a special code to share with you for a 10% savings. Simply use the Promotional Code 1234567 when registering. If you are already an APSS member insert your membership for an additional 10% discount

More than half of all books sales are made to non-bookstore buyers. The speakers will show you how to find those people and sell your books to them in large, non-returnable quantities. You can double your book sales profitably simply by doing what you learn at this APSS event.

Be one of the first 20 people to register by October 1 and save \$50 off the full registration fee of \$325. Take an extra 10% off if you use Membership Number 1234567 when you register. And you get a free DVD loaded with 8 hours of special-sales information in addition to other special gifts.

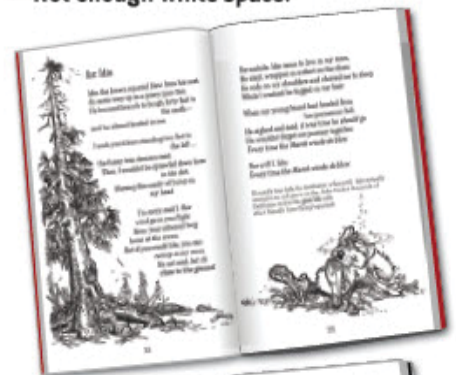
For more information go to <http://tinyurl.com/lr82o7n>  
Ready to register? Go to <http://tinyurl.com/mpp8dyz>  
Want even more information? Contact Brian Jud at <mailto:BrianJud@bookapss.org>

**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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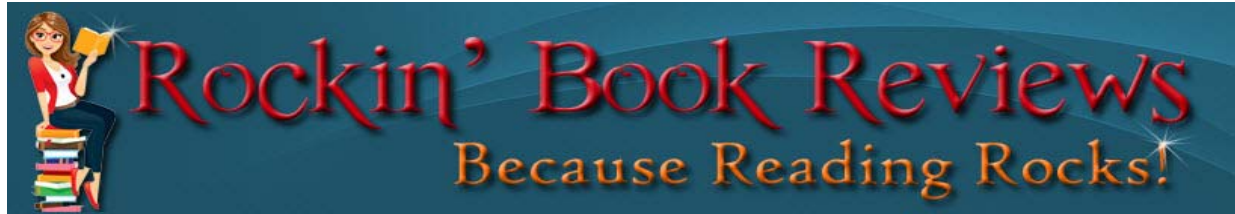
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It's always fun to connect with many of our followers on Author U's social media sites. Meet book reviewer and blogger Lu Ann Worley of Lu Ann Workley Book Reviews ... Lu Ann has been officially reviewing books for over a year and a half, she recently opened her new review blog in June.

<http://www.rockinbookreviews.com>



In exchange for a printed copy, she would love to read and review your book(s). However, she no longer accepts e-books in exchange for free book reviews. Mostly, she is ONLY compensated for her time with a printed or audio copy in exchange for an honest review. She keeps the book in her personal library and allows family and close friends to borrow them with the agreement that they send in a review on the book as well OR donates them to a local library and encourages the patrons who are members of various Social medias (like Amazon) to give their own reviews. The library also has signs displayed asking them to do so in response of the author's generous contribution.

**Note:** If the book to be reviewed is not the first in the series, Lu Ann prefers to have the ones preceding it as well. It usually helps in the reviewing process.

**Children author tip:** Children's authors will be read more quickly because she wants to build that portion of her blog site ... and if course, they take much less time.

You are welcome to check out the reviews on her site. She also submits her reviews to Goodreads (under Lu & LAWonder10) or on Amazon, Barnes & Noble and Smashwords, under LAWonder10. In addition, she lists on various Christian sites and is now a part of The Library Thing, as well.

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Be a yardstick  
of quality. Some people aren't used to an  
environment where excellence is expected.

Steve Jobs





Reserve Your Spot now ...

Creating The Author Matrix ...

The Author U Extravaganza slated for May 1-3, 2014

May 1st Deep-Dive Dinner Workshop with Penny Sansevieri, author of A Red Hot Internet Publicity and, from 5 to 9. Prior to Penny's first session is the Eaglet/Newbie sessions from 12:30 to 4:30, along with an Eagle/Advanced session at the same time. Scheduled workshop speakers will be posted this month on the website. Look for updates weekly on the website. Exhibits this year will start Thursday afternoon between the Eagles/Eaglets session and the Deep Dive Dinner Workshop.

