

THE RESOURCE

Book Publishing News eMagazine

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

Vol. 4, No. 4

www.AuthorU.org

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Vision ... Niche ... Learn ... Market ... Focus ... Not Overnight = Success

Judith Briles, Chief Visionary Officer



At the March Dinner and a Program, Michelle Marchildon, Lynn Hellerstein, Nick Taylor, and A.J. White shared their journeys with their respective books. Each took a different path; each is successful.

The common denominators included having a niche for their book(s); they knew who their market was from the get-go; they knew who they were writing for; they were focused on staying on track to connect with their markets; they didn't try to do a "scatter" marketing approach—each targeted potential readers within their niche market. Each had a Vision for

what they wanted to do with their books; each knew that nothing was going to come overnight—that it would take months, years as they learned and grew in the process. Each remained focused. And each knew that if they were going to achieve success, as only it could be defined by them individually, they would have to commit the time, energy, and money.

Fast forward to what Author U is all about—for the author who wants to be seriously successful. How he or she gets there will vary from author to author. The tracks taken will be a personal choice. At Author U, our goal is to keep each one in our members' radar and expose new ones as they emerge.

The Extravaganza next month is for the author who wants to be seriously successful. It's for the new author who is looking for ideas for production, marketing, and connecting. It's for the author who is looking for new ideas and strategies to support an existing book and for connecting. It's for providers of services that authors need, who stand by their product and charge fair prices. It's not for the hobbyist author or someone who just wants to dabble. It's not for mediocre vendors. And it's definitely not for anyone or a company that "preys" on the naïveté of new writers and authors.

We are excited about this year's Extravaganza. At this writing, attendees are coming from 15 states. Several are coming from Canada. For me, I

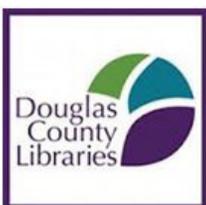
Continued on page 2

Success Continued from page 1

plan on learning ... it's part of my investment as a serious author I gladly make each year along with a few other conferences I attend in person. And I plan on schmoozing, networking, and meeting new friends.

I know where I'll be May 2-4 ... and why. Where will you be? And why?

Judith

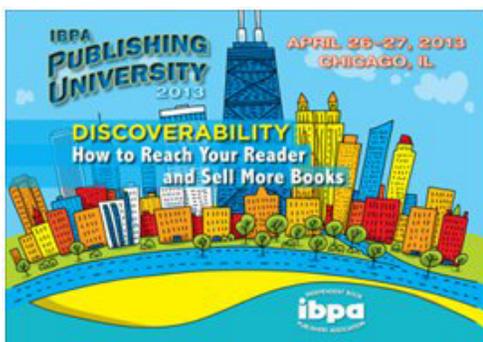


Showcase Your Books with Douglas County Libraries

Authors will be interested to know about a program offered by DCL to support local authors in showcasing their books. The next available spots will be for November. For

detailed information about this program, contact coordinator Lisa Casper at <mailto:LCasper@dclibraries.org>.

In the Windy City, Chicago? Want to Travel and Attend the IBPA University?



Dates are April 26-27 this year. Author U is an affiliate of IBPA and our members get a discount. One of independent publishing's most successful publishers Dominique Raccah, CEO of SourceBooks, and David Houle, futurist and author of Shift Age, will be speaking.

IBPA is all about the day-to-day business of publishing to assist you in improving and enhancing the profitability of your publishing company.

To register and receive your **\$100 off** special member pricing, call 310-546-1818, tell the friendly IBPA staff that you belong to **Author U**, you want to register at member pricing, and they'll take it from there! For more information, check out www.ibpaPublishingUniversity.com

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



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

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

Learn the ropes to become a publisher yourself.

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

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

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

www.AuthorU.org

FOUNDER: Judith Briles

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HELP WANTED



continues to grow and grow. We have just received notification that we are the proud owner of an official registered trademark! We have members in many states. The *Extravaganza* has only 30 seats left and six weeks to fill them! The odds are high—we will be sold out this year. All Exhibitor spots are already taken. The *Author Shark Tank* already has one member ready to take a swim. The *Extravaganza* is going to show every participant how to create the “edge” for both the authors and their books.

We have plans for many new programs and services to help our Author U® members create quality books, as well as market and sell more books—meaning money and adding to your bank account. In other words: achieve success as an author. Isn't that your goal?

The hiccup is that we need some assist. We have more ideas than people to implement them. Are you feeling creative? Would you be willing to volunteer some time to help us continue to grow?

Please consider being a committee chair, working on a committee or just being available for specific projects, such as the BookCamps, Webinars, and other items that that last year's Board Retreat identified.

Here are some of the areas in which we need **help** with and in:

Publicity: Big time. We will provide the topics and copy points for you to write and distribute press releases and generate publicity in general. We need someone who knows who the media players are, especially in Colorado, to support annual *Extravaganza* ... or is willing to track them down.

Benefit to you: network with the media for Author U and make relationships that could benefit you as an author/expert and your publishing business.

Communications: We will provide the topics and copy points for you to write and distribute regular updates to Author U members, partner organizations, sponsors and advertisers.

Benefit to you: establish relationships with industry suppliers that can help you when publishing your next products

The Resource ezine: Now created and published nine times a year, it contains certain sections that are always there. Your task would be to take on a few of them, gather info, find people to write short articles (including you), and and submit to our layout person.

Benefit to you: Stay up to date on the hot marketing topics of the day and learn more about publishing and marketing in general as you review the submitted articles; exposure of your expertise as a contributor.

Webinars and “ePrograms”: Author U has had a few Webinars in the past ... we need to kickstart what we offer and do it on a monthly basis, especially for our growing “outside Colorado” community. Did you know that we have attendees at the *Extravaganza* coming from over 15 states? Your involvement would be to work with

Continued on page 4...

Help Wanted Continued from page 3

Judith in setting up a schedule, identifying topics, arranging for guest expert presenters, and possibly hosting the series.

Benefit to you: Stay up to date on the hot marketing topics of the day and learn more about publishing, writing, authoring, marketing.

Annual Extravaganza: Always held the first weekend in May, this year's is #4—each year, they are bigger and better. We want to keep the “better” in the mix. Most of the speakers for May 1-3, 2014, are already booked. Your involvement would be to work with Judith in getting the best location, arranging for speakers, and helping to put the program together. Kind of a Jack or Jill of all things.

Benefit to you: Knowing how to organize a conference is priceless. The contacts you will make among speakers, exhibitors, and sponsors will only improve your professional stature. You are comped to attend.

Colorado BookFest: One of the top “to do” items that birthed from the Summer Retreat was to create an annual Colorado BookFest that would attract authors as participants nationally and become the “go to” place in an outdoor Faire environment over a weekend in July or August. Booths would be marketed and sold to authors and publishers. There will be “pockets” where authors will be scheduled to talk about their books. Books will be sold by individual authors within their booths. Working with Communications and Publicity will be important for the BookFest's success. The word needs to get out to ALL formats for anyone who loves books.

Benefit to you: Knowing how to organize this kind of event is priceless. The contacts you will make among authors and sponsors will only improve your professional stature. You are comped for a booth.

Colorado Author's Hall of Fame: This will have its own Board and operate under a 501c3 status. A bi-annual induction event will be created, honoring authors who have lived in Colorado at some time, who have used Colorado as a “backdrop” in a book, or who have come stayed in Colorado to write. A Nomination form needs to be created; a game plan on how to get information out that CAHF is in play. Committee needs to be set up to evaluate nominees, type of event (lunch or dinner), location for it, etc.

Benefit to you: Knowing how to organize this kind of event is priceless. The contacts you will make among authors and sponsors will only improve your professional stature. You are comped to attend.

You will never be on your own when helping with any of these projects. The Author U staff and board members can and will provide you guidance, content and names of people to contact (just ask). There would be no out-of-pocket costs to you for helping with these programs—in chairing or being on a committee. If any of the above sings to you, contact Judith at Judith@Briles.com.

Judith

Your Chief Visionary Officer

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

Help Wanted Continued from page 4

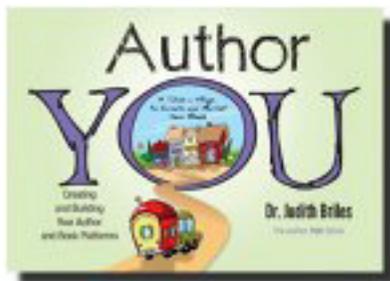


®

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

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

APRIL		Dinner and a Program—there is none ... the Extravaganza is coming!
MAY	2-4	2013 Author U Extravaganza! http://authoru.org/extravaganza.html
JUNE	15	Brunch and Learn (more to be announced.
AUGUST	3	Member and Family BBQ
DECEMBER	14	Holiday Dinner Party



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

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

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

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

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

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

Wahoo!



