



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. 7

www.AuthorU.org

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Summer Musings

Judith Briles, Author U Founder



Yes, it's still summer ... Fall doesn't arrive until September 22nd this year. Good, maybe we will finally get an Indian Summer this month—the main thought that runs through my mind. I, for one, have labeled this the Summer of My Discontent. Growing up in a beach city, I could hardly wait for after school time and weekends. The love of sand and surf has never left my DNA ... this year, it feels like a monsoon is the new norm. The good news—the summer fire season is nearly over this year!

RTP ... Don't Do It ... Once again, one of our members dropped by my offices with his baby—his brand spanking new book, the first one from the printer. And the baby needed more work. Editing hadn't been done—punctuation was missing throughout. Storylines were incomplete, abrupt, or just didn't connect. But there was a story in there and the author had a terrific imagination. He just pulled an RTP—Rushed to Publish.

Don't. You will regret it every time.

The Author YOU Circles have been active—the amount of information that flows in this three hour period is awesome—there is never a set agenda; it's a total FREEBIE—the only requirement is you bring a question, and the group goes to work to answer it. So far, no one hasn't left the Circle without a solution. How cool is that? We meet one Saturday a month—the ticket to come is a snack to share ... oh, and your energy and questions. Info is at Meetup.com/AuthorYou. One key rule: if you commit to come and are a no-show for two times, it's *adios*.

Continued on page 2 ...



The website has morphed—a total gutting and makeover. Kudos to Amber Ludwig and the NGNG team for bringing us into the 21st Century!



Post Extravaganza ... Continued from page 1

Author Mentoring Mondays has had amazing conversations that are kick-started with Amy Collins, Michele DeFilippo, and myself. It's an "open-mic"—no matter where you live, call in with questions about authoring, writing, and publishing. You've got three pros who are at your "call" to answer. Details are within *The Author Resource*. Your cost? Just a phone call.

InFlight Thursdays was created for those who pre-signed up for next year's Extravaganza. Twice a month through December, Mary Agnes Antonopolous and I open up our mics—sometimes, it's a phone conference, sometimes a webinar. Either way, key information meets the needs of the 40 who can participate.

On the Air—our Google Hangouts start this month. Join us live or via YouTube. We will announce dates and times in "Monday Mornings at Author U."

Webinars R Us ... The fall season will kick off with creating movies on your ipad and video—think blogs, YouTube ... talking to your book fans. In one hour, you are a pro!

The website is in the process of a total makeover... watch for its debut soon. And don't forget to get registered now for the Brunch & Learn Author Publicity Panorama on September 21st. Stephanie Barko will deliver a program that will direct, or re-direct, your book's life. Several programs are already slated in the Brunch & Learn series: October 12th will bring you eBooks and Book Celebrations; November 16th, a TechFest BookCamp; December 14th, our Holiday Dinner; January 11th, Branding the Author and Solopreneur; and February 8th, Creating Your Findability.

See you in September—there's lots happening ...

Judith



Google Hangout Air program starts in September!

Author U On the Air ...

Judith Briles will be the primary host, reaching out to our amazing

Author U community and including the excellent Speakers and Exhibitors from the Extravaganza. ***On the Air*** will stream immediately through YouTube. You can watch live or later.

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



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

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

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

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

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

September

- | | |
|---------------|--|
| 9, 16, 23, 30 | Mentoring Mondays
Call 10 a.m. Mountain, 1 p.m. Eastern: 646-307-1300; access code ... 8508894 |
| 17 | Tech Toolbox - WordPress Revisited |
| 21 | BONUS Session - Brunch & Learn with Stephanie Barko
<i>Author Publicity Panorama</i> |
| 5, 19 | Take Flight Thursdays (available only to pre-signed-up 2014 Extravaganza attendees) |
| 5, 12, 19, 26 | <i>Your Guide to Book Publishing</i> radio |

October

- | | |
|-------------------|--|
| 3, 10, 17, 24 | Mentoring Mondays
Call 10 a.m. Mountain, 1 p.m. Eastern: 646-307-1300; access code ... 8508894 |
| 12 | Brunch & Learn - w/ Nick Zelinger & Judith Briles
eBooks and Book Events |
| 10, 24 | Take Flight Thursdays (available only to pre-signed-up 2014 Extravaganza attendees) |
| 21 | Evening Salon |
| 29 | Tech Toolbox Infographics |
| 3, 10, 17, 24, 31 | <i>Your Guide to Book Publishing</i> radio |

November

- | | |
|---------------|--|
| 4, 11, 18, 25 | Mentoring Mondays
Call 10 a.m. Mountain, 1 p.m. Eastern: 646-307-1300; access code ... 8508894 |
| 5, 19 | Take Flight Thursdays (available only to pre-signed-up 2014 Extravaganza attendees) |
| 16 | TechFest BookCamp with Terry Brock and Gina Carr |
| 19 | Tech Toolbox - Short Cuts ... Click on the Wild Side! |
| 28 | Evening Salon |
| 7, 14, 21, 28 | <i>Your Guide to Book Publishing</i> radio |

December

- | | |
|------------------|--|
| 2, 9, 16, 23, 30 | Mentoring Mondays
Call 10 a.m. Mountain, 1 p.m. Eastern: 646-307-1300; access code ... 8508894 |
| 14 | Author U Holiday Party |
| 5, 19 | Take Flight Thursdays (available only to pre-signed-up 2014 Extravaganza attendees) |
| 5, 12, 19, 26 | <i>Your Guide to Book Publishing</i> radio |

Get Ready for TWO Author-Changing Days...



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

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



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

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

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

Contact Judith to determine if this is the "right fit" for you and your book now. Call 303-885-2207 or e-mail Judith@Briles.com. Don't delay. www.TheBookShepherd.com Call the hotel and stay there—303-337-2800 and ask for the “Neighborhood rate”—it's \$94.

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

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

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

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



Save these two days in 2013:

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

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

Cost: \$497 for Early, Early Bird signups now that ends on July 25th. You will get an immediate savings of \$100 at checkout. Continental breakfast is included each day, along with a Friday night reception.

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

Room Rates: \$94. Call 303-337-2800 **Neighborhood rate** <http://bit.ly/1aWJBn3>

Monday Evening Salon *September 23rd from 6 to 9*

CrowdFunding for Authors

Join us Monday evening, Sept 23, as Author and CrowdFunding guru Mike McQueen presents “CrowdFunding for Authors.” Mike will share how he collected over \$12,000 through a single CrowdFunding campaign. He’ll go through the key components of CrowdFunding, how to set up a successful campaign, and techniques for running it effectively.

Sign up quickly as space is limited. <http://bit.ly/19xN0FS>
Presentation Outline



PART 1: KEY COMPONENTS OF CROWDFUNDING

- The explosion of CrowdFunding
- Overview of my campaign
- Quick look at a few examples
- Handout: The Best CrowdFunding Platforms

PART 2: SETTING UP A SUCCESSFUL CAMPAIGN

- The need to kick ass
- Getting started
- Hiring a Virtual Assistant
- Using Google DOCs
- Choosing your platform
- Listening to advice
- Defining your audience
- Describing your needs
- Writing your short blurb
- Creating rewards
- Sharing your story through video
- When to launch
- 7 Key Ingredients to Success

PART 3: RUNNING THE CAMPAIGN

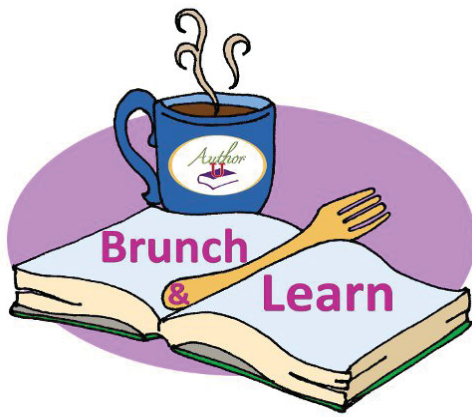
- Building your audience
- Using your network
- Harnessing social media
- Posting effective updates
- After the Campaign
- Dispersing Rewards
- Showing appreciation

When: September 23rd Time: 6 – 9 p.m. Includes dinner

Cost: \$27 Where: Location will be sent with what to bring

Register: <http://bit.ly/19xN0FS>

Salons are limited to 20 in attendance and to Author U paid up members only.