Brainstorm with the Pros will be back. There will be a session on Agents, Book Reviews, and Legal Issues ... and the Author U Shark Tank will be revealed. Lots to do. Get the dates on your calendar now—you don't want to miss this. The Early, Early Bird left and flew the coup ... Prices are increasing—lock yours in NOW. Register: <http://authoru.org/extravaganza.html>

Ho ... Ho ... Ho ...

## Time for the Author U Holiday Party

It's that time of the year again: Fun, Laughter, Great Food, Interesting Gifts and Amazing Conversations

The Author U Holiday Party will be held on **Saturday, December 14th** from 6: 30 to ???

**Location:** Judith and John's, 14160 E Bellewood Dr., Aurora, CO 80015

**Cost:** \$25 per person or \$45 per couple ... includes dinner and drinks (no tipping (it's catered this year)!

**Gifts:** We do an exchange; please keep your cost value to less than \$15—hot items in the past: wine; nifty gadgets from Home Depot and Costco; sports stuff; movie tickets; goofy and quirky can be fun ... as long isn't is not a clear reject from something past.

Register on line today!  
<http://bit.ly/1fjAdHZ>

**Individual:** \$25

**Couple:** \$45



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# Member News

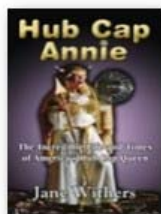
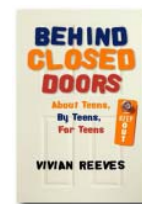


Member News is provided by Author U members. If you have news to share about your writing, your book and events you are involved in, share it with the Author U community.



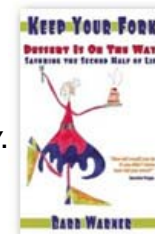
**Mara Purl** was honored to pick up the Silver Medal in the 2013 Global eBook Awards for Short Stories/Essays Fiction for her story, *When Whales Watch*.

**Vivian Reeves** is attending New York University's campus in Shanghai, China. Loving the campus life and learning Mandarin. She's the author of *Behind Closed Doors: About Teens, By Teens, For Teens*.



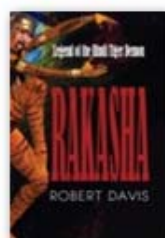
**Jane Withers** has gone to print on Hub Cap Annie—this is Jane's first book. Jane is the perfect example of "patience"—ten years in the making ... and the rest of the world will finally get "the rest of the story" of Denver's *Hub Cap Annie*.

**Barb Warner** will be delivering a workshop in Boulder CO on October 5th from 9 to noon at St. Ambrose Episcopal Church sponsored by the Creative Life Center on Savoring the Second Half of Your Life that is based on her book, *Keep Your Fork: Dessert Is on the Way*.



**Judith Briles** is at print for *Snappy Sassy Salty: Wise Words for Authors and Writers*—the perfect "little" book for you and everyone you know who is in the authoring and writing way. She will have a special signing on November 30th at the Denver Women's Press Club.

**Rhonda Hartman** and *Natural Childbirth Exercises* has lots in the works. She's part of a panel of 20 in October for the online "Childbirth Summit" presented by National Center for Wellness. The book is a finalist for USA Book News in two categories; is being promoted to retail book stores as well as library systems. She's just returned from Kenya, leaving a few books to seed behind. Rhonda is also planning a speaking tour in Arizona.



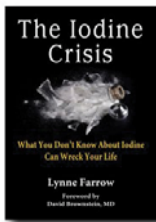
**Robert Davis** has done a full revision of *Rakasha* and added an audio book that will be available in early October—a little creepy ... a perfect little horror listen or read for the Halloween season. Plans on in the works for the KDP free day to celebrate ... watch for it. He will be appearing on October 5th at the Denver Horror Festival from 6 to 8 pm; on the 17th at the Mile High Con in Denver; and on the 27th at the Mutiny Book Café from 7 to 9 pm in Denver.

# Member News



**Lynn Hellerstein's** *See It. Say It. Do It!* has just released Chinese and Saudi Arabia. editions. Other countries have expressed interest and her latest book, *50 Tips to Improve Your Sports Performance*.

**Judith Briles** will be hosting her annual Fall Authors' Tea on Sunday, November 24th from 1-4 pm in her home. Featuring 13 of the authors she's worked with this year, this is a fantastic time to shop for coming Holidays. Come and enjoy High Tea, schmooze and network, meet and hear awesome authors and fill all your shopping needs. It's Free.



**Lynne Farrow** has just gone back to her third printing this year for *The Iodine Crisis* ... this run will be for 5,000 copies! Bravo Lynne!