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

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

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



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

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

Three HOT sessions will be available that will all ONE Extravaganza Attendee to get his or her toe in the Author Shark Tank. Our panel will listen for a few minutes to your pitch (hear/read that: LISTEN) and then decide IF and HOW they will help the author in the book quest. It could be money; it could be time; it could be a product—as in I have this that I sell all day

for \$797 and it's yours; it could be printing reduction; it could be a book cover; it could be a discount on a layout; it could be ... What it could be will be solely dependent on YOU and YOUR PITCH to hook them and could be worth many thousands of dollars. Or if you bomb, you may only end up with a shark tooth! To enter the tank, the cost is \$500. There are only 3 spots—will one be yours? This is first come, first serve basis. It just may be the single best \$500 you invest on your book and in you!



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

Wahoo ... Saturday Laugh Special at the Improv at the Extravaganza!

The Extravaganza is over. If you are staying over before heading home, or a Colorado local, we are heading to the Improv for Laughter, a light supper and beverage. Author U will get you there. You need to register for this as well. Cost is \$15 a head—for the show. Get food there.



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

Wahoo ... Pick Their Brains is Back at the Extravaganza!

Back again, this is the time you can get a face-to-face with many of our Speakers. Throughout Friday and Saturday, we have one-on-one sessions that last 15 minutes. Have your questions ready—get a maxi-consult in mini-time for mini-bucks. Cost is \$15, moneys go to the Author U Foundation which will seed the Authors Hall of Fame. You must register for

Pick Their Brains onsite at the Author U Registration Desk—it's a first come, first served basis based on availability.



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

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

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



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

Wahoo ... Create a Customized Video/Interview at Studio Author U!

At the Extravaganza, you will be able to set up a “staged” interview that you will be able to use on your website, YouTube and any other format to get your message, and you, out. It's the Studio Author U! It's only \$50!



Wahoo ... Extravaganza BONUS For Newbie and Advance Authors

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

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

It's the perfect afternoon before Joel Friedlander's Deep Dive Dinner workshop. The added cost is ONLY \$75 for either session at 12:10 p.m. Thursday. As a bonus, Penny Sansevieri will deliver “What Works and Doesn't Work as of May 2013 in Book Marketing” before it begins.

It's Date Night at the Extravaganza!

Grab your favorite partner and attend Author U's Dinner and Date special.

The Thin Ice Band is back and ready to rock to the masses. Have a great dinner; listen to the band (voted Colorado's #1); you may even want to sing along or get your feet and bootie out on the dance floor. Ice Thin routinely sells out, and they are the Extravaganza's for the evening. All Friday attendees automatically have a ticket to Dinner. Bring your favorite date for only \$35 ... *Hot! Register Now!* <http://bit.ly/13PceAg>

Oh Baby ...

Take a short media-training course at the Extravaganza

Have you wondered why celebrities being interviewed on television can look so calm when millions of people are watching them? And have you ever wondered if you could do that? At the Extravaganza you will learn how to perform on national television and radio while appearing calm and collected.

Why video:

- It can more than double your conversion rates on your website and other social media platforms in a fraction of the time needed for other.
- It doesn't have to suck up a lot of time.
- You don't have to be a technophile—it works equally well for the tech savvy and the technophobe.
- Video creates Fans... they can see and hear you.
- Video and branding goes together like peanut butter and jelly.
- Video is cost effective—it is the least expensive way to get your visual message out.

The key to any good performance is preparation. Just as actors do, media guests need to know what they are going to say during all their performances and practice their delivery of each word beforehand. Adequate preparation will make you more confident in your ability to perform and help you relax while you are on the air.

You have probably heard that practice makes perfect. However, that is not necessarily true. Practice makes permanent, so you have to make sure you are rehearsing the right things. At the Extravaganza, you will discover the right techniques that you can make permanent.

Media training can be as easy as listening to or watching talk shows. On television, watch how successful guests interact with the host and audience. Try watching the show on which you are scheduled to appear with the sound off to focus your attention on the guests. How do they sit? What do they wear? What are the seating arrangements and backgrounds? What are the predominant camera angles? Incorporate what you see into your own performance.

Turn the sound back on and listen to the host. How are questions asked? How does he or she stimulate audience participation? What is the pace of the show? On radio, listen to the interaction between guests and host and between guests and callers. How are stories woven into the author's answers? Does the guest answer the host's questions directly or follow his or her own agenda?

BONUS: At the Extravaganza, you will have the opportunity to create a short video for whatever use you want—your website, *You Tube* channel—whatever! Brian Jud will guide you through your interview, and you will get the clip e-mailed within a week after the Extravaganza. You must sign up to participate in the video shoot—there are limited slots available. **REGISTER HERE:** <http://bit.ly/14CO8aX>



Calling ALL ...

Newbie (Eaglets) and Advanced (Eagles) Authors



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

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

It's the perfect afternoon before **Joel Friedlander's Deep Dive Dinner** workshop that starts at 5:10 p.m. This month, the added cost is ONLY \$75 for either session at

12:10 pm Thursday. As a bonus, Penny Sansevieri will deliver “What Works ... and Doesn't Work as of May, 2013 in Book Marketing” before it begins at 11.

11:00 – 12:00 Penny Sansevieri *What Works ... and Doesn't Work in Book Marketing*

Thursday Eaglets* 12:10 to 4:55

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

Thursday Eagles* 12:10 to 4:55

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

* Space is limited for Eagles and Eaglets and are a separate ticket item. You must register.

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

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

Thursday Keynote 11:00 to 12:00

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

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

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

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

It's the perfect afternoon before Joel Friedlander's Deep Dive Dinner workshop. The cost is ONLY \$75 for either session. As a bonus, Penny Sansevieri will deliver *What Works, and Doesn't Work as of May, 2013 in Book Marketing*. This will be different from the session she does on Saturday morning.

Thursday Eaglets* 12:10 to 4:55

12:10-12:15	Welcome	
12:15-12:45	Judith Briles	<i>Author YOU: Creating and Building the Author and Book Platform</i>
12:50-1:25	Amy Lang	<i>Social Media 101 for Beginners</i>
1:30-1:40	Break	
1:40-2:10	Jerusha Stewart	<i>Legal Needs for Authors & Their Business</i>
2:15-2:50	Brian Jud	<i>Tips for Video Interviews</i>
2:55-3:25	Bret Ridgway	<i>Product Repurposing for Maximum Book Life</i>
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3:40-4:20	Joan Stewart	<i>Quick and Dirty Blog Posts when You Don't have Time</i>
4:20-4:55	Daniel Hall	<i>Creating & Building Your Information Empire</i>

* Eagles and Eaglets are separate a separate ticket item.

Author U 4th Annual Extravaganza AGENDA.

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

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

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

As of April 1, Joel's workshop is 3/4 full and is included in F/S registration until April 9 or sold out. After April 9, there will be a \$75 charge for members and \$125 for non-members until capacity is reached.

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

You must sign up at Registration for times.

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



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



REMEMBER:

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

Author U 4th Annual Extravaganza AGENDA .

**Have a good night's rest ... tomorrow is jam-packed ...
with the EARLY SUNRISE and COFFEE session at 7:15 am.**

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

Saturday

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

7:00 -8:00 Registration, Exhibits

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

8:00-8:15 Welcome Back!

8:15-9:05 Penny Sansevieri *Publishing and Marketing Today—the Good, the Bad, the Ugly*

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

10:10-10:45 AM Break & Exhibits

11:45-11:10 Author Shark Tank

11:10-12:10 Peggy McColl *Make Your Book a Best Seller Using Effective & Proven Online*

Marketing Techniques That Work!

12:10-1:10 Buffet Lunch

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

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

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

3:30-4:15 Mark Malatesta *Agents ... Who, What, Where, When and Why*

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

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

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

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



Be a Friend, *Invite a Friend!*

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

www.TheBookShepherd.com

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

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Dan Poynter's Global Ebook Awards

Getting Recognition for Your Amazing eBook

The greatest challenge for e-book authors, both fiction and nonfiction, is getting their e-book known. Known, read, loved, and recommended to others. This is the best publicity: “word of mouth.” The predicament is finding readers interested in your subject.

Dan Poynter's Global E-book Awards are open to authors, publishers, illustrators, and photographers. The deadline is fast approaching: April 30, 2013. Author U members get a special discount on entry fees. Finalists will be announced on July 20, 2013. To be eligible, your e-book must be published and available online for free or purchase before April 29, 2013.

What is eligible?