Saturday, September 21st

10 a.m. to 1:45 p.m. with

Bonus Mastermind Session from 2 - 4

The Promotional Panorama for Authors

Are you ready to promote your new book? Perhaps you don't know what questions to ask or what promotional options are available to you. Author U and expert Literary Publicist Stephanie Barko have answers for you.

When it comes to promotion and publicity for authors and books, it's easy to get lost and confused. Three questions usually pop up with authors around promotion and publicity.

- 1 What works and what doesn't work for today's author?
- 2 What works best for you and your book?
- 3 What will it cost?

This workshop surveys book promotion from the 50-foot level, exposing the author to a wide panorama of promotional elements.

You will learn the how and why of these elements in book promotion.

- Blogging
- Social Networking
- Media Kits
- Interviews
- Trailers
- Press Releases
- Features
- Live Events
- Virtual Tours
- Timelines

Writers will get a feel for what they might want to do themselves and what might best be delegated by listening to examples from real campaigns and comparing cost to benefit.

Participants will walk away with a general understanding of modern book promotion and a broad sense of direction for their specific project.

BONUS Session: Stephanie is flying in from Austin, Texas, to present this amazing workshop and will facilitate a deep-dive MasterMind for a limited number of attendees after brunch. Think of it as personalized laser coaching. Limited to 20. (*Half of these spots are already taken!*)

Stephanie Barko, Literary Publicist, was voted Preditors & Editors #1 Best Book Promotion Services in 2011. Her award-winning clients include traditional publishers and their authors, small presses, and independently published writers.



Visit with Stephanie at <http://www.StephanieBarko.com>.

Cost: \$35 for members \$55 for nonmembers
Time: 10 a.m. to 1:45 p.m.
Location: Doubletree SE, Aurora
Register: <http://bit.ly/13K5SS8>

Bonus Session-Author U members only:

Cost: \$30
Time: 2 a.m. – 4:30 pm
Location: Doubletree SE, Aurora

Marketing Nonfiction: The Author As Expert

By Stephanie Barko, Literary Publicist

Note: *Stephanie will be presenting a “special” Author U Brunch and Learn on September 21st. You do not want to miss this. I don’t care if your book has been out there or is getting ready to birth, there are always publicity angles you can tap into. A special Bonus session will be presented in a MasterMind type of format limited to Author U members only immediately following the Brunch and Learn. Who best to attend it: anyone that has a book that will launch within 12 months. If your book is out, there, of course, will be plenty of tips to recharge your baby.*



One of the most effective strategies for establishing yourself as an expert is to write a book that showcases your expertise. Although becoming an author takes time and effort, being known as a published, how-to authority can set you apart as a thought leader in your field for many years to come.

While the newly diverse paths to publishing today have helped more writers become authors, there are also more books in print and greater competition for readers. Savvy nonfiction authors accept this reality and look for ways within their marketing efforts to distinguish themselves and their material. Nonfiction, more than any other genre, lends itself to being discovered and purchased from analytics. While a novel is more likely to be recommended by word of mouth, a how-to book is more likely discovered through an Internet search engine.

The use of search term analytics can be advantageous, but only if the author knows what to do with them. Nonfiction authors have three analytical cards to play that will help them sell books—keywords, skill sets, and articles.

Three things nonfiction authors can do to help market their books:

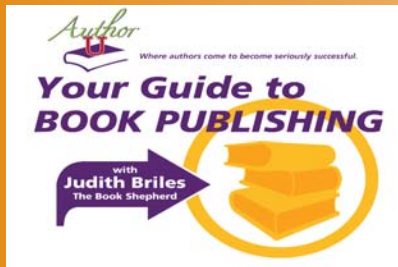
- 1. Refresh keywords.** Make it an annual event at the beginning of every year to pull up Google Adwords and retest the keywords and phrases that work with your material. Pick the terms with the most hits and the lowest competition. Note new terms that are rising. Discard old ones that are losing rank. Make a list of this year’s keywords in descending order of importance. Use them on your website, in your blog posts, and in your articles.
- 2. Add skills.** As LinkedIn expands and diversifies, more and more of us are finding our experts there. Did you know that LinkedIn now allows 50 skills per profile? As much as possible, enter your keywords and phrases into the LinkedIn skills section.
- 3. Place articles.** Backlinks and content are still king for gaining page rank on Google. This means that when nonfiction authors upload a keyworded article to a website or blog, they are integrating their analytics strategy. See if you can get an article with your latest keywords on sites that are top ranked for your best keywords.

Continued on page 35 ...

Marketing Nonfiction: Continued from page 34

Nonfiction authors who know their keywords and phrases and can articulate their skills are more likely to be found. When authors place their keywords, phrases, and skills in carefully located posts and articles, they magnetize their readers to them.

Stephanie Barko, *Literary Publicist* promotes adult nonfiction and historical novels. Follow her on [@steffercat](https://twitter.com/steffercat), <http://www.facebook.com/stephaniebarko>, <http://www.goodreads.com/steffercat>, and view client comments at <http://www.linkedin.com/in/stephaniebarko>. Visit her at <http://www.stephaniebarko.com/>



Did you miss a show?

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

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

Hold the Date 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 (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 as it's not a clear reject from something past.

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

Individual: \$25
Couple: \$45



3rd Annual Author U BBQ



Seventy-five awesome Author U members caught up and enjoyed the bounty of food and conversation. The weather in Colorado has been a bit schizophrenic this summer. Beautiful in the a.m.—monsoons in the afternoon/evenings.

Author U's 3rd Annual BBQ had it all—food aplenty, plenty of beverage, reconnecting, and just schmoozing. Set in the backyard and lower

patio of Judith Briles and John Maling's home, Author U authors shared their latest happenings, adventures, and writings. When the downpour started, not to worry—there's always the house! We headed in, finishing off the desserts and starting the coffee while waiting for the gusher to subside. We started at 5:00, and the last couple left at 11.

As member Rich Oppenheim said in an e-mail post regarding the BBQ, "THANK YOU! Overflow everything—hospitality, very nice people, terrific stories, wonderful conversation, and the food never stopped. Are you hosting brunch/supper on Sunday? It is delightful to celebrate with you both and the AUTHOR U family."

Judith's response, "I love brunch ... but there wasn't enough left over to pull off a full brunch ... looks like we planned it just about right ... until next year!"

"I look forward to Judith's events every year. Always a success! Great food. Great people. And she and John are awesome hosts! Thanks again." Mary Jo Fay, RN, MSN





The Technology and Tips Toolbox

Let's Hangout – Getting Started with and Features of Google Hangouts

By Kelly Johnson



Google Hangouts is a free video chat service from Google. It makes it possible to participate in one-on-one chats as well as group chats. Currently, group chats can have up to ten people at a time.

Google promotes what's called "face-to-face" group interaction. You can easily switch the focus of the hangout to the person who is currently talking.

Google Hangouts can be accessed via laptop, desktop, or mobile device, including Android and iOS powered devices.

Google Hangouts also offers more than the traditional video chat. You can share documents, YouTube Videos, and images.

There are two types of Hangouts: Hangouts and Hangouts On Air. Hangouts are typically used for private video chats with one person or a small group of less than 10 people. They are not recorded to YouTube and are only visible to the people you invite. Hangouts On Air can be viewed by anyone, and they are automatically recorded to your YouTube channel. You can invite individuals or circles to join the hangout, and up to 10 people (including you) can be on at one time. You cannot invite the public to join on air; however, they are able to be viewed by everyone. You can also save the On Air Hangout and share a link to it via social media, your blog, and e-mail.

Getting Started with Google Hangouts

If you already have a Google+ account, you're ready to start. If not, create a Google account or log into your account. You can create an account by visiting <https://plus.google.com/>.

The next step is to install the Google Talk plugin. You can do this by visiting the Plugin page (<http://bit.ly/18qcDFw>). Follow the instructions to install the plugin. Then login to your Google+ account to make sure it's activated and installed correctly.

On the nav bar under Hangouts on Air, you may choose either Start a Hangout on Air or select New Hangout.

You can now choose how you want to run your Hangout. Do you want to invite a circle of friends or customers? Do you want to invite a specific individual, or do you want your hangout to be public?