**Barbara Sternberg** will be the featured speaker on her award-winning book *Anne Evans: A Pioneer In Colorado's Cultural History* ... the Things that Last when Gold Is Gone on October 19th from 11.30 to 2 at The Garden, 3435 Albion St. in Denver.



**Dale Lidicker** and Kristina Halstead are the co-authors of *The Epitome of Grace* and are excited to announce that they will hold not one, but two book signings for their book, *The Epitome of Grace: A Journey of Student and Teacher* at HearthFire Books in Evergreen, CO.

The first is on Wednesday, October 9th and Monday, October 21st starting at 5pm. HearthFire Books is located in the Bergen Village Shopping Center at 1254 Bergen Parkway, Suite D118, Evergreen, CO 80439.

You will have an opportunity to meet the authors and purchase your own personalized copy of *The Epitome of Grace*. In addition, you will be donating to two charities that support programs for those with special needs and their families.

10% of the proceeds from the October 9th book signing will go to Evergreen Parks and Recreation Department Special Populations Program. 10% of the proceeds from the October 21st book signing will go to the AKTION Club. Their book chronicles an amazing journey through 4 years of middle school. Dale was Kristina's teacher and she was his student. During the process of writing the book, Kristina often became his teacher and he her student. As Dale says, "Writing this with her was an exquisite, literary dance."

Both are strong advocates of embracing diversity and removing barriers and excited about the *Epitome of Grace*.



# New Members



**Steve Snyder** worked for 36 years for Vision Service Plan (VSP) in Sales and retired in 2009. Married with three grown sons, he and his wife split time between homes in Seal Beach, California and Sedona, Arizona. When not on the road, he's completing *Shot Down: The True Story of Pilot Howard Snyder and the Crew of the B17 Susan Ruth* based on their experiences in England, over the skies of Europe and on the ground as evades in Belgium (where a monument was later erected to the crew) and prisoners of war in Germany.



For over 25 years, **Kathi Dunn** (known as one of the country's top book cover designers) has created bestselling book covers and information products that authors, speakers and experts use to build their brands and businesses through her company, Dunn+Associates. Kathi is passionate about book cover design and approaches each as if it is the only book in the world. Her prestigious list of clients includes Tony Robbins, Ken Blanchard, Jack Canfield, Deepak Chopra, Mark Victor Hansen, John Edward, and Sylvia Browne, as well as HarperCollins, Simon and Schuster, Prentice Hall, Ballantine, Hay House, Pearson, and Scholastic. Her design firm has received over 150 awards from the Independent Book Publishers Association, Foreword Magazine's Book of the Year, USA Book News, Indie Excellence, American Advertising Federation, Print Magazine, among others.

Her website is: [www.dunn-design.com](http://www.dunn-design.com)

**Caity Henderson** is a voracious reader and prolific writer. In her free time, she dances, acts, sings, runs, and manages a charitable organization called Kids for Kenya. She is currently working on the fourth draft of her first novel, *The Calculus of Havoc*, an epic journey taking place in America after the devastating effects of climate change. She is fourteen years old and will be a freshman in high school next year.



**Margit Cox Henderson, Ph.D.** is a licensed clinical psychologist in private practice with over 20 years of experience. Her specialty is healing trauma, depression and anxiety using mindfulness and self-directed neuroplasticity. Her publications from decades ago are research articles in peer-reviewed professional journals. Recently, she began writing for the general public and has four books brewing: a novel regarding childhood sexual abuse; a book about aging well, and co-authoring a book about managing executive stress. Margit is happily married and has two teenaged daughters: Fiona (an avid ice hockey player) and Caity (a prolific writer who hopes to publish a novel soon as well). [www.MargitHenderson.com](http://www.MargitHenderson.com)

**Ashlee Bratton** currently resides in Southern Colorado as the marketing director for the Town of South Fork. With a master's in business administration and a bachelor's degree in speech communication, Ashlee has enjoyed working as an event planner in the tourism marketing industry. Ashlee has and continues to serve the author community through Ashography Photography, specializing in wedding, event, and portrait photography throughout the state of Colorado. Her website is [www.Ashography.com](http://www.Ashography.com)





# TIPS

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## Publishing your Opinions via Op-Eds

A great way to get your name out there and establish majority credibility is to be published via an Op-Ed piece. Editors for them are slammed with queries ... to stand about the crowd, here's three tips to establish your credibility:



### Show you are legit

1. Show you've got a track record of writing for legitimate places (the editor will infer you're a good writer, and probably easy to edit). Your pitch email itself is another opportunity to show your writing ability, so let a little personality in. If your email bores them, why would they want to subject their readers to a longer version of it?
2. Write a concise story pitch that shows you can write well in few words. (I recommend keeping your story idea pitch to 300 characters or less.)
3. Tout relevant credentials or expertise in the subject matter (CEO of a relevant company, Albert Einstein's apprentice).