- E-books from authors, publishers, illustrators, photographers, self-published or traditionally published, regardless of company size. The Global E-book Awards are given to the best of the best, not the best of some special group.
- E-books in the English language from any country.
- E-books copyrighted or released (offered on a website) in 2011, 2012, and 2013. Revised editions, with a more recent release date, are eligible. Revised editions are considered by the publishing industry to be new e-books (they usually have new ISBNs); they may be entered again in following years.
- E-books fitting into one of the categories listed.

How to enter?

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Tips for Creating a Good Production PDF

By Laura Baker, Marketing Manager for Sheridan Books



PDF files for book print production have been used for well over a decade. Desktop Publishing software has undergone many transformations and now provides numerous tools for creating text and component documents. Some are easy to use and some not so much. The good news is that the basic structure of a production PDF is basically the same in terms of what is required for offset printing. The PDF many of you send to your printer for traditional offset printing can also be used for digital on-demand printing and e-book conversion. This makes your PDF file more valuable than ever. The following are basic guidelines and tips for a good offset print production PDF.

Fonts

Fonts must be embedded in PDF files. Currently two types of fonts are used, unlike the early days of Desktop Publishing, they are cross-platform. The same font can be used on a Mac or a PC. OpenType (OT) fonts are the replacement for PostScript Type 1 (PS1) fonts. Unlike PS1 fonts, OT fonts are contained in a single file. True Type (TT) fonts work much better than the early days and many are free. Use caution when downloading and using these free fonts. Many cannot be embedded in PDF files because of licensing restrictions. Whether using free fonts or those you have purchased, read the licensing information carefully to ensure that embedding in PDF files is allowed.

Images

Typically during the preflight process, two types of images are checked for one bit and eight bit. One-bit images are line drawings and other images that are solid black. One-bit images less than 600 dpi are considered low-resolution by Sheridan Books and are flagged (this may vary from printer to printer). Eight-bit images are grayscale and color images—usually photographs—with tonal detail. Those less than 200 dpi are considered low-resolution by Sheridan Books and are flagged (again this may vary from printer to printer).

In many cases printers will print images that fall below the recommended minimum with acceptable print reproduction and can discuss these exceptions with you. (Time Saving Tip: If your file contains low-resolution images and they are ok to print that way, let your printer know when you submit your files).

Color

Your files can print black only or in color. Color printing includes Cyan, Magenta, Yellow, Black (CMYK) and Pantone Matching System (PMS) colors. PMS colors are most commonly used for items such as logos to ensure that the color is exactly the same in each printing, or for a color that cannot be created in CMYK. Often publishers will send in files that were created in Red, Green, Blue (RGB). RGB files must be converted to either black or CMYK for printing. Sometimes RGB results because programs such as Microsoft Word only produce files in RGB. To ensure the best results, discuss the conversion of your files with your printer.

Following these simple tips when compiling your PDF files will help make the process flow a little easier. If you are ever in doubt, the best thing to do is call your printer and ask.

Sheridan Books, a book printer located in Michigan, specializes in helping you establish the right print, electronic, or hybrid strategy that best serves your readers and your market. Visit our booth at Author U Extravaganza in May to learn more or our website at www.sheridan.com/books.



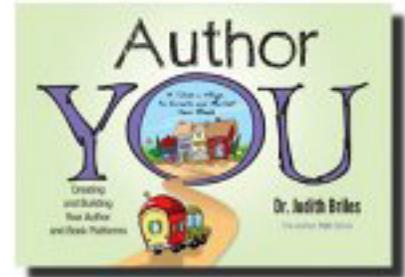


Book Smarts

Author YOU: Creating and Building the Author and Book Platforms

by Judith Briles

Authors can scour the Internet for articles and try to piece together a plan from various bits of advice; they can hire consultants; they can buy Dan Poynter's and John Kremer's books, but if they want to end up with a fully executable, complete publishing and marketing plan, all they need is this "step-by-step" guide and workbook to put it all into place. Judith Briles delivers 30+ years of publishing experience in-between two covers.



Author YOU: Creating and Building Your Author and Book Platforms is an extraordinary and interactive guidebook. Briles shares insider strategies on how she created multiple bestsellers and award-winning books for herself and many of clients. Woven around 22 Activities, illustrated and four-color throughout, *Author YOU* is the guide and workbook designed for Authors at every level. Be it a first time author or one starting on the next. The Activities are created to be used for each book project.

Discover how to:

- Create a successful book plan
- 22 Activities that will captivate your author and book development
- Identify which publishing venue is right for you
- Use simple ways to get to the core of your book
- Carve out the time and space to craft your masterpiece
- ID which Internet and social media features will work for your book
- Steer clear of the publishing predators
- Learn the components of creating a successful book launch

This no-nonsense approach equips emerging authors with the guidance needed to refine their individual value propositions and gives them the tools and resources needed to take an idea from the back of the envelope to the bookstore.

The series of exercises in *Author YOU* is like a personal consultation session with the author. Briles gets specific, talking about everything from costs of publishing to social media tactics and includes a sneak preview to the next book in the series—all about launching the book when it's in hand.

"Judith Briles' *Author YOU: Creating and Building your Author and Book Platforms* should be required reading for all authors who want to succeed in the new world of publishing. Her wise counsel combined with the reader participating through Questions and Activities will guide you to real success in building your author platform. Highly recommended."

Joel Friedlander, *The Self Publisher's Companion*

Note: if you missed out on Judith's Book Launch... GO-GO-GO <http://www.AuthorYOUBooks.com>

Real World Social Media Tips for Authors

By Melody Barnes Jones



For many new and soon-to-be authors, social media is a big, scary idea. It's true that it can be overwhelming at first, so it helps to get real world advice from people who've learned a thing or two. I've gathered tips from experts I've worked with in the authoring and publishing world just for you. They were all beginners once.

Social Media Tip #1

Blog, blog! (Yes, that is verbatim)

Ward Lucas, author of [*Neighbors at War! The Creepy Case Against Your Homeowners Association*](#), tells how his consistent blogging has benefitted him: "I have a terribly long way to go to be called successful, of course. But my e-mail contacts are growing; people are calling on the phone. It also helps if your book is about a controversial subject. Right now, I have anti-HOA activists in every state, and we're all beginning to link our sites together and share horror stories. There's a woman in Overland Park, Kansas, who's going to buy one of those flashing rear window signs where she'll flash my book name. She says she carries my book everywhere, and people are asking her about the outrageous front cover. My blogging efforts, promoted with Facebook and Twitter, have made all the difference."

Social Media Tip #2

You can create your own short link for your Amazon book description page without a URL shortener.

Kelly Johnson, Online Business Manager and Owner of [Cornerstone Virtual Assistance](#), works with many authors and provides a wide range of services. She shares the how-to.

- Use this format:
http://www.amazon.com/dp/your 10 digit ISBN from your Amazon book description page here.
- Here is an example using Judith Briles' book, Author You:
This is the 10 digit ISBN from her Amazon book description page: 188533141X
- Here is how the short URL would be listed:
http://www.amazon.com/dp/188533141X
- *ITEM TO NOTE: you cannot use the 13 digit ISBN; you have to use the 10 digit ISBN from your Amazon book description page.

Social Media Tip #3

To grab hold of your niche (whether it's authoring, music, the arts, sports, or whatever topic your promoting), JOIN SPECIALIZED NETWORKS.

Social Media Tips: continued from page 16 ...

Short and sweet, this tip from Nick Zelinger of [NZ Graphics](#) is right on. He has worked with a number of Author U authors, designing book covers and much more. I'll add that you can find specialized social media networks specifically for authors and writers with a simple Google search. One is called Writertopia.

Social Media Tips #4 and #5

- If you are still resistant, three words for you: Get Over It!
- LinkedIn Groups can be a real asset for you and your book.

If you know [The Book Shepherd](#), Judith Briles, founder of Author U, you know she tells it like it is. She has worked with a wide range of successful authors, and she herself has published 30 books. She's had phenomenal success with the Author U LinkedIn group, growing it to 1200 members in seven months.

Social Media Tip #6

Be consistent and be authentic to fully engage your audience.

This is one of my own tips. It is better not to start a Facebook page or Twitter account and then rarely use it, as you will immediately alienate your fans. If you are serious about creating and engaging a faithful reading audience, you must post to your chosen social networks consistently, and you must do so in an authentic voice. In other words, be yourself. That's what they are looking for and will respond to.

No time like the present. Get out there and get social.

Melody Barnes Jones is owner of Social Media Management Services where she takes care of the day-to-day so you don't have to. She lives in Parker, Colorado, with her husband and two spoiled dogs. Join her Facebook page at www.facebook.com/socialmediamelody. E-mail her at melody@socialmediamelody.com. Visit www.socialmediamelody.com.



Wahoo ...

Jump into the Author Shark Tank™ at the Extravaganza!