Click "Add more people" to select specific circles you want to invite to your hangout. Google+ automatically adds everyone that's in a circle into the field; however, you can click on the "x" next to "Your Circles" to avoid inviting everyone.

Confirm your invitations. You'll see a popup window that displays everyone on the hangout. You can then begin to use the Hangout features which are displayed on the bottom toolbar.

Google Hangouts: Continued from page 10

Features of Google Hangouts

Once you're in a hangout, you can do to communicate with the people you've invited in several ways.

- **Instant Message** – To instant message everyone in the hang out, press the “Chat” button. Type your message in the box and press the enter key on your keyboard to send. Your message will be available to everyone.
- **Watch and Share a YouTube Video** – To share a video, press the “YouTube” button. YouTube will pop-up in the main window for everyone, and then you can choose the video you want to share.
- **Muting Videos and Yourself** - To mute your video, click on the video camera at the top of the page. Your camera will black out and no one can see you. You can mute your microphone the same way: click on the microphone to mute it.
- **Adjust your Settings** – Click on the “settings” icon to change your settings. These settings are for your camera, microphone, and sound.
- **Note:** Depending on how you're accessing Google Hangouts, the toolbar will be accessed differently. Are you using your laptop versus using your android phone or tablet? You may want to familiarize yourself with the setup before you host your first hangout.
- **Share Documents and Images** – To add a document or an image to the hangout, click the tool in your sidebar. If you do not see a sidebar, you can view it by clicking the arrows on the left hand side of your screen. Choose the file you'd like to share and click “Select.” The item will show up in the left portion of the video screen.
- **Take A Screenshot** – Taking a screenshot of your hangout is a great way to market your hangout. You can post the screenshot on your blog or Facebook page. To take a screenshot, click on the camera icon in the sidebar on the left side of your screen.

To end a hangout, click on the phone icon to hang up.

Looking forward to “hanging out”!

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. Her site is www.cornerstoneva.com.



REMEMBER:

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

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

- Pricing strategies and tactics
- The value of editing or cover design
- How metadata is vital to your online sales success
- And much more

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

Download your FREE copy: <http://bit.ly/17hSPT5>

eBook Publishing The How-To Guide For Writers

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



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-registered 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.



Garage look like this?

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
Fulfillment Services (812) 877-7100

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.”

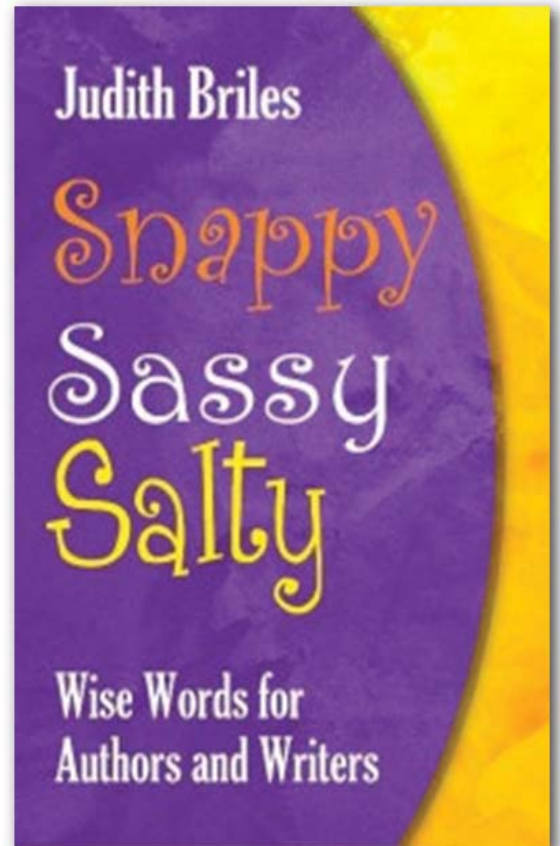
Inspiration & Joy – “Stuck? Need a wacky idea to get the creative juices going? Read the tabloid headlines ... weird things seed great ideas.”

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, over 250 unique quotations—only \$20 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.

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



BookSmarts

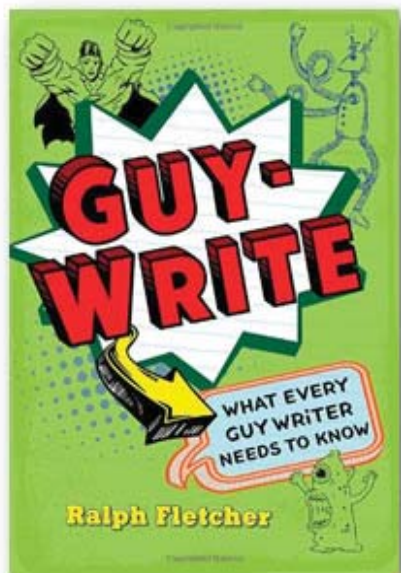
Guy-Write, What Every Guy Writer Needs to Know

by Ralph Fletcher

<http://ralphfletcher.com>

ISBN: 978-0-8050-9404-6,

Henry Holt, 166-pages, \$15.99



Intrigued by the title, I discovered between the covers a gem of a book for writers. How cool to have the ultimate guide for authors (and teachers) to write for boys ... and create an environment where boys can turn their awesome imaginations loose. To heck with political correctness and proper stuff. Boys love barfing scenes ... I mean, what little boy doesn't love all the fantastic noises that body parts make ... and why not write about them? After all, don't farts, poop, and belches belong in a kid's prose? Just think of the delicious giggles that come from little boys when they do something naughty ... and why not encourage them to write about them in a story?

In the opening chapter, he tells the reader that kids need to have fun. As one boy shares—he only gets to write nonfiction—not the fun stuff. Now, there is fabulous nonfiction out there ... it gets away with being “dryer” ... what boy really wants to write “dry” ... when there are so many off-the-wall ways to say and do things that a good monster story is waiting for. Another 6-year-old wrote a terrific poem about how he was going to seek and destroy the weeds in the garden. His tool: the fearsome shovel weapon.

Only thing, he wrote that and his school went ballistic—no violence

allowed in prose and a weapon is a weapon. His excellent poem was excluded from the school wall.

Chapter titles include: Dude, You Are Not Alone; Emotional Writing Isn't Just for Girls; Riding the Vomit Comet—Writing About Disgusting Stuff; Writes Blood, Battles, and Gore; Superheroes and Fantasy; Sports Writing; Freaky Stories; Draw First and Write Later; Keeping a Writer's Notebook; Reading to Feed Your Writing; and Nuts and Bolts-Practical Advice for Guy Writers.

If you know a boy who has an imagination and might like to draw, you might want to purchase this book for him. It's a kick to read and it is full of examples and quotes, as well some hard and fast instructions for all age guys who want to write. Give him a composition book and turn him loose.

When my 9-year-old grandson saw it on my counter, he immediately wanted the book. He's a voracious reader, and I saw the gleam in his eye. Two years ago, he devoured the *Diary of a Wimpy Kid* do-it-yourself book. I've ordered him a copy of *Guy-Write* so he has his own. It is useful and fun—a perfect combination for kids who are 11 and up.

Fletcher has a goal with *Guy-Write* ... to get kids writing, and especially boys. As he says, “It's about power; it about fun; it's about spoofs, humor, sports, blood, farts, superheroes, giant monsters tearing down the city, and serious subjects, too.” His idea about creating Boys Writing Clubs is terrific for every school. Highly recommended.

—Judith Briles

5 Ways to Make Sure Your Following Sees and Reads Your Blog Posts

By Amber Ludwig



Do you worry more people aren't getting a notice when you have a new blog post available? If you're like most bloggers, you spend time to create a quality how-to post that you know will help lots of people, yet you lack confidence that the material is actually being seen.

1. Add a post to all of your social media networks. You may experience the temptation to "automate" these posts on Facebook and Twitter, but don't do this! The automated programs will make a post saying "Read my latest post" and offer the link. The problem is this post doesn't engage your following, doesn't list the benefit to reading the article, and doesn't offer a call to action to read the article and share it. Make an engaging post on your social networks to gain immediate attention to the new article. Also, continue to promote that post over time - don't make it a one hit wonder.