**Remember Op-Ed pieces are about having an opinion—show yours.**

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**Twubs** is a social media website focusing on the use of hashtags to discover, engage and share in conversation and events. Twubs also allows organizations to setup contests that incentivize sharing. Claim yours and create another persona of special interest followers.



## Author Cool Tools

1. **Eyejot**  
Send fast videos via email for free (or via \$5 iOS app)
2. **Foldify**  
Create custom photo cubes and more for centerpieces, interactive mailings, etc.
3. **ProShow Web**  
An animoto competitor with more options to fine tune (but more work than Animoto, which is still my fave)
4. **Grid**  
Create a spreadsheet that's not a spreadsheet, a table that's not a table, an organizer that's not an organizer... ok, it's hard to explain. Just take a peek.
5. **MeetingChief**  
Manage your meetings with your mobile devices



# TIPS

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## Authors walk by the airport book stores and wonder “how” to get in them. There are two primary sources:

Want Your Book in the Airport? Hudson News (NJ based) or The Paradies Shops (GA based) are the only players for airport book sales. Pitch it to headquarters—it’s all about the book ... has to be designed and written well. The book hook is critical. Offer a special “Cooperative Rate”—i.e., you offer a special reduction on the first order only that amounts to a \$2 credit per book over the regular discount. Alert: return rates are 60-70% ... unless the book takes off and then reorders happen.

Seek out the bookstore at your airport the next time you are flying. Spend some time and discover what types of books they are carrying. Ask the manager which types of books move. If she has the time, tell her that you are weighing the possibility of marketing your book to Hudson News or The Paradies Shops—the owner of the store—for inclusion. Have your SHORT book pitch on the tip of your tongue and state who the reader is. Does she think your book could move?

Caution—many of these stores only have one, possibly two people working, so be precise and honor their time.

If you land a spot on an airport bookstore, you have a very short window to support it. Massive email time; Twitter, Facebook, Google+, LinkedIn, etc., shout outs need to come from you to your communities. Remind them that the book will be in the airline stores for the timeframe and encourage them to pick up a copy ... and tell others as well. Write a blog and post a picture of the book in the store. Market, Market, Market.



**Google Alerts ...** the major tool that most use for Internet alerts about what’s been said within blogs, websites, articles about you, your book or other topics you are interested in. Make sure you put your name and key phrases within quote marks to get an exact match.

[www.Google.com/Alerts](http://www.Google.com/Alerts)

**Your Guide to  
BOOK PUBLISHING**

with  
**Judith Briles**  
The Book Shepherd



## Did you miss one of our radio shows?

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

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## Make Videos from Your Phone or Tablet

Fun new app called Videolicious allows you to make quick and easy videos on your phone, pad or tablet. You can add music in the background. There's a free version and a fee (\$5 a month)—try the free, see what you think ... can be use for book launches and promos. Chat it up in cyber face-to-face with your fans. [www.Videlicious.com](http://www.Videlicious.com)



## Posters and Backgrounds for Your Quotes

Would you like to create posters for Facebook, Twitter or your slides in presentations? Would you like to get your ahas, keepers and any of those pearls of wisdom sparkle on Pinterest? Check out Recite This, an online tool that will add your words to a prepared background—plent of styles and templates to choose from. Very cool—[www.ReciteThis.com](http://www.ReciteThis.com)



## Want to Check Title Possibilities?

For only \$1.99, you can test up to three titles for you to determine which pulls the best via Must-Click with results within an hour—here's what the website says:



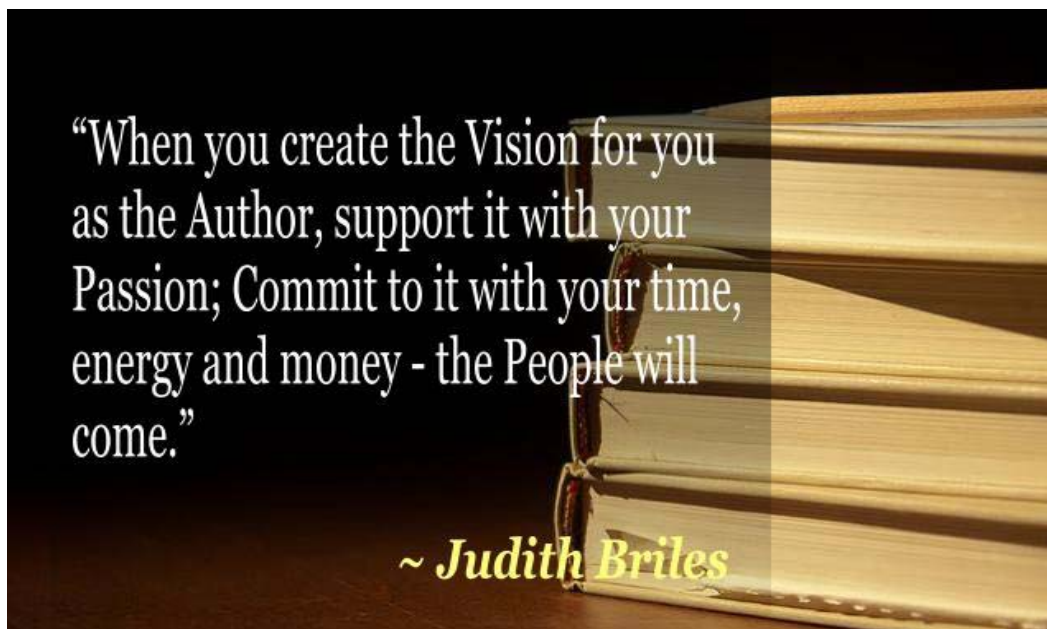
“Enter 3 ideas for titles into Must Click and submit.

We run those titles past real people.

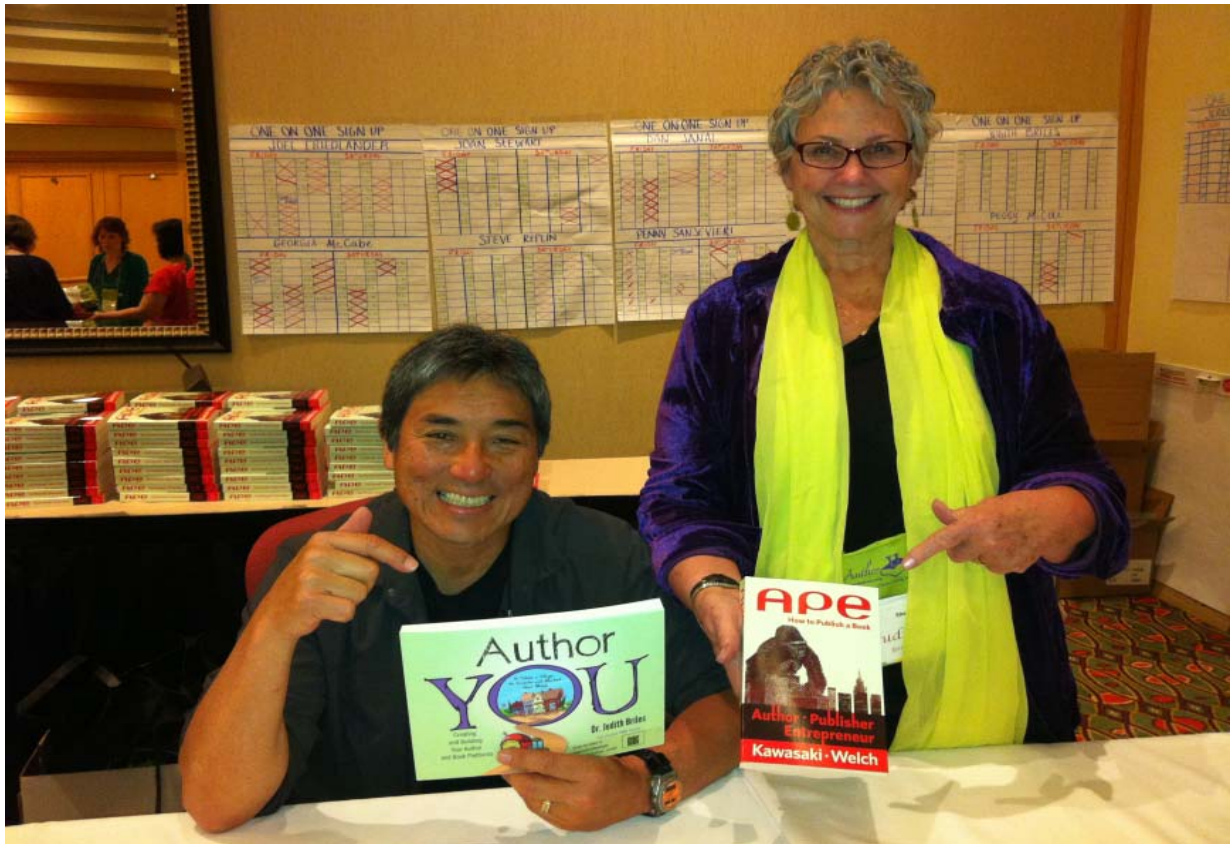
They click on the one they want to read most.