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

to hook them and could be worth many thousands of dollars. Or if you bomb, you may only end up with a shark tooth! To enter the tank, the cost is \$500. **There are only 2 spots**—will one be yours? This is first come, first serve basis. It just may be the single best \$500 you invest in your book and in you!

Top 9 Ways You Can Go Viral

By New York Times Bestselling Author Peggy McColl



The essence of a viral explosion is that a message, video, or idea gets spread online from person to person to person with dramatic speed and extraordinary results. When hundreds of thousands of people have read or seen your message, you know you have gone viral!

So how does it happen? How difficult is it to accomplish? How much marketing savvy do you need to be successful?

Would you believe me when I say it is pretty simple?

Here's an example. The short video that captured Susan Boyle's undiscovered talent as a singer on *Britain's Got Talent* went viral beyond anyone's expectations. It, and she, were captivating and surprising. Her ability to take our breath away within just a few notes was heightened by the sheer fact that no one expected it to come from what first appeared to be a shy, middle-aged woman. (The camera angle that caught the shock on Simon's face was priceless!)

If you consider that there are more than 2.4 Billion (yes, Billion) Internet users in the world, getting 100,000 or even a million viewers only represents a small percentage of what is possible. Sounds easy, right?

The foundation of any successful launch or promotion is marketing. Good, solid, intuitive marketing. If your message has any or a combination of the following criteria, you are on your way to going viral.

1. **Unbelievable:** it is shocking and unexpected in a good or a bad way (I prefer good).
2. **Creates curiosity:** it gets people thinking and talking.
3. **Brilliantly created:** it is a clever and intelligently presented message.
4. **Moves people emotionally:** it makes us smile, laugh, or cry.
5. **Provides a mind-blowing offer:** it is so attractive it causes people to share it with others. As a part of my book launch for *Viral Explosions*, I gave away 150 other gifts to people who purchased *Viral Explosions* off of my website.
6. **Controversial:** it's different from what the masses are saying or thinking.
7. **Unusual:** it is unusual, strange, interesting, and creative.
8. **Deeply needed:** it is something people are hungry for. It solves a very common problem.
9. **Adds value:** it is a resource that helps people's lives.

Continued on page 19 ...

Go Viral: continued from page 18 ...

For a few great examples of successful viral videos, look at the following:

The Bionic Burger: The creator knew what he produced would be interesting and unbelievable. He did not miss the opportunity to put his website address on each screen shot and then made a special offer to all his visitors—which generated great revenue. <http://www.youtube.com/watch?v=mYyDXH1amic>

The Dash Movie: This one really makes you think, it makes you contemplate your own life, and it pulls at your heart strings.

<http://www.thedashmovie.com/>

The Future of Publishing: This is a brilliant marketing piece that is simple – no muss, no fuss, just a direct message that gets turned upside down—literally. (I won't spoil the surprise for you!)

http://www.youtube.com/watch?v=Weq_sHXghcg

As you can see by these simple videos, you too can create a viral explosion. Match up your message with one of the criteria I mentioned and watch what happens.

Peggy McColl is a New York Times Bestselling Author, an internationally recognized Speaker/Author/Mentor, and an expert in the area of goal achievement. She's also a Speaker/Author/Mentor and an expert in helping Authors, Entrepreneurs, & Experts create valuable product, build their brand worldwide, make money online, and create international "bestsellers"!



Book Launch Sites

by Shannon Parish

Creative services for Authors
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** Author U Members receive discounts!*

Building a Match Made in Heaven

– Engage your Social Community

By Mary Agnes Antonopoulos



For you, the author, tackling and completing all the tasks in your urgent box is a never ending effort. Hopefully for you, it will never be empty—simply because your business is growing. Rather than try to empty your urgent tasks, I challenge you to schedule time to reach out to your social community and engage them. I can guarantee you, the greater the engagement, the higher your customer conversions and repeat sales. Your social community is filled with real-life people with genuine emotions who are waiting for you to connect with them on that one-to-one level.

Consider the difference:

- A) You, sounding like a sales person, directly selling to your community; or
- B) You, being the passionate preacher, supporting their needs.

If you get this decision right more times than not, your book buyers, customers, and clients will “crave” your products and services and look forward to finding you in their inboxes and on their walls.

- 1 Focus on your likeability factor and building brand transparency, and the audience will eagerly await your expertise.** Remember, an avatar could work against you here. While I do not condemn a special online identity, in today’s world your customers or clients need to engage with a real person; they can spot a fake.
- 2 Immediately reply and humbly thank anyone who leaves favorable comments or who shares your content.** Do not stop there; go as far as finding more about your fans, friends, and connections. Continue your engagement on their business pages as well. Do not be afraid to listen to the needs of your community members and respond with empathy, sympathy, or enthusiasm. Your urgency to respond and engage will brand you as one that genuinely, deeply cares; so try to be active every day if possible. Don’t shy away from criticism either—just be sure to act and follow up on any adjustment that you’ve promised to implement to reverse (or at least address) negative comments. Your customers or clients are engaged and may very well jump to your defense.
- 3 Your fans’ time is very valuable.** Add value to their lives every time you engage. Offer them value and they will interact. It is imperative to provide more than a single value item or post, and go out of your way to refresh it regularly.
- 4 Follow all comments to accurately detect what would be the best value for the majority without neglecting the opportunity to attend to individual needs.**

*Mary Agnes Antonopoulos is known as the Kick-A** Ghostwriter and Social Strategist and Branding Expert. She’s the Social Media Editor for WE Magazine. Mary Agnes will be presenting the Sunrise session on Saturday a.m., How to Run Your Entire Social Media Campaign in 4 Hours a Week. Her website is: <http://MaryAgnes.com>.*

Five Simple Ways to Improve Your Ranking on Google

by Guy Kawasaki



In fact, Google is too smart for most “black hat” marketers. On average, Google changes their algorithms over 500 times a year. Why do they do this? Well, mostly to make sure that websites that are focused on content farming and other black hat SEO tactics don’t climb up the search engine ranking.

Last year Google implemented changes which are now being referred to as the “Panda” update. What this did is go after content farms and the like, lowering their ranking by up to 90 percent. What are content farms? Sites that are focused on high volume, low-quality content. These sites often try and sell AdWords on their pages to game the system and make money that way. Google is always on the lookout for these types of sites and unfortunately during this update, bigger and respectable sites like Suite101 and EzineArticles got hit hard, too. If this story concerns you, and it should, keep in mind that you likely won’t become a site like Suite101 unless you are singularly focused on content aggregation.

If you’re ready to boost your site up in the search ranking, here are a few tips to help you do that:

- 1 **It’s not about you:** Your website is not about you, it’s about your consumer or end-user. Google’s singular focus is to make sure websites are focused on the user. Make sure that your site is focused on your consumer/reader. What does that mean? It means that you need to take yourself out of the equation and really, really make sure your site is all about the people you are targeting.
- 2 **Links, Links, Links:** You want to get links, but not just any links. You want links from high traffic, high quality sites.
- 3 **What’s on your SERP?** What does SERP stand for? It means Search Engine Results Page, and if you’ve never looked at yours, you probably should. This is the page that shows content from your home page, generally the first three lines or so. If the first paragraph on your home page is just about you, and not about your reader, it will not only affect your ranking but your clickability as well so again, keep this focused on the reader.

Continued on page 22 ...

Wahoo ...

Rounds with the Pros is Back at the Extravaganza!



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

Ranking on Google: Continued from page 21

- 4 **Keywords and title tags:** While many of us are focused on keywords, most of us ignore title tags. What are title tags? They are what your page name says at the very top of your search bar. You should be using keywords in this area, which will help with your search engine ranking.
- 5 **Site updates & ad space:** I love our AME blog, and it's really helped with our search engine ranking. Why? Because search engines love fresh content and every time you update your website, it tells the search engines that you've added new content. But one thing you won't see on our blog are ads. Why? I don't care for them, particularly on our site, and I don't think they monetize enough for me to consider adding them. Also, too much ad content can lower your ranking in Google.

Getting a higher ranking in Google isn't that hard, but it does take time. There is no such thing as overnight results or ranking, and for sites that subscribe to this often find their site disappeared or was "[sandboxed](#)" by Google. The secret really isn't a big secret, but basically it's this: keep your site current and relevant. If you have a website that's focused on your consumer, you update the site via your blog, and you spend time doing some helpful link building, I can almost guarantee you'll see your website go from page 54 to page 1—and wouldn't that be great?

About Guy Kawasaki

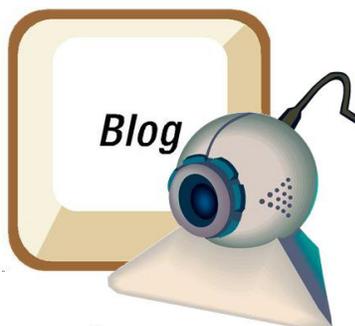
Guy Kawasaki is the co-author of [APE: Author, Publisher, Entrepreneur—How to Publish a Book](#) (ISBN 978-0-9885231-1-1) with Shawn Welch. The book's thesis is powerful yet simple: filling the roles of author, publisher, and entrepreneur yields results that rival traditional publishing.