2. Add a "subscribe" button on your website that links to Feedburner. Feedburner is a free Google product that automates the process of someone opting in to get your blog posts via e-mail the day it's published from your blog. This e-mail notification is generated through Google and contains the whole blog post plus social media share buttons. After the initial setup, no further work is needed.

3. Feature a "RSS" button on your website. A RSS Feed is surely already a feature on your website at www.YourDomain.com/feed. By linking to this page, readers can subscribe to get notices in their Internet browser, and sometimes e-mail, once you have published a new blog post. You need a "feed reader" to sort all the website feeds you are following. Not everyone uses this system, but it's a must to setup to target the readers that do use RSS Readers. After the initial setup, no further work is needed.

4. E-mail your subscriber list. I don't believe it's a good idea to send an e-mail to your e-mail list after you publish each blog post, but I do think it's important to send a bi-weekly or monthly digest of recent blog posts so they can continue their learning with you and get reminded of your expertise. I would suggest adding the title, the first 50-100 words, and a link to read the full post back at your website.

5. Ask readers to share your blog post on social media. Sometimes we need to see a notice about something up to 3 or 4 times before we actually click to learn more. At the end of your blog posts, social media posts, and e-zines, I'd suggest asking your readers to share the blog post to help you gain exposure. This way you are not only attracting new readers, but the members of your following who are yet to read your post will most likely read it because of a referral.

Bloggging is one of the strongest and best ways to get ranked higher in Google, help more people, and build a following. By implementing the above keys to success you are sure to maximize your blogging potential!

Amber Ludwig is an online business development expert who supports authors, speakers, and coaches to establish a powerful, integrated, online presence that gets results and empowers them to make a difference in their industry. Since starting her company NGNG Enterprises (standing for No Guts No Glory) in 2007, she has worked with more than 500 authors on six continents. <http://insightfuldevelopment.com/>

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3 Ways to Turn Blog Failure Into Success

By Joel Friedlander



You've read the articles, heard the incredible success stories, and seen other authors burst on the scene, attracting interest, gaining authority, and making waves.

You know that a lot of these authors have used a blog as a means to get these great results, and everyone says you should start blogging as soon as possible. Marketing gurus like Seth Godin say you should start marketing your work three years before you publish, and traditional publishers are encouraging their authors to blog, too.

So off you go to start your blog. Maybe you have a good idea of what you'll write about, or maybe you think you'll figure it out as you go along. Hey, there are lots of roads that lead to success when it comes to blogging.

But there are even more roads that lead to failure. And that's too bad, because many of the mistakes authors make when they dive into blogging are easy to avoid if you know how.

There's nothing I find more depressing than running across blogs that have been abandoned by their authors. You see the archives: lots of posts for a couple of months fading to a trickle, until there's one post left that starts with something plaintive like, "Sorry I haven't posted in a while..." and then silence. I don't want that to happen to you.

Let's take a look at the 3 biggest mistakes authors make when they start blogging. If you can get these things right, you're much more likely to stick it out, find readers, and build a community you'll enjoy—and profit from—for years to come.

3 Ways to Fail at Author Blogging

1. Not knowing who you are writing for

The most important question to ask yourself when you start blogging is "who am I writing for"? Exactly who do you have in mind that will read your articles? I don't mean to say that you won't discover more about your audience as it grows and learn exactly who is attracted to what you're writing about. But if you don't know who you're writing for, how will you know what to write and how to write it?

2. Not marketing your blog

This is a big one. Even if the author has studied blogging and has written excellent content, the biggest problem with many author blogs is that the author never markets them. Half of blogging is writing, and the other half is marketing. Contrary to what seems to be many people's expectation, even good content does not magnetically attract hordes of readers. After all, if they don't know about it, how can they discover, read, enjoy and share it?

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Turn Blog Failure: Continued from page 17

3. Not creating a posting schedule

Early bloggers started out writing what were basically personal journals, so lots of authors think that writing a blog is about telling the world about their own day-to-day activities. This casual approach to blogging extends to the frequency of your posts. Authors who write these “personal” blogs seem to post whenever the inspiration hits them. Sometimes weeks go by without an article, and sometimes they’ll post every day for a while before going dormant. But a publication (your blog) intended for public consumption has to have a schedule of some kind. You wouldn’t subscribe to a magazine if you never knew when—or if—it would arrive, would you?



Luckily, it’s not that hard to get a grip on these problems when you first get going with your blog. Here are some suggestions that will help you avoid these newbie mistakes and encourage your blog to grow.

3 Ways to Turn Those Failures Into Successes

For each of these failings, you can start moving instead toward success by changing the way you approach each of these areas.

1. Your audience. This is easier for nonfiction authors, because you can research your audience and then “listen in” on their conversations. For instance, searching for online forums, discussion groups, Twitter chats, Google+ communities and other places people gather will lead you to ongoing discussions in your field. You can also research successful blogs in your field and take a look at the guest authors and the readers who leave comments to get a good idea of the audience. After all, these blogs have already succeeded in the same field, so they are a great place to learn more about your audience.

2. Blog marketing. The research you do on your audience is going to lead directly to the beginning of your own blog marketing. Why? All those forums, discussion groups, blogs and other places you found your audience are the same places you’re going to start marketing your own insight, expertise, knowledge—and blog articles. They will also supply you with great opportunities to contribute to your community and to meet and network with other bloggers and thought leaders in your community. You’ll turn up guest blogging opportunities, and lots of communities where you can start to become known, leaving links that will build into a steady stream of traffic to your own blog.

3. Publication schedule. This is a personal decision, and it’s one of the best ways to de-stress your approach to blogging. When you’re new, set a schedule that you absolutely know you can stick to no matter what. If that’s once a week, start with that. As you get more proficient as a blogger, you can always increase the frequency of your posts, and that’s usually a good way to increase your traffic and readership. An easy way to do this is to have specific features you publish at specific times. For instance, you can add a shorter post every Tuesday with tips for your readers. People

Continued on page 19...

Turn Blog Failure: Continued from page 18

will start to look forward to your “Tuesday Tips” posts, and you’ll have pretty effortlessly increased your schedule. You also can create several of these posts and use your blog’s scheduling function to schedule them all at once, another great way to maintain a publication schedule.

So follow these tips if you’re just starting to blog or if you haven’t had the results you want. Blogging is one of the greatest marketing and engagement devices ever invented. Authors are perfectly positioned to make the most of blogging technology, and if you avoid the three newbie errors you’ll be off to a much better start.

“Key to blogging success: Half of blogging is writing, and the other half is marketing.”

Photo: bigstockphoto.com. Originally published at CreateSpace in a slightly different form under the title The 3 Biggest Mistakes of Beginning Bloggers

Joel Friedlander is a self-published author, an award-winning book designer, and an accomplished blogger. He’s the founder of the *Self-Publishing Roadmap* training course and a frequent speaker at industry events where he talks to writers about how the new tools of publishing can help them reach and inspire their readers. Subscribe to his newsletter via RSS (<http://feeds.feedburner.com/MarinBookworks>), and get his free 24-page e-book on the top 10 things you need to know about self-publishing.

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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.



WordPress Revisited and Dissected

September 17th

The Wonderful World of WordPress!

WordPress is one of the most popular platforms for creating and managing websites and blogs. Join us to discover some tips about WordPress, receive a list of plugins to enhance and add functions to your site, and learn to conduct your own updates. WordPress is ever-changing. The Author U site was hacked this summer and created havoc for many of us as we scrambled to regroup. Learn what to do ... and what not to do for your website.

Infographics - Share Knowledge or Tell a Story Through Images

October 29th

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 and click on Events, then "View All Events" ... select ToolBox events)

Upcoming

Creating Stand-out Book Covers

By Michele DeFilippo

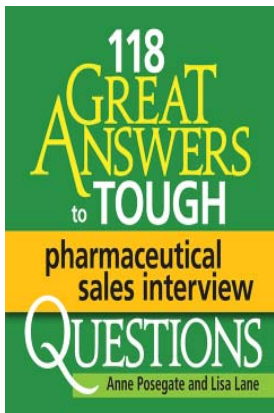
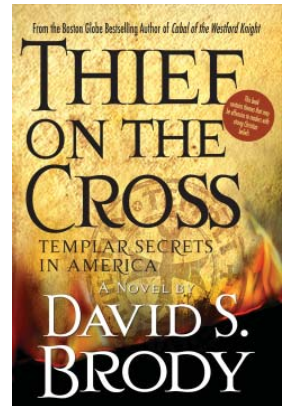


A book buyer takes just seven seconds to peruse a bookshelf and determine a book's credibility and worth. In seven seconds, the buyer will never discover what an amazing writer you are unless he cracks open the cover, so you need to make sure your cover leaps off the shelf!

