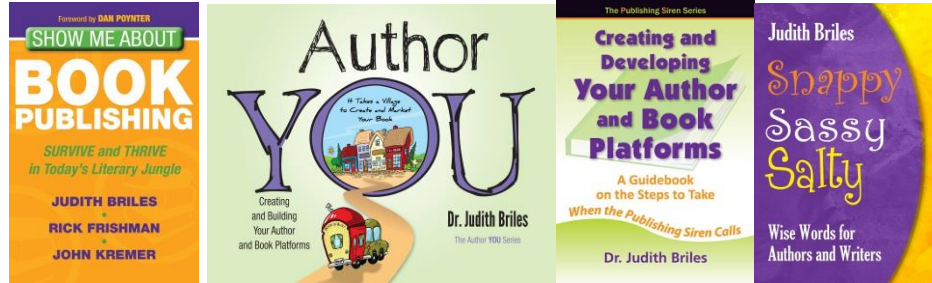


Get Your Book Written, Published and Done!



Judith Briles

1

Platforms are:



vs.



Vision

Passion

Commitment

1

2

3

When you have, _____, _____,

_____, the _____ will come!

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2

You must know _____ you are writing for and
_____ to.

Key Reasons Why Authors Fail:

1

2

3

4

5

6

7








Bonus ...

3

Platforms Create your Book GamePlan!

Author YOU GamePlan Model



<p>(SV) SIGNIFICANCE and VALUE</p> 	<p>(WP) WHO are your PEOPLE?</p> 	<p>(O) OUTLETS</p> 	<p>(C) STAYING CONNECTED</p> 	<p>(A) KEY ACTIVITIES</p> 
	<p>(KR) KEY RESOURCES</p> 	<p>(JV) J V PARTNERS</p> 	<p>(DZ) DUMP ZONE</p> 	<p>(M) Your MUSE</p> 
<p>(SO) MONEY OUTLAYS</p>  <p>©2013 Judith Briles, Author YOU, The Book Shepherd</p>	<p>(Y) YOUR OUTLAYS</p> 	<p>(IS) INCOME STREAMS</p> 		

- People
- Significance – Value Provided
- Key Activities
- Outlets
- Staying Connected
- Key Resources
- JV Partners
- Income Sources
- Outlays—Money
- Outlays—Author
- Staying Connected
- DumpZone

4

Which Publishing Path Do You Take?



#1 Traditional



#2 Pay to Publish / Self



#3 Small/ Indie Press

5

Money Factors Summing Up Royalties vs. Wholesalers vs. Solo Selling

Trade Paper \$15

Hardback \$25

# of Books Sold	1,000	3,000	5,000	10,000	1,000	3,000	5,000	10,000
#1 Traditional Royalties	\$470 to 610	\$1,410 to 1,830	\$2,350 to 3,050	4,700 to 6,100	\$1,130	3,390	5,650	12,700
#2 Wholesaler- Distributors	-\$2,691	8,639	20,017	48,390	\$ 599	19,109	37,615	85,218
#3 Publishing Independent -Selling Direct	\$ 5,559	33,389	61,267	130,890	\$14,349	60,359	106,365	222,718

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Assumptions: Retail pricing is \$15 for paper, \$25 for hard; Royalties range from 7-9% for paper; 10-15% for hard; initial costs of \$5,000 are used for editing, cover, layout; wholesale/distribution is 55% discount of retail pricing; printing/shipping costs vary beginning with \$3.10 for paper at 1,000 copies declining to \$1.50 for 10,000 copies; bulk shipping ranges from 40 cents to 20 cents a copy based on volume.

6

Putting It All Together

Book Resources: *Author YOU: Creating and Building Your Author and Book Platforms* by Judith Briles—get this book for EVERY book project! *Show Me About Book Publishing* by Judith Briles, Rick Frishman, John Kremer becomes your primer.

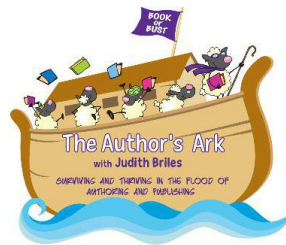
Experience and Learn Resources:

Take Your Author Success to the Next, Next Level and attend *Judith Briles Unplugged*—TWO solid days of just Judith ... Visualize, Create, Implement, Market and Launch Strategies and so, so much more. August 1st and 2nd, Denver, Colorado



You can be anywhere and have a guaranteed spot on *The Author's Ark*.

Combining Webinars, small, online and open group meetings with fellow Ark members and a one-on-one meeting in person or via Skype with Judith each month for a total of three months. Maximum number of participants is 10 per quarterly Ark. Next sailing is June ... sign up now.



Dr. Judith Briles

Creating successful authors with practical publishing guidance.™

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www.TheBookShepherd.com and www.AuthorU.org and www.PublishingAtSea.com

Wikipedia: http://en.wikipedia.org/wiki/Judith_Briles

Listen to Judith on Radio Thursdays, 6 Eastern: <http://togi.us/authoru>

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