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

Are you following Author U's Video Blogs?

Every Friday, a new one is posted. This takes just a few minutes of your time. Find them on the Blog tab on the [AuthorU.org](#) website.

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5 Tips for Growing Your YouTube Following

by Kelly Johnson



Almost half of all social media users (47%) have shared a YouTube video within the last month. (<http://bit.ly/LK6U2C>)

Many people have told me that they want to use video more for promoting their programs, products, and services, but they still feel that they struggle with how best to market their videos through YouTube.

Here are 5 tips for increasing your YouTube following:

Tip #1:

Try to keep domain URLs and channel names short.

Capitalize the first letter in each word in your links to help differentiate between individual words (“www.MyBookBusiness.com” is easier to read and understand at a glance than “www.mybookbusiness.com”).

Remember that the longer your URL (whether it is clickable or not), the longer time you should allow for your URL to be displayed at the end of your video so that people have an opportunity to make note of it before the video ends or the frame fades out.

Tip #2:

Create powerful titles for your videos.

How can you create a powerful title? What should you include in a title?

* Make sure it includes the word “video.”
Video is one common keyword that people use when searching for topics they want to see on video.

* Include a keyword or keyword phrase.

* Indicate the type of video, such as tutorial, How To, Intro To, Review, etc.

Tip #3:

Record your Google+ Hangouts.

You can share them on YouTube, but please be sure any participants in the hangouts you record give their permission!

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to Have More
Free Time
in Your Day

Kelly Johnson
Online Business Manager
www.cornerstoneva.com



Continued on page 24...

YouTube Following: Continued from page 25 ...

Tip #4:
Include a “Call to Action” in your videos.

You can have an image with a call to action message in your video, spotlight the call to action text, or use speech balloons.

Tip #5:
Make sure that any music clip you use for your video is either instrumental or not distracting to the content of your video.

You want viewers to focus on the content of your video message, not on the words being played in a music clip. Instrumental music clips are a great way to add interest and mood to your video without having the words of a song be distracting.

Stay tuned for more tips!

To your success,
 Kelly

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



Wahoo ... Saturday Laugh Special at the Improv at the Extravaganza!

The Extravaganza is over. If you are staying over before heading home, or a Colorado local, we are heading to the Improv for Laughter, a light supper, and beverage. Author U will get you there. You need to register for this as well. Cost is \$15 a head—for the show and food. Get food there.



Wahoo ... Pick Their Brains is Back at the Extravaganza!

Back again, this is the time you can get a face-to-face with many of our Speakers. Throughout Friday and Saturday, we have one-on-one sessions that last 15 minutes. Have your questions ready—get a maxi-consult in mini-time for mini-bucks. Cost is \$15, moneys go to the Author U Foundation, which will seed the Authors Hall of Fame. You must register for

Pick Their Brains onsite at the Author U Registration Desk—it’s a first come, first served basis based on availability.



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

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



Wahoo ... Create a Customized Video/Interview at Studio Author U!

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

What Does a Literary Agent Do?

By Mark Malatesta



What does a literary agent do for the authors he or she represents? Probably more than you realize. Read this article to find out exactly what book agents do, and figure out if you need one.

What does a literary agent do? That depends. The only thing all agents have in common is their desire, and ability, to sell your book to a traditional publisher like Random House and negotiate the best contract. But that's just the beginning. Most agents bring a lot more to the table. Book agents can be involved in every stage of the book development, publication, and publicity process. Here are some of the things that I helped my authors with during my time as a literary agent.

Book Development: A book agent can help you improve your book and give it the most bestseller or commercial potential. Some book agents, especially those who are former editors, will even help you edit your book.

Platform Development: Who you are can sometimes be just as important as what you write, depending on your genre. A book agent can suggest strategies to help you improve your exposure and credibility.

Pitch Development: A book agent can help edit your book synopsis and proposal, as well as help you research and better understand your competition and differentiate your book from "similar" titles.

Get a Book Deal: Your book agent will also "shop" your book to publishers by email, phone, courier, postal mail, and/or face-to-face meetings. Then your agent will negotiate the best terms for your contract.

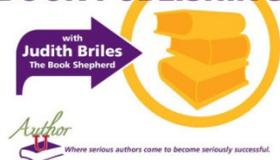
The Publication Process: After your book is sold, your agent will monitor your book's progress through the editing, cover design, and production processes. If you have any difficulties, your agent will help you resolve them.

Book Promotion: Your book agent might also help you strategize and implement promotion strategies with your publisher: website and/or blog development, social media, working with publicists, securing blurbs and reviews, distributing press releases, book tours, etc.

Subsidiary Rights: Some books agents take a primary role in exploring and negotiating the sale of subsidiary rights for books, such as foreign editions, translations, book clubs, licensing, merchandising, stage, TV, feature film, serial rights for magazines, etc.

Continued on page 26...

**Your Guide to
BOOK PUBLISHING**



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

<http://bit.ly/tTUpGH>

Literary Agent: continued from page 25 ...

Writing Career Development: If you're interested in writing and publishing more than one book, your literary agent can help you determine which manuscripts have the most bestseller or commercial potential, and tell you which one you should try to sell first.

Brand Development: If you and/or your book have enough potential, your publishing agent might help you turn your book, or series of books, into a brand. This basically means building a business around your book(s) with multiple streams of income.

Emotional Support: Although book agents aren't therapists, many agents are highly skilled at telling their authors what they need to hear, when they need to hear it, to help them stay focused, positive, and productive.

So, what does a literary agent do? As an aspiring author you can be sure of one thing—good literary agents do a lot more than just get book deals and negotiate book contracts!

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>.

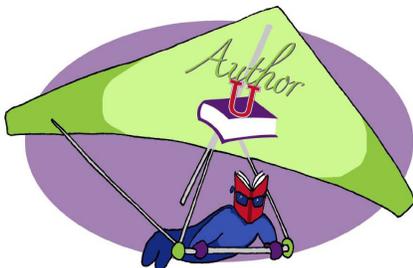
Mark will be presenting at the Extravaganza on Saturday.

Wahoo ...

Extravaganza BONUS For Newbie and Advance Authors

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

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



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

It's the perfect afternoon before Joel Friedlander's Deep Dive Dinner workshop. This month, the added cost is ONLY \$75 for either session at 12:10 pm Thursday. As a bonus, Penny Sansevieri will deliver What Works and Doesn't Work as of May 2013 in Book Marketing before it begins.

Nine Things Every Publicist Does (differently) That You Should Do, Too!

By Penny Sansevieri



People ask me all the time, “Why do I need a publicist?” If you have to ask the question, chances are you probably need one. Why? Because there are too many stories, too many angles, and too many opportunities you might miss by not knowing the rules of the game, so to speak. Authors, speakers, and small business owners (turned authors) often launch headlong into their marketing campaign with little or no regard for the steps and the process of getting media. Some authors stumble into success after success and that’s great, but it’s often not the norm.

Why? Because in our zeal to tell the world about our story, we often stumble over our own efforts—sending pitches that are too long or sent to the wrong person. Or we get a media person on the phone and fumble through the elevator pitch. All these things can rob you of the chance to really get your book out there.

Over the years, a lot has changed in publicity. Players have come and gone, pitching windows have narrowed, and with so many stories vying for airtime, your fifteen minutes of fame often seems like 15 seconds. To be successful, not just once but continually, you need to understand how publicity people view each facet of their job (and the pitch) and how they garner the media they do. Generally, it’s not one thing, but a collection of tasks publicity people do over and over that gets them traction on a story. Let’s look at some of the things we do on an ongoing basis and how you might be able to apply them to your own marketing efforts:

1. **Think like a journalist:** This is probably the most important and the most difficult. When I say “think like a journalist,” what I mean is thinking objectively and not thinking about yourself, your book, or your pitch because those don’t matter. The only thing a journalist cares about is “Will this interest my readers?” If you can work using that objectivity, you’ll gain greater access to media, both online and off, than you could have ever imagined.
2. **Know the rules:** When I say rules, I mean not just the rules of your industry, but the rules of pitching. When to pitch, who to pitch, how to pitch. A good publicist knows this, updates her information constantly (because media changes, moves, etc.), and lives and dies by these rules. Why? Get a reporter angry and you’ll see what I mean. Turn in a story late and see how much media coverage you end up getting. A lot of authors think they are special and different and the rules don’t apply to them. Yes, you are special and different, and yes, the rules still apply to you.
3. **Read outside of your market:** They say that, eventually, everything ties into everything. This may or may not be true for all industries; but when it comes to promotion, you’d be surprised how much a ripple over there can affect what you’re doing here. Reading outside your market, mostly related to changes affecting other markets, serves a couple of purposes. First, the importance of creativity when you’re pitching can’t be overstated; sometimes to be creative, you have to look through your world using a different lens. By digging into and outside your market, you’ll be able to gain access to information that could affect your message long-term, or perhaps give your brain enough juice and insight to bring a new set of ideas that will create some great pitches.
4. **Google Alerts:** You can’t possibly follow every thread of discussion around your topic, or know where and when it’s being covered, but you do need to stay up on all of it—that’s where Google Alerts comes in.