Here's how.

Do Your Research: What is the public buying? Go to your local bookstore and examine the covers on the "bestseller" table, specifically the covers of books that will compete against your own. Note what these covers have in common. Talk to the bookstore buyer. What makes a book jump out for her? Now think about how you are going to achieve that look.

Make It Different. Unique book covers draw attention—and open wallets. For this reason avoid templates, which can make your cover look the same as others based on that template. After all, the definition of a template is "something that serves as a model for others to copy." Do you really want your cover to be a replica of someone else's cover? Create a unique look by avoiding templates and investing in professional book design services.



Typography is Important: Never make the title, subtitle and author name look like they were "plopped" on a background. Book designers create eye-catching covers by experimenting with type fonts, sizes, weights, letter spacing, capitalization and word position. (See attached examples.) There are thousands of ways to combine the right image with the right type treatment. An experienced designer can find exactly the right combination.

Choose Images Carefully: The cover image and book title should make it obvious what your book is about—don't make buyers guess! Book designers have spent much time studying what combination of images, colors and type match a particular genre. Inadvertently designing the cover of your mystery book to look like a business book will confuse buyers!

According to Forbes, between 600,000 and 1 million books are published in the US annually. With that amount of competition and only seven seconds at your disposal, you must make sure your book cover stands out! Peek under the covers with 1106 Design as we show you additional ways of creating successful books in future articles on Author U.

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.

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Drink Lemonade, Get Published

By Mark Malatesta



If you want to get your book published (or if you want to lose weight, detox your body, boost your immune system, etc.) read this article. It will show you how to do all the above.

What does you getting your book published have to do with me going on a 10-day cleanse and fast (no food)?

Everything...

I repeat. If you want to get your book published (or if you want to lose weight, detox your body, boost your immune system, etc.) read this article. Then just be patient. The article isn't long, but it will take a moment for you to see how it's going to help you get published.

Lemonade, Anyone?

Over the last two weeks, Ingrid (my wife and business partner) and I completed a 10-day fast called the Master Cleanse or Lemonade Diet. I know it sounds insane to go without food for ten days, but don't worry... this cleanse/diet is well known and has been around since 1940. It's safe (although, of course, you should consult with your doctor before you try it). By the way, it isn't mostly about losing weight (although I lost 15 pounds); it's about getting any and all toxins out of your body that accumulate over time. It's also about "resetting" your immune system and overall health. There are a few minor variations on the cleanse/diet, but here's how it basically works...

Day 1-10: No food whatsoever. Instead, you drink a tall glass of salt water first thing in the morning (this flushes your system). Then you drink 6-12 glasses of a special, healthy lemonade each day. It's a combination of spring water, fresh squeezed organic lemons, a couple tablespoons of organic maple syrup, and a bit of cayenne pepper. This unique cocktail is low-calorie, suppresses your appetite, gives you energy, and increases your metabolism. You also need to drink a cup of special herbal tea before you go to bed each night (laxative). And you can drink water.

Day 11: Again, no food. Instead, you get to drink fresh-squeezed orange juice all day. And you can drink water. So, technically, it's 11 days without food!

Day 12: Orange juice for breakfast. Fruit or vegetable broth for lunch. Vegetable soup (with vegetables) for dinner.

Day 13 and beyond: Normal, healthy eating.

Now, you're probably wondering three things: 1) Why would you torture myself like that? 2) How did you manage to finish the fast without cheating or losing your mind? and 3) What in the world does this have to do with me getting my book published?

Drink Lemonade: Continued from page 22....

I'm glad you asked...

A Lesson In Motivation

If you want to get your book published, you probably need to change some bad habits first. I had to face up to that fact before I started the fast/cleanse. Since I have background in behavior modification, I started by making a motivation list. If you don't have a powerful reason WHY you want to accomplish something, you probably won't achieve it. Make that SEVERAL reasons. Do you have a list written down somewhere? Not hiding in a journal or drawer, but prominently displayed so you can't forget it?

Here's the list I came up with for my fast/cleanse:

- I Want to Fit Into My Pants:** I don't think I'm vain, but I like looking good and feeling good. Who doesn't? So, I wasn't about to start buying 34" waist pants when I know I'm really a 32". But that's where things were headed. When I had to replace the button on my favorite pair of jeans, I literally "broke through" my denial. Spending a lot (most) of my time working on my laptop while reclining in a nice leather chair is great for my business... not so good for my physique.
- Recent Health Scares:** The last few years I've had a few bouts with some type of walking pneumonia (a couple times lasting 3-4 months). It seemed like my immune system was low or something. Now that I'm in my forties, I don't want to take my health for granted. Life is good, so I'd like to stick around and enjoy it as long as possible.
- I Want My Wife to Continue Viewing Me As a Sex Magnet:** Ingrid says she'll love me no matter what... but seriously. If I gross myself out because I'm not taking care of myself, how can I expect her to get excited when she sees me (especially since Ingrid takes care of herself)?
- Self-Mastery:** I don't like feeling out of control, but that's how I was feeling. I also think there could only be two reasons for it: 1) Lack of education, and/or 2) Lack of discipline. Since Ingrid has given me 13 years of healthy eating education (me protesting all the way), I knew it wasn't that. No, I was just being a slacker. Put it this way, I was so out of shape I pulled a pectoral (chest) muscle opening a window a few weeks ago. Pathetic. Time to go to the gym, flabby boy. You can't just sit around all day reading books and writing query letters!
- I Wanted to Write this Article:** I know it's twisted, but I also used YOU as motivation during my fast/cleanse. I figured if I actually completed the whole eleven days, it would make a great article. I thought it might inspire you to do what you need to do... to get your book completed and/or out to literary agents. Hey, if I could go without food for eleven days... surely you can cut a few things out of your life that are getting in the way of you getting published. Right?



Continued on page 24...

Drink Lemonade: Continued from page 23

What Do You Need to Cut Out?

Now we've arrived at the heart of the matter. I want you to do more than just read this article. I want you to take action so you can get the results you want. And it all starts with you figuring out what you need to cut out of your life so you can be more likely to get your book published.

For example:

- Toxic beliefs, thoughts, attitudes
- Toxic or distracting activities
- Toxic or distracting people



Yes, you might be the next J.K. Rowling, John Grisham, or Stephanie Meyer. You might have that type of talent. But you probably won't get published unless you remove the "toxins" from your life. Toxic thinking. Toxic and/or distracting activities. And toxic and/or distracting people (who aren't moving you closer to your goals).

Here are some examples of things I'm cutting out of my life, to achieve my new health/fitness goals:

- **Unhealthy Food:** Burger King. Taco Bell. Pizza Hut meat-lover's pizza with chicken wings (that's a good way to gain 5 pounds in five minutes). Then there's the occasional big breakfast burrito run. Worst of all are the non-so-healthy snacks throughout the day while working in my office... or in the evening after dinner. By the way, I'm not just cutting these things out of my life. I'm replacing them with healthier alternatives that taste just as good. That makes any behavior change a LOT easier.
- **Thoughts About Unhealthy Food As a Reward:** I used to think of junk food as a treat or reward (another formula for failure). Now that I'm getting more educated about food, it's easier. I watched *Food, Inc.* (<http://www.takepart.com/foodinc/film>) last weekend and *Forks Over Knives* (<http://www.forksoverknives.com/>) before that. Ingrid was amazed when she found out how little I knew about healthy eating. I told her I didn't want to know. Hey, I'm honest. Now I do want to know.
- **Inactivity:** No more sitting on my butt all day. More walks. Time to start using that gym membership I paid for.
- **Lame Excuses:** I'm just as busy as anyone. I run my own business and another business (coaching entrepreneurs) with my wife (I'll tell you more about that another day). So it's easy to justify not going to the gym. There's always more work to be done for my clients or another proposal that needs to be written for a prospective client. But I won't be able to do any of those things if I'm not well.