We deliver the results to you — usually within an hour.”

Can be used for anything that needs a title... from books to speeches. [www.Must-Click.com](http://www.Must-Click.com)



## 2013 Extravaganza on Video & Audio



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## Author U Extravaganza Pre-Sign Up Special

### May 1–3, 2014



3 jam-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, 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 if they 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.

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### 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 \$99 per year

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

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

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

**Please add me as a new member for \$99** \_\_\_\_\_

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.

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It's always a good idea to review some of Author U's original fabric. If you are a member, please take a few minutes and read over part of our core guidelines about how the business and behavior of the 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 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 e-Magazine.

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.

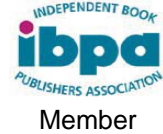
**Article 4:** Author U(niversity) members shall protect the public and other members against fraud and unfair practices, and shall use his/her best efforts to eliminate any practice that may bring discredit to the publishing profession, to Author U(niversity), or to its members.

**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.

What does your Author U membership bring? A lot! For only \$99 ... here's why you should be a member:



- The Author Resource magazine, published online 9 times a year
- All programs designed for the committed and serious author-rates are \$15 less for members meetings; \$50 for Book-Camps ... over \$100 for the Extravaganza
- Reduced attendance costs for monthly programs, BookCamps and Extravaganza in May
- Webinar and Teleseminars (free) exclusive to Author U members
- Archive access to all past webinars, radio shows, Google Hangout Air, Author Mentoring Mondays (free) exclusive to Author U members
- Attendance at Member-only events: Holiday, Annual BBQ, Tech Toolboxes, and Salons
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- Move Your Books ... Brick and Mortar Sales and Distribution
- Where to Find Millions of Readers Online
- Quick and Dirty Blog Posts When You Don't Have Time to Write
- Tips and Tricks to Look and Sound Human in All Your Book Promotions
- The Good, The Bad, The Ugly (very ugly) in Social Media
- Social Media ... How to Stay Visible Without Losing Yourself and Your Day
- Getting Your Land-legs and Putting it All Together



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**Webinar October 10th**

8 pm Eastern

## ***Authors Beware:*** **What You Must Know to Avoid Being Fleeced by the Publishing Predators**

Authors and newbie authors are the latest targets for a variety of “publishing services” and “book consultants.” We call them the Publishing Predators because they have a far greater interest in your checkbook and credit card than in developing you as an author and helping you create a book you can be proud of, market and sell.

We’re five book publishing experts aka “The Chicks at Sea” at [PublishingatSea.com](http://PublishingatSea.com), and we’ll be sharing inside tips and real examples that will save you thousands of dollars and keep you from being ripped off by the scam artists.

### **You will learn:**

- The key phrases and marketing gimmicks that should set off your B.S. Detector
- Key questions you should ask any book consultant.
- Why you must avoid any publicist who promises you coverage in top-tier media
- What you can expect to pay for reasonably priced publishing services...and when to know if you’re about to be fleeced.
- What to do if you’ve been swindled...lots of unsuspecting authors come to us after it’s too late

**You don’t want to miss this deep dive 60-minute webinar with us--**Book Shepherd Judith Briles, Publicity Expert Joan Stewart, Book Distribution Expert Amy Collins, Branding and Social Media Expert Georgia McCabe, and Book Marketing Expert Penny Sansevieri. Don’t let the predators capsize you!

Use our life preservers and let us steer you into calm waters. We’ll also let you know about the cruise we’re hosting for authors Jan. 18-23 to the Caribbean.

**Note:** Come with your questions! We’ll answer them all at the end of the program. If you’re listening in by phone only, you need to email questions to <mailto:Judith@Briles.com> or <mailto:JStewart@PublicityHound.com> during the live webinar.

**When:** Thursday, October 10th

**Time:** 8 PM Eastern

**Register:** <https://www3.gotomeeting.com/register/622991398>