Continued on page 28...

Nine Things: continued from page 27 ...

Yes, there are more elaborate tracking services, but Google Alerts is a great way to know when and where your topic is being featured. Also important, who's getting quoted and which media is covering your industry.

5. Understand the importance of local media: Many times I see clients wanting to overlook local media. It's not glamorous or as *big* as national media. While that may be true, there's gold in your back yard. We love local campaigns, and local media loves their regional "celebrities." If you haven't done a local outreach, you should. Additionally, network with local media by going to media events like Press Clubs (which anyone can register for). You never know where this will lead you, and you never know where your local contact may wind up on the media food chain. Years ago, I worked with a producer for a local (small) Los Angeles station. We stayed in touch over the years and now she's one of the head producers at CNN.

6. Local vs. National: And speaking of local publicity...local media loves a local angle on a national story. If you can hook your book into something that's going on nationally, then I suggest you pitch it to your local market. Good publicity people are always on the look-out for regional tie-ins; they make for great media!

7. Media leads: I subscribe to several media leads services and I scan them, not just for existing clients but to note trends nationally. A fantastic way to see what's piquing the media interest is by doing a quick scan of these. As you start doing that, you will also find that you're responding to more and more stories because you're starting to see tie-ins that you may not have seen previously (which is helped along by #3).

8. Realize the importance of a subject line: I know the topic of subject lines in e-mail pitching has been covered (a lot), but I can't state enough how important it is or how much time a good publicist can spend agonizing over it. Don't just willy-nilly point and click your way through your media pitching—subject lines are extremely significant and most publicity people I know spend a lot of time crafting, redrafting, editing, and tweaking them. You should, too.

9. It's all about relationships: Once you start getting media, remember that staying in touch with the person who interviewed you is important. Find him or her on LinkedIn, thank them for the story they did on you (I still send hand-written thank-you notes), and then stay in touch a few times a year. Perhaps comment on a story they did or send them a quick update or a copy of your latest book. If you can become a reliable media source for someone, you'll likely always be in their rolodex, even when they move on. Like the example I gave above, media can move. If you're lucky, your information will move with them.

Being a publicist is more than just knowing how to craft a snazzy e-mail; it's a process and an ongoing effort. If done right, you can really pull in a lot of great mentions, features, and even reviews. Building takes a while, and there are no shortcuts; but if done effectively, these relationships can grow and flourish throughout your career. Remember, media loves media. The more you get, the more you'll get. Know the rules, honor the rules, and perhaps—if you're lucky—the media will beat a path to your door.

Penny Sansevieri is known as the BookGal and writes for the Huffington Post. She is the author of Red Hot Internet Publicity and the CEO of A Marketing Expert, Inc.

Penny will do two sessions at the Extravaganza—one on Thursday for the Eaglet session and the opening keynote on Saturday a.m. Don't miss them!





Joel Friedlander will deliver the **Deep Dive Dinner Workshop on Thursday, May 2nd, at the Extravaganza. His topic: *Blogging from the Ground Up ... How to Build a Blog that Works.* He's an expert in design and publishing—here are his **Top 10 Worst Self-Publishing Mistakes—Explained!****

10. You thought you could re-use that ISBN you paid so much for since the novel you put it on last year isn't selling anyway."

Explained: You never want to re-use an ISBN (<http://bit.ly/YTO3fl>), or even use it for another edition of the same book. The ISBN is known as a unique identifier. It's intended to be assigned to one edition of one book. Your book's information has been entered in book databases everywhere, and you will only create tremendous confusion between the two works, hurting sales for both, if you attempt to re-use an ISBN. Just don't do it.

9. Everybody knows the words to the song, so it's okay to quote lyrics from it throughout your novel, right?"

Explained: Check out this blog post (<http://bit.ly/YTNXnP>) about using bits of songs in your writing. The author here found, after using only snippets of 60s songs in a party scene, that he had a liability of over \$6,000. Just like paintings, poems, or any creative expression, people's lyrics and music are protected by copyright law, and violations of this law can be expensive and very damaging. If you want to use it, get permission first.

8. The photos looked fine on your screen, and that means they will look fine when they're printed; it just makes sense."

Explained: Graphics on screens are all displayed at a resolution of 72 dots per inch (dpi) in Reg-Green-Blue (RGB) colorspace. That's just the way computers display graphics. However, when you go to print your book (<http://bit.ly/YTO4QI>), your color photos will need to be 300 dpi in the Cyan-Magenta-Yellow-Black (CMYK) colorspace. So no, the image you see on your screen, no matter how gorgeous, may not have enough resolution to print well.

7. I picked Arial for my book because the name reminded me of my middle school girlfriend."

Explained: Many people don't notice typefaces, typography, design, serifs, ligatures, and the other elements book designers take for granted, and why should they? But that doesn't mean it doesn't matter what typeface you use. The classic book typefaces (<http://bit.ly/YTObLY>), when used correctly, will produce a book that's beautiful, readable, and reader-friendly. That's why they're classics.

6. I know they're charging me \$6,000 to publish my book, but I get 10 copies, absolutely free!"

Explained: Well, \$6,000 divided by 10 is . . . The point here is that if you want to publish your own book (<http://bit.ly/YTOeqU>), you may be better off using a plain author services company like CreateSpace or Lulu than a subsidy publisher. Why? The subsidy publisher makes its money from sales to authors—that's you. If you use a service like CreateSpace, you are the publisher and you use them as a printer. You pay only for the services you decide you need, and then you make your money from book sales.

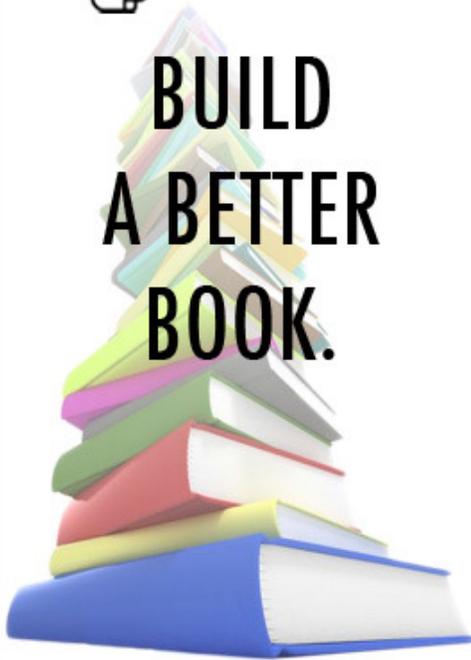
5. I thought it would sound more impressive if I wrote my memoir in the third person. All my sports heroes talk that way."

Explained: By far the best way for most authors to present their information in nonfiction books is with a clear, active, straightforward style. Attempts to create unusual styles, strange viewpoints, or exotic points of view almost always fail

nz graphics



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Joel Friedlander: Continued from page 29

since they are incredibly difficult to carry off well. Both you and your readers will be well served by a natural, conversational style that follows a normal and expected narrative. This will make your valuable *information* stand out, not an eccentric saying of it.

4. I really got the unit price down, but I had to print 10,000 copies. You have any room in your garage?"

Explained: Having a plan on how you intend to market, publicize, and sell your book (<http://bit.ly/YTOkir>) before entering into book production is highly recommended. The unit cost of your book is meaningless if you never sell any. Many self-publishers are using digital printing through print-on-demand distribution to minimize this type of risk. However, you have to plan your book, its retail price, and your method of distribution before going to press.

3. Sure, I included an invoice with all the books I sent to book reviewers. Hey, they don't care, it's just a big company paying the bill."

Explained: Although reviewers do usually work for larger companies, sending an invoice with a review copy (<http://bit.ly/YTONL5>) will ensure that while you won't get paid for the book, you won't get a review either. The convention is that you are asking for valuable editorial time and space in a publication, and certainly the least you can expect is to provide a book to anyone gracious enough to go to the trouble of reviewing it.