So, what do YOU need to cut out of your life in order to get your book published... or published faster? Take time to make a list. And take action.

MARK MALATESTA is the author who went "undercover" as a literary agent for five years to find out how to get his own books published. During that time Mark helped many authors launch their writing careers with major publishers like Random House. His authors have gotten 6-figure advances, been on the NY Times bestseller list, and been picked up for TV, stage, and feature film (with companies like Paramount Pictures and DreamWorks). Now Mark helps authors of all genres get top agents, publishers, and book deals through his new consulting company called Literary Agent Undercover. You can get free access to Mark's articles, audio training, and agent directory at <http://Literary-Agents.com>.

Book Publicity Is Not a Two-Week Event

John Kremer



Which months we pay attention to has more to do with publicity and advertising rather than merit. American Dairy Month in June is better known than National Blueberry Month, National Seafood Month, National Chicken Month, etc., because it has been promoted for so many years.

There really aren't that many weeks or months that are well known because the organizations behind the months haven't put in the work to make them better known. We do know of Black History Month and Women's History Month because schools pay so much attention to them. But schools pay little attention to various health months.

In my International Special Events Database, I have 1,033 months listed.

How many can I name off the top of my head? Perhaps 30.

How many weeks? 780 of them. And I doubt the average person can name more than five and probably figure out the correct dates for possible one of those five.

But then how many people can tell you when Human Rights Day is? Or Constitution Day? Or Flag Day?

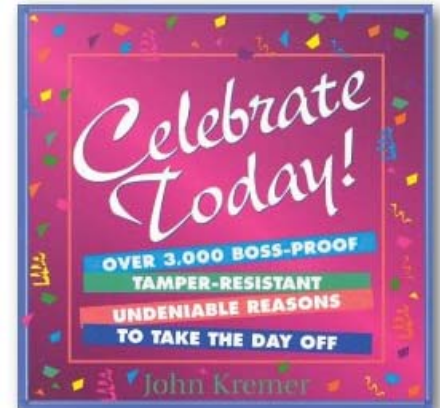
Many people know about Father's Day but most would have to look at a calendar to say when it was. And there may be only ten people in the world who really know how to figure the date for Easter. (There are basic rules and then some exceptions that make it sometimes controversial when it should occur.) I could write more, but you get the idea.

To get people's attention, you have to create publicity and then create more publicity. Year after year, even for special commemorations. How many of us would forget Mother's Day if every retail store in the country weren't reminding us? Halloween, Thanksgiving, Christmas, Easter — most of us will remember them. But how many would remember Martin Luther King Day, President's Day, Memorial Day, Veteran's Day, Columbus Day — if not for schools and postal holidays?

And you wonder why it is that sometimes people have not yet heard of your book?

Publicity is not a two week event. It is a day in and day out persistent effort. Knock on doors. Make phone calls. Write email. Send letters. And don't forget to call Mom on Mother's Day.

John Kremer is author of *1001 Ways to Market Your Books*, the *Relationship Matters Marketing* program, and many other books and reports on book marketing, Internet marketing, social media, and book publicity. He will be presenting at the *Author U Extravaganza 2014*.



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Mom on Mother's Day.
— John Kremer



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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 29 books—her latest is Show Me About Book Publishing. "Like" AuthorU, TheBookShepherd and DrJudithBriles on Facebook and follow on Twitter.




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by Shannon Parish

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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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Why You WANT To Invest in Your Website

By Shannon Parish



Whether it is time, or money, (and it will be both), intend to invest wisely in your website. There are so many options today that its tempting to just go as cheap as possible. Building a business is daunting when you are bootstrapping it personally with limited finances.

If you are only interested in blogging and want to keep it simple, www.Wordpress.com will work just fine. But many of the features that you will want as a business person cannot be used here.

Facebook is certainly another option, however, take head to the limitations of building a FanPage. Facebook is constantly changing the rules, make no mistake - you will end up paying in the end. If you desire to just run with your personal Facebook page, you can do that too, but remember that the temptation to post personal things will most certainly affect how you are perceived by your target market. Be aware of that if you have a tendency to vent publically! The best way to use Facebook is to use it for your social media marketing along with LinkedIn, Pinterest, Twitter, SlideShare, etc.

Beware of so called “free” websites such as www.Webs.com. Yes, this too is a viable option, but read the pricing guide carefully. Nothing is free, you will have other people’s ads on your site and you will not have access to email if you go free. If you decide to go with the monthly pricing, understand that this never ends and bloats your annual fee over time. The higher you go, the more features you will have whereas with WordPress on your own hosting, you can add features as much and as often as you like.

Having a professional build your WordPress will save you time AND money in the long run. A professional has already invested a great deal of both in learning skills that will support your business properly. Issues such as branding, security, interaction, SEO, social media linking, etc. are all part of the big picture that your professional webmaster can set up for you. As a matter of fact, you may want to consider hiring them on retainer to stay on top of the constant updates and changes that come with having a website online.

Your website is ever active and ever changing if you want people to find you. If you, like me, are a creative control freak and don’t mind the heart stopping learning curves and ever changing cyber-scenery, then you’re in luck. There’s so many choices to support you in your business it’s mind boggling. As a matter of fact YouTube is your friend when it comes to tutorials. Oh, but ... I would like to mention that this will definitely distract you from your book business and marketing. Invest wisely!



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. Go to www.ShannonParish.com / www.BookSites.us / www.IllustratingYou.com



Have You Created Your Inner Circle?

By Judith Briles, The Book Shepherd



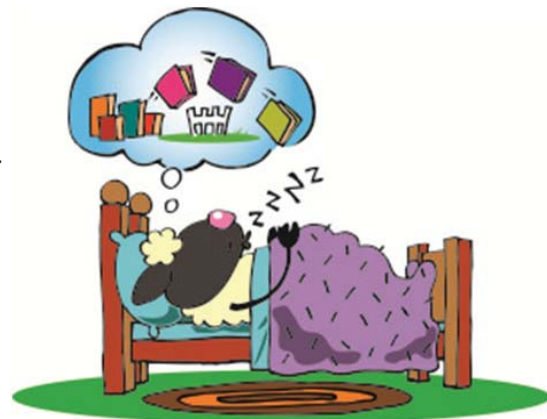
Authors need feedback, reality checks, and plain, old-fashioned butt-kicking. And they need a little kindness. Few think about putting together an “official” type of board to serve in the feedback/reality check/butt-kicking honors. An Author Inner Circle ... a type of Advisory Board.

Who Belongs in Your Inner Circle?

It's time to create yours. The Author Inner Circle ... trusted colleagues, pals, and always someone who has “been there, done that.” Most likely, it's not going to be your sibling, mom, or dad. Not unless they've authored or work with authors, publishing, books. You want someone who has an inkling of what is going on in the publishing business; someone who is connected with others; someone who has a sense of humor; someone who has a kaleidoscope of business experience; someone who will say it as it is and not side-step the elephant in the room (which could be you); someone who loves to brainstorm and bounce off-the-wall ideas around; someone who will move you to action; someone who gets what social media marketing is about; someone who gets your Vision for your book and where you want to go with it.

Here are nine someones that can make the difference between success and failure:

1. **You want someone who will say it as it is and not side-step any elephant in the room, including you.** Let's face it—we all get stubborn at times, quite myopic in the author paths we get into our head. You need a reality checker. Who is out there and has the guts to tell you when you are off your authoring/book rocker?
2. **You want someone who is connected with others and opens doors.** Yes, you do—someone with a phone call or e-mail can get you to a source—someone who knows someone else that can smooth your way.
3. **You want someone who has a sense of humor.** Not only can authoring and publishing be lonely at times as you tunnel yourself into the completing of your book—there are booby traps along the way. Having a sense of humor helps; having someone within your Circle can lighten the load and ease the pain.
4. **You want someone who has a kaleidoscope of business experience.** Absolutely—one of the key failure factors in the authoring/publishing business is most authors don't recognize that it is a business. This person gets a P & L, understands contracts and negotiating. If they know publishing, it's a bonus.
5. **You want someone who has got an inkling of what is going on in the publishing business.** We all know publishing is in a combo evolution and revolution. Who is out there in the midst of it?
6. **You want someone who loves brainstorming and off-the-wall ideas.** Eccentric, a tad wacky—you name it, this person walks to a different tune ... most of them you don't get, but once in a while, your unique and odd-ball someone hits it out of the park.