2. It was cheaper to print my novel as an 8-1/23 x 113 book because I got so many words on each page."

Explained: Although it's true that you can save money in digital printing (<http://bit.ly/YTOshL>) by creating a book with fewer pages, a novel printed full page on letter-size paper with small margins and tight lines to "get so many words" on a page is likely to be read by no one. Making your book difficult to read is a quick way to eliminate many readers. There is no economy in printing books that no one wants to read.

1. What do you mean, I need a cover designer? Don't books come with covers?"

Explained: Most author-services companies are only too happy to put a cover on your book for a fee, or to turn you loose on their cover creation programs. But it's pretty easy to tell most of the books that have been "designed" this way, and it isn't a pretty picture. If your book is worth publishing, and you want people to buy it, and you understand the cover is the primary way that people will identify the book wherever it appears, don't you think it might be worthwhile to get a cover designer you can afford to create a cover for you?

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



Promote Your Book to the Right Target Markets

by Dana Lynn Smith, the Savvy Book Marketer

One common mistake authors make is thinking their book is for “everyone.” Sure, some books appeal to a wider group of people than others, but all books have a niche.

It’s important to identify the target markets that are inclined to have an interest in the type of book you’re selling so you can design your book marketing plan to reach those potential customers. Most books have several target markets, including these:

- **Readers** are people who buy the book to read. This includes the primary audience (the ideal customer that the book was written for) as well as secondary audiences who also have an interest in the topic or genre.
- **Buyers** are people who buy books for someone else to read. For example, people often buy books as gifts; grandparents purchase books for children; women buy men’s health books; companies and organizations purchase books to give away as gifts and premiums. This category also includes schools and libraries. Who would be likely to purchase your book for someone else to read, and how can you reach those buyers?
- **Resellers** include companies that buy your book to sell to others. If you’re selling through physical bookstores or other retailers, you have the task of convincing these resellers that the book is a good fit for their customers and demonstrating how you can help generate demand.
- **Influencers** include individuals and organizations that communicate with and influence your target customers and can let those customers know about the book. Think about how much you can multiply your marketing efforts when others spread the word to their own readers, members, customers, and networks. Bloggers and journalists are good examples of influencers.



When identifying your target markets and planning your promotions, consider the type of book and who it would appeal to. For nonfiction how-to books, think about who can benefit from the type of information you’re selling and what motivates them to buy information like yours.

Authors of fiction and narrative nonfiction can look to the content of the book (storyline, characters, setting) for clues to niche markets that would find the book appealing. For genre fiction, you’ll want to target people who enjoy that particular genre.

Books for young children are usually purchased by adults, so consider who would buy or recommend a book like yours and what their criteria would be in selecting books for kids. Teens often choose their own reading material, but keep in mind that a good percentage of “young adult” books are actually read by adults, many of them parents.

To learn more about reaching the right target markets for your book, download a free report, Create a Book Marketing Plan That Sells Books, at www.CreateYourBookMarketingPlan.com.

Dana Lynn Smith, the Savvy Book Marketer, teaches authors how to sell more books through her blog, newsletter, guidebooks, training programs, and private coaching. Get free book marketing tips at www.TheSavvyBookMarketer.com, and learn how to develop your own customized book marketing plan at www.MyBookMarketingPlan.com.



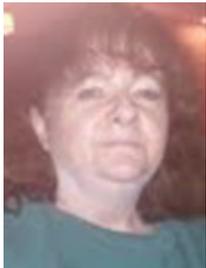
New Members



Alysa Choquette is the Director of Youth & Family Ministries for Unity of Omaha. After many years teaching youth how to connect to the good within and around them, she unexpectedly took her message to the stage, reconnecting her to her first love of comedy with heart. She was encouraged to follow her dream of becoming an author and motivational speaker after receiving her first rousing review of, "I've seen worse!" Her message is simple—"Hello!" Okay, it's a bit more dynamic than that. Alysa finds inspiration in unicorns, talking animals, and people that are always happy. Unfortunately, she's never found any of these. Thus, she now motivates people of all ages to appreciate the divine in EVERYTHING and gives thanks that "everything" seems to be much easier to find. Her trademark humor, message, and good hair are apparent in her first book "I See God in Alligators."



Angela Bisignano has a Ph.D. in Clinical Psychology and an M.S. in Ministry. She works in a private practice in Southern California, counseling, coaching, and consulting. She is passionate about empowering people to embrace intentional and wholehearted living. Dr. Angela's first book is ***Beautifully Gifted: Equipping Today's Women for the High Calling of God***. She writes, speaks, and facilitates workshops on topics related to the intersection of faith, psychology, and leadership. She and her husband Gerard have two sons, Jonathan, a sophomore at the University of Southern California, and David, a freshman in high school. Her website is <http://www.DrAngelaBisignano.com>



Pamela Taeuffer was born and raised in San Francisco, moved to Sonoma County Wine Country in 1976, and has owned a family-run property management company in Healdsburg, California, since 1997. A poet all her life, she birthed her novel ideas and skills in 2002, when her son was injured in an auto accident and suffered TBI. Raised in a family with alcohol addiction, she wanted to relay her story of survival and pushing through. She has completed the first novel in her trilogy, *Broken Bottles*, a fact-based, fictional story of broken trust, addiction, and love. The goal is to release it in 2013. Her second book will be non-fiction, a mother and son's story about brain trauma.



Pat Morgan, a former real-estate broker, banker, and elected official in Arkansas, answered a call from the concrete killing fields of homelessness thirty years ago—and found her calling in the basement of a historic downtown church, directing and developing a drop-in center for the "street people" of Memphis. Her volunteer work led her back to college and on to the nation's capital, where she served for six years on the staff of the U.S. Interagency Council for the Homeless, then a working group of the White House Domestic Policy Council. Her articles about homelessness and homeless people have been published in local, state, and national publications. But it was homeless people and their histories of losses that led to her dealing with her own. Her first book, *Call from the Concrete Killing Fields*, will be published this year.



Paulette Dahl's passion and purpose is writing! In Sudbury (Ontario, Canada), she has sponsored writers' workshops, designed and facilitated journaling workshops, contributed articles to her community newspaper, and conducted a Writing Circle (for 4 years). She currently enjoys participating in a Creative Writing Rectangle.

In 2011, she was selected to be in her local professional theatre company's emerging playwright program, with a public read of a portion of her not-yet-completed comedy, *Snores*. Her poetry has been published in *Arising from the Mist, Volume 17*, and *Sulphur, Volume III*. With several children's picture book manuscripts, a non-fiction project and other 'creative babies' waiting to be polished and published, Paulette's looking forward to loving-the-world-larger through her writing! She contributes THOTS FOR THE DAY and creative writing on her two blogs:

<http://inspiredhotsfromanopenmind.blogspot.ca> and <http://path4peace.blogspot.ca>.

TIPS



Does your day run out before your book project does?

Just how busy are you? And how productive? Do you spend your days the way you want to? All of us kiss of time—the question is this: *how much*? To the rescue is RescueTime, an app that has both FREE and Fee versions. It runs in the background on your computer and literally keeps track of what you do on your keyboard—what websites are visited, what programs you use and what documents are in use. The info you receive can be sobering, creating a “come to author or book moment.” www.RescueTime.com



Google continues to march ...into your marketing world.

Test out Google’s *Search Plus Your World* (S+YW), a search feature that enhances your results with posts, photos, and more—get instant feedback from your friends.

It’s one of the reasons why  Google+ is rockin’ and rollin’ and needs to become one of your key social media tools! Copyblogger’s article... (<http://www.copyblogger.com/google-plus-content-advantage/>) offers excellent insight and how-tos. <http://www.google.com/insidesearch/features/plus/index.html>



Measure the reach of your brand or event on Twitter and the impact of your Twitter campaigns. Put in your URL, Twitter name, hashtag or phrase, and “crunch” away. www.TweetReach.com.

Discover who opens your e-mail



Do you send mass e-mails out? Do you ever wonder who is opening them, and who isn’t? Do you care? You should ... Tracking what you do in your marketing is author smart. Here’s a service that lets you view who is opening and clicking quickly. There’s a two-week trial; costs are less than \$5 a month or \$50 a year. Works with Outlook and gmail. www.ContactMonkey.com



Is travel in your future? Do you want to get mail?

The US Postal Service has a service that few know about. The Post Office’s Premium Forwarding Service may just be for you if you are traveling for an extended period and want to have your mail sent to where you are. Weekly, the Post Office will send your mail in a Premium envelope or box to the address you designate. Two costs: first, a \$15 enrollment fee; second, \$13.95 for each weekly shipment. www.USPS.com/pfs/



Now you can tell the whole neighborhood what your business has to offer.

If you want to do a “deep dive” mailing to a specific mailing route/zip code, the USPS offers “Every Door Direct,” a service that allows you to map out exactly who gets your info-5,000 max mailing pieces. You don’t even need to know names or street addresses.

Simply identify the neighborhoods you want to target, and your printed piece is delivered to every active address in your target area. Tip: a great-looking marketing piece will stand out—there is less snail mail going out, so you will stand above the mailing crowd. Cost is 27¢ per piece, including printing.

<https://www.usps.com/business/every-door-direct-mail.htm>

TIPS



Write or die ... oh my!

Are you a procrastinator? Do you need a nudge to get you, or keep you going? A gentle one ... or an evil one? It's all here in the Write or Die app available for PCs and MACs for only \$10. You set the goals and the app taskmaster prods you along—it encourages your writing by punishing the tendency to avoid writing. Start typing in the box. As long as you keep typing, you're fine; but once you stop typing, you have a grace period of a certain number of seconds, and then there are consequences:

- *Gentle Mode*: A certain amount of time after you stop writing, a box will pop up, gently reminding you to continue writing.
- *Normal Mode*: If you persistently avoid writing, you will be played a most unpleasant sound. The sound will stop if, and only if, you continue to write.
- *Kamikaze Mode*: Keep writing or your work will un-write itself.

Now, as you read this, didn't it put a smile on your face? www.WriteOrDie.com



Authors need to be organized.

When a writing project is in play, whether it's an article, blog, or book, keeping track of what has been done, what needs to be done, or anything else that is on the plate can be overwhelming. And don't forget—there's the recall issue—what have you already done that you don't need to duplicate. Evernote may be the perfect assist for you—the app works on all devices and keeps everything you need in synch, available no matter where you are. Evernote allows you to gather info from anywhere and have it at your fingertips. The good news—it's FREE. www.Evernote.com

Have you ever been just a tad ticked when you go to a website and it takes FOREVER to load? Well, how long does your website take? Check it out via Pingdom. Note: if you have a lot of "stuff" and yours is complex, high in content/page count, it's going to take a bit longer than the average, stagnant site. <http://tools.pingdom.com/fpt/>

Audio is a billion dollar business for products—now bring it to your website as a marketing/connecting tool!

Use it on your various sites—biz, kids, promo book, sharing interviews, music you've created, and more ... everywhere. AudioBoo makes it easy. <http://Audioboo.fm/about/audioboo>



Are you on a limited publishing budget?

One way to reduce publishing costs without going for a full print run the first time out is via Amazon's CreateSpace. You can save a ton of money and just drop the whole thing into its templates and push the button ... or better yet, have your book edited and designed by a

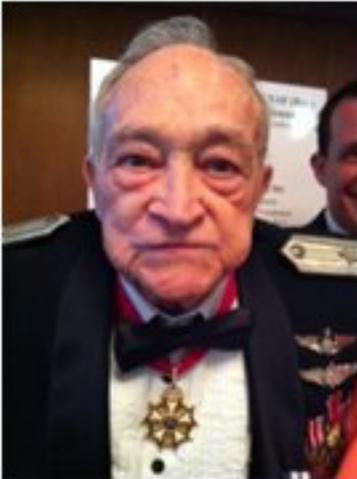
true book professional for cover and interior. Then simply supply the cover and edited interior layout files to them (according to the specs on their website). Granted, you won't get a fancy cover finish; paper options are quite limited, but it's a start. When you place your order for books, you're good to go. <http://www.createspace.com/Help/Book/Artwork.do>



Got poetry?

Write a poem for a chance to be published in Writer's Digest. <http://t.co/M2iWyfsQP5>

Member News



General Jim Hall was honored by the Air Force Academy, Governor Bill Owens, Congressman Mike Coffman, and hundreds of friends, family, and military colleagues March 24th as they packed the Glenmore Country to celebrate Jim's extensive pioneering contributions to the military and the Air Force. Super Star Tenor Anthony Kearns of The Irish Tenors entertained and was received with a cheering, standing ovation.

As the honoree of the evening, Jim was given the Colorado Meritorious Service Medal award for his outstanding work as the liaison between various NATO countries during National Guard deployments in Europe.

Here's what was shared about him that evening.

"Throughout his 36 years of military service and in his civilian life, General Jim Hall, USAF (Ret.), became a pioneer in the field of parachuting. A Master Parachutist with more than 3,000 jumps, he created the premier parachuting program for the U.S. Air Force Academy, which now trains 600 cadets annually and ranks first in the world. In 1959, Hall and a partner founded the first professional parachuting firm ever. Besides

breaking ground in the aviation world, Hall was also involved with the hit television show, *Ripcord*, and the World War II epic television series, *Twelve O'Clock High*, based on the Academy Award-winning film of the same name (starring Gregory Peck) about the U.S. Army's Eight Air Force who flew daylight bombing missions against Nazi Germany and occupied France.

"General Hall has been honored numerous times, receiving the Air Force Association's (AFA) Medal of Merit, the Citation of Honor for his MIA/POW program, the exceptional Service Plaque, the AFA Presidential Citation, the Air Force Associations' Colorado Man of the Year, The Leo Stevens Parachute Medal (the highest award given annually for achievements in the field of parachuting), and the Colorado Meritorious Service Medal (the highest award that the state of Colorado can award to a member of the military). As a founding member of Colorado's Wright Brothers Memorial Foundation, he was inducted into the Colorado Aviation Hall of Fame in 1985."

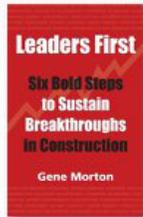
Author U is honored to have Jim and Georgann Hall as founding members of the Author U community. To learn more about Jim Hall, go to:

<http://ParachutingAssociates.com/>



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

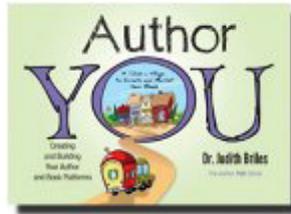
Member News



Gene Morton Wins Another Book Award!

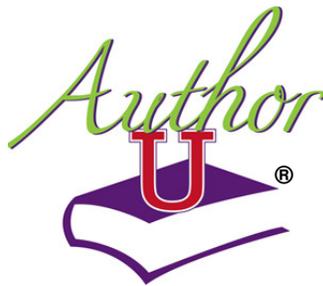
He is honored to have received the Bronze in the 2013 Axiom Business Book Awards for his book. **Leaders**

First: Six Bold Steps to Sustain Breakthroughs in Construction was created for leaders and managers within the construction industry.



Judith Briles officially launched her 30th book, **Author YOU: Creating and Building Author and Book Platforms**, last month, hitting #1 on Amazon! Included in the launch was the Author YOU Cha-Cha-Cha Sweepstakes that ran through the month that had over 1,800 entries—**Author U member, Courtney Miller walked away with the grand prize, receiving over \$6000 prizes.**

With the book launch dates, she had over 50 joint venture partners telling their followers to get the book. With each book that was sold, they received over \$2,600. It's a lot of work, but a great way to get a book out of the boxes and into the buyer's hands!



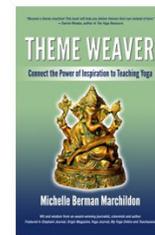
Dianne Maroney is doing the happy dance with her book, **The Imagine Project**. It's now at the printers, and she's already booked her first keynote speech on it. Thirty-nine men and women are featured—ordinary people with extraordinary stories. Delivered in a 11 x 11 combined black and white/color format, the photographs are exceptional.



Jeannette Seibly just released her newest book!

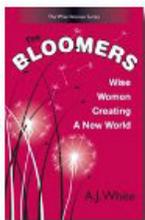
Hire Amazing Employees, Second Edition: Improve Profits (and Your

Work Life!) As you know, it costs time, money, and energy to hire. It costs even more if it's the wrong person. **Hire Amazing Employees, Second Edition** outlines a strategic process for ensuring you're attracting and hiring the right one. Included are Interview and Reference Checking templates.

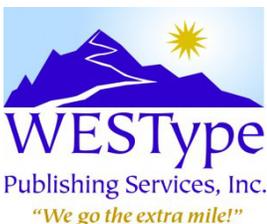


Michele Marchildon has pre-sold over 1,000 copies of her new book, **Theme Dreamer**. Books will be shipped to buyers this month. Book #3,

the Journal that will correspond with **Theme Weaver**, will be ready for layout within the month.



AJ White Receives Scholarship A.J. will present her research on successful aging of women over 50 and is honored to have received a scholarship for her work. She was chosen to present at the Sigma Theta Tau International Conference this November. In preparing for her dissertation research, A.J. found there was very little research on successful aging of older women. Out of this awareness, she wrote **The Bloomers: Wise Women Creating a New World**, released on December 20, 2012. It is a book on empowerment and awakening for the older wise woman. In the book she is challenging all women over the age of 50 to wake up and claim their authority as the new power brokers of the world. She understands that women have millennia of wisdom, experience, and knowledge to share.



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