Continued on page 29

Inner Circle: Continued from page 28

7. **You want a “Go-Go-Go” person who gets you into action.** No butt-sitting or procrastination allowed.
8. **You want someone who gets social media marketing.** But there’s a catch—this person has to be able to articulate in your mother tongue what he or she is saying so that you understand it. It doesn’t mean you are going to be the full-time implementer of the social media universe ... it does mean you get that social media is critical to your book marketing success.
9. **You want someone who gets your Vision for your book and where you want to go with it.** They get it; they get you; and they are your cheerleader. They get the Passion you have and totally get the amount of time, energy, and money you invest in your Commitment to the Book.

There you have it. Who’s in your Author Inner Circle? Who do you need ... and who should you delete?



Judith Briles is known as *The Book Shepherd* (www.TheBookShepherd.com), an author and book publishing expert, and the Founder of Author U (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. 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.



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, and video e-mails. 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; and rise in Google’s rankings 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!

Date: Wednesday, September 4th
Time: 6 p.m. Eastern 4 p.m. Mountain
Cost: FREE
Register here: <https://www2.gotomeeting.com/register/402930610>

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- **Not enough white space.**



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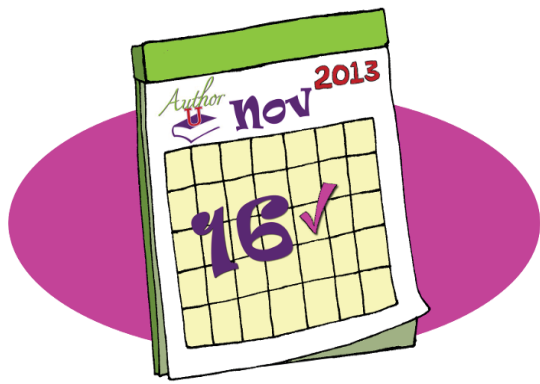
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November 16th BookCamp ... It's TechFest Time!

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 today. 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!*

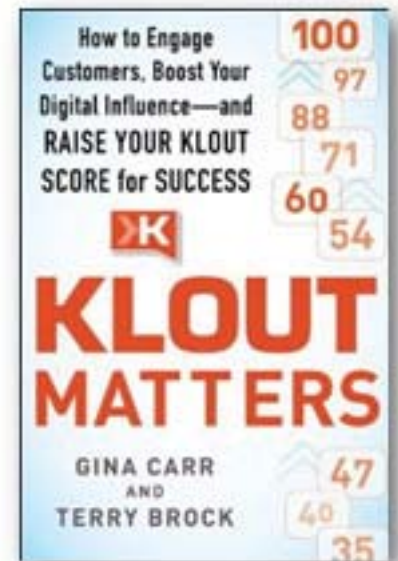
BONUS ALERT: ALL attendees will receive a copy of just off the press, *Klout Matters* with their registration.

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.



Continued on page 32

Tech Fest Time: Continued from page 31

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 to 4.30

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***

Host an Author Twitter Party

By Melody Jones

It moves too fast. There's too much information. It takes too much time.

These are the common complaints I hear from authors about Twitter. Many see it as pointless or useless, but I can tell you I've forged friendships, created business relationships, and won prizes because I attended fun events called Twitter parties.

Invented by mommy blogger Amy Lupold Bair in mid-2008 to draw attention to her new blog, Twitter parties became popular with the mom crowd immediately. Despite naysayers who saw these parties as a lot of noise, individuals and companies from every industry jumped aboard.

Twitter parties are designed to encourage conversation, build awareness, promote products or causes, and gather fans and business leads. Hosts usually give away subject-related prizes to party participants.

Authors just might be the perfect Twitter party hosts! Fans get to have real-time conversations and ask questions ranging from what it's like to be a writer to why a character made a choice in a book, and authors get to build relationships, e-mail lists, and their platform in a fun and unforced way.

For success, follow some party basics.

- Establish a hashtag. Fans follow the conversation by following your specific hashtag, which must be included in every tweet. Make it easy to remember, short to type, and specific to your book or subject.
- Hire or recruit a host. You need someone to post tweets on your behalf, keep the party moving, alert you to questions you may have missed, promote your giveaway, and be the timekeeper.
- Prepare tweets ahead of time. Make a list of what you want to talk about and provide it to your host. Make sure each tweet is under 140 characters and includes your hashtag.
- Establish a time frame and date. I recommend no shorter than an hour and no longer than two.
- Promote your party. Write a blog post with details, including your prizes, and start posting it to social media, newsletter, e-mail, etc.
- Require party participants to follow you. One way to do that is to let them know that to be eligible to win a prize, they must follow your account.
- Learn your Twitter party tool ahead of time. You can use HootSuite to follow a specific hashtag, but there are tools that make following one conversation easier. Try Twubs or oneQube.
- In my many social media roles – manager, party host and a party-goer - I can attest that Twitter parties create the most enjoyable experience. Try it—and be sure to invite me. I'm [@SocMediaMelody](#).



Melody Barnes Jones owns *Social Media Management Services* where she takes care of the day-to-day so you don't have to. She lives in Parker, Colorado, with her husband and two spoiled dogs.

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

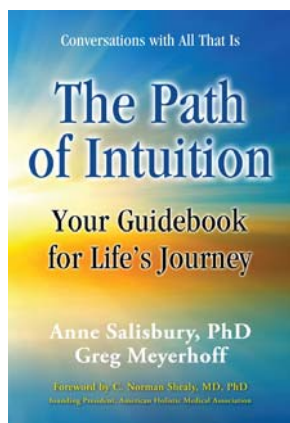
Member News



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.



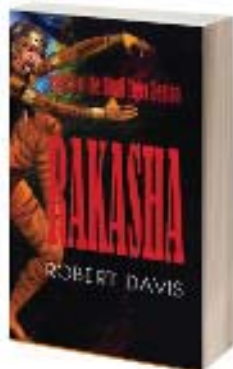
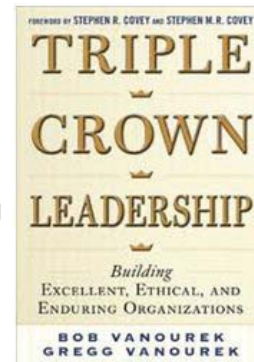
Lynn Hellerstein's *50 Tips to Improve Your Sports Performance* is making news: She did a promo with her national COVD group (our close-out sale of current inventory so that I could reprint the edited version). The book was on sale for \$5 (retail \$14.95) if you bought 20 or more. Still getting orders, but have sold around 400-500 books.



Anne Salisbury and Greg Meyerhoff released *The Path of Intuition: Your Guidebook for Life's Journey* this year. It was a #1 Amazon Best Seller in Kindle eBooks for the category of Religion & Spirituality: New Age in July.

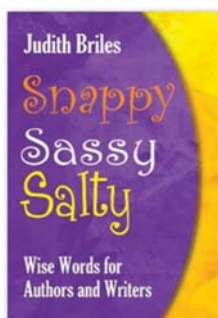
It recently picked up a multiple awards from CIPA for Inspirational, Religion & Spirituality, Editing and Cover Design by Nick Zelinger.

Bob Vanourek and son Gregg Vanourek's multi-award-winning book *Triple Crown Leadership* continues to gather news. Bob was named as one of the Top 100 Thought Leaders in Trustworthy Business Behavior by Trust Across America. Bob recently was the featured speaker at the Oklahoma National Guard Leadership Conference and Gregg spoke for the Chamber of Commerce in Sweden.



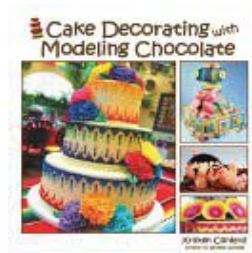
Robert Davis has lots going on. His Ekmuu historical short story will be featured in the Horrors of History Anthology collection that will be released in September. The Denver Writers Meetup group will create an anthology of fiction that will exclusively Colorado Authors. If you have anything to submit—send to Robert at RBDavis5@comcast.net. He will attend the Mile High Con and do a signing for his just-released Rakasha. His official Internet launch is this fall.

Member News



Judith Briles has finished book #31 and sent it to layout. ***Snappy, Sassy, Salty: Wise Words for Authors and Writers*** is the perfect gift for self or authors you know. Six key areas—from Author Juice to Failure Is Not an Obstacle. Copies will be available this month.

One of Judith Briles favorite books she acted as The Book Shepherd for was **Kristen Coniaris' *Cake Decorating with Chocolate Modeling***. Printed by Four Colour Print group with a first run of 5,000 in April—it's back to print for another 10,000 this round. Yum for the tummy and the bank account!



Hans Sitter is working on two books—***The Thrill of the Ride*** and a cookbook that reveals many of the awesome, and yes, award-winning dishes. As the visionary of Kings Biergarten in Pearland, Texas (just outside of Houston), his restaurant was named the BEST German restaurant in the USA this year. Leave your passport at home, head to Texas, and bring your appetite! Watch the 3-minute clip featured on Fox News. <http://bit.ly/140yh7u> And he was in the audience at Jimmy Kimbel's show <http://bit.ly/185qvX3>

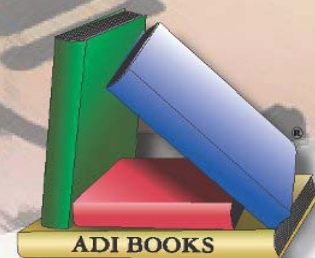


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TIPS

Success Strategies for Amazon

Keyword searches on Amazon ... Amazon allows SEVEN keywords or keyword strings—do your keyword searches on Google for enough keywords to fill the keyword section in your book listing. Use them also in your book description on your Amazon page.

Categories are important ... make sure whatever you select is a “fit” for your book and appropriate to your title. To get started, click on this link: <http://amzn.to/185EWu4>.

Note: categories change, so revisit the link above a few times a year. Also, categories are different on eBooks.

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Airline Specialty Magazines. The captive audience is what authors desire to shout out their books to ... and airlines provide that audience every day of the week. Next time you are on a plane, take the magazine in the pocket in front of you ... study it. What types of articles are included? Could the genesis of your book be a fit? All the contact info is on an interior page.

Royalty-free images

Authors and Bloggers are always on the prowl for royalty-free images. Here's another resource: CanStockPhoto.com. Reasonable rates and the license is published with the image to confirm compliance.



TIPS

Sources for Radio and TV contacts

- DID you know that you can get FREE lists of all radio and TV shows in America? The FCC has all the info and updates at <http://fcc.us/185E6h1>
- Another source is Radio Guest List ... looking for experts like you. <http://www.radioguestlist.com/>
- Don't forget the "new" old-fashioned way—Google "access to radio and TV stations as guest" —create your own list of who's who and start connecting.



And when you do get contacted by anyone in the media, respond immediately. No exceptions. Producers and reporters work on tight schedules and deadlines. Get to Google quickly and look up the show, check it out, then dial, smile, and have your amazing insights are your fingertips.



Talk Walker Alerts ... a great new tool: FREE social media monitoring that operates like Google News Alerts. Make sure you use quote marks around key phrases, your name—otherwise, you will get bombarded with e-mails. <http://www.talkwalker.com/alerts>
FYI from Judith: I've found that I get faster notices from Talk Walker, than Google Alerts—blogs that are posted on Author U are noted within the hour of posting.



Puzzled over which social media platforms to use? Here's your handy guide: The Ultimate Social Media Directory is the perfect one-sheet to give you a heads-up for what's out there. It's not a total, but certainly a good start.
<http://www.convertlikes.com/the-ultimate-social-media-directory-list/>

If you are looking for a master list for photos to use for Blogs, Newsletters, and "whatever," Wikipedia carries one on its Photo Sharing index. It's a non-exhaustive list of major photo-sharing websites.

http://en.wikipedia.org/wiki/List_of_photo-sharing_websites



“The difference between the right word and the almost right word is the difference between lightning and a lightning bug.”

Mark Twain, The Wit and Wisdom of Mark Twain

TIPS



THE PARADIES SHOPS

\$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 to 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 your 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 e-mail time—think 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 a limited time 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.

Hudson News

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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

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A writer's duty is to register what it is like for him or her to be in the world. ~ Zadie Smith



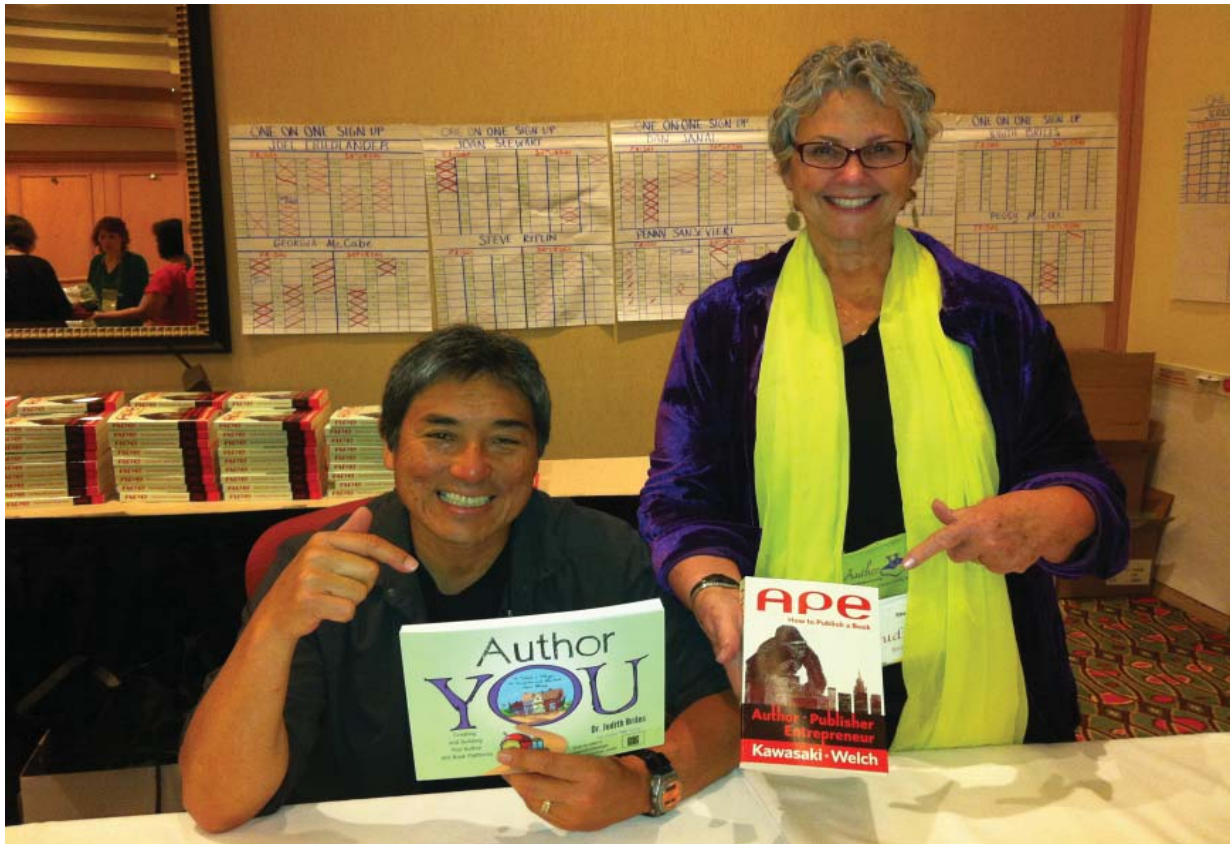
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Author U Extravaganza Pre-Sign Up Special

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.

Count me in for the Author U Extravaganza 2014!

If you want to print out and mail in:

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

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

(discounted)

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

I'm also registering for the Pre-Extravaganza Eaglet and Eagle Workshop on May 1st from 12:00 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 \$89 _____

Name(s) _____

Address _____ Zip _____

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Cell Phone _____ Day Phone _____

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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.



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.



Author U is Us ...

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

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

- *The Author Resource* e-magazine, published online 9 times a year
- All programs designed for the committed and serious author—member rates are \$15 less for meetings; \$50 for BookCamps ... 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
- Book Blog Campaign discount: The Cadence Group
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