

Jude Willhoff

Writing stories that touch the heart

Get Hooked!



2015 Newsletter #2

June 2015

Fan Update From The Foot of Pikes Peak



Hello, everyone, I hope things are going well for you. I don't know about you, but I'm glad things are getting green outside. I love seeing my flowers coming up. It seemed like our winter was never going to end and then the rain came and didn't stop. Usually in Colorado, we don't get much rain, but this year our weather has been strange. In the month of May, over a thousand basements were flooded, including mine. We had the most rain ever recorded in Colorado Springs history in the month of May.

Although, we were lucky that our sump pump took care of

most of the water, it was a real mess for so many people. All of our neighbors were in the same fix as us with flooded basements and dealing with sump pumps. The rain came and didn't leave for about three weeks and the ground was totally saturated so it didn't have anywhere to go except our basements...sigh.

To give you an idea of how bad it got, Home Depo, Sears, and Lowes ran out of sump pumps. I really shouldn't complain and I'm grateful that we didn't get hit as hard as other states. In Texas, they were slammed. My thoughts and prayers go to those families who had to deal with so much loss. It's heartbreaking to see what those people are having to do to get their lives

What's Happening in My Life



My husband, Rob and I celebrated our 43rd wedding anniversary this year by going to Paris, Las Vegas. We had an absolute blast. We hadn't been to Las Vegas in many years and it was so much fun seeing all the new casinos. We really don't gamble much, just play the slots, and usually we end up breaking even. This time we won enough to pay for our trip and a few hundred over, so it was all a good time. That city never sleeps. We saw the show, *The Jersey Boys*, and it was excellent. If you ever get a chance to go see it, I highly recommend you go.

I'm happy to say that my health is much better. I was

back to a somewhat normal situation.

And if you're curious as to what's going on with Pikes Peak, they have 17 feet of snow up there as of June 7th. Some of the ski resorts are still open for skiing and when we're getting the rain they're getting the snow. I love the mountains and have lived at the higher elevations, but I'm glad I'm living in Colorado Springs at the foot of Pikes Peak and looking up at the mountains these days.

What's Happening with My Writing

An interesting thing that has happened is that Amazon emailed me and asked me to participate in their new Kindle Scout program with one of my manuscripts. I'm writing like the wind to complete *Just Breathe*, a romantic suspense to submit to them. When it's ready, I'll tell you all about this one. Right now, it's a work in progress and things always change before writing the end, but I think you all are really going to enjoy this one. It will be the first book in my *Colorado Sanctuary* series.

And I'm happy to say that my new nonfiction book: *From Dreamer to Doer: A 12-Step Indie Author Business Plan for Writing Success* is available for .99 cents on Amazon pre-order now. The release date is July 1, 2015.

However, for all of you, **my favorite friends**, if you would like a **free** e-copy just email me at jude2@prodigy.net and I'll send your **free** e-copy today. All I ask, is if you would be kind enough to post an honest review on Amazon on release day and you'll be the first to get your hands on my new book.

Because I need reviews to kick off my launch day, you may share this news with your friends as well. All they have to do in order to get their **free** e-copy is sign up for my newsletter, agree to give me an honest review, and send me an email to let me know they would like a copy. Happy reading and as always, a huge thank you for being such a big help in my book launch!

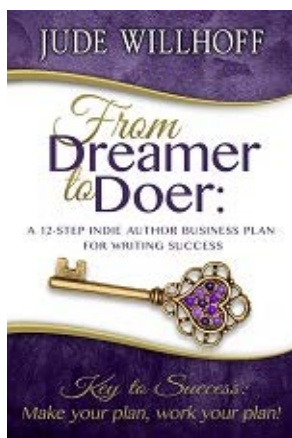
Nonfiction/Self-help/Inspiration/Motivation

***From Dreamer to Doer:
A 12-Step Indie Author Business Plan for
Writing Success***

"Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible." ~ St. Francis of Assisi

Stop dreaming and start doing today! Take control of your writing career on your own terms with this 12-step author business plan for writing success. After all, your book is more than a work of art. It's also a commercially viable product that readers will want to purchase and bookstores will compete to sell. If traditional publishers require a business plan for each and every book they market, why shouldn't you? It's time to take the reins and be professional by creating a business plan for your work so you can join the world-wide publishing party! Don't wait a minute longer. Get started today on the right path by following the principles in *From Dreamer to Doer: A 12-Step Indie Author Business Plan for Writing Success*.

- Define your business. What do you want from your business?
- Create a business plan for each of your books.



diagnosed with sleep apnea and am using a Wisp C-pap machine at night and it's made a huge difference in the way I feel. I hadn't slept through the night in years and after the first night with the machine I've slept through the night for the last two weeks. Wearing the sleep mask takes some getting used to, but is so worth it. It's amazing what getting a good night's sleep will do for you. I've got much more energy these days and that's a blessing. I am also continuing the aqua therapy for ninety minutes a day, three days a week, at the pool. And I'm working on eating healthier. Together, these three things are making me feel better than I've felt in years.



Also, some fun news is that I got a new puppy. Her name is Mattie and she was born on New Year's day. She's a black and white Chihuahua. When she came to live with us she only weighed ten ounces and was eight inches long. It's amazing how fast

she's worked her way into my heart. She lays beside me in my recliner when I'm working on my laptop, or sitting on my lap as I type at my desk.

My husband calls her my shadow, because she goes everywhere I go. I'm having so much fun with her. She's my little sweetie that keeps me and the cat company during the day. And surprisingly, the two are getting along quite well. It's probably because the cat is bigger than her and she poses no threat to him. They sniff noses and chase each other around as they play together. So cute.

You may purchase a print edition or e-reader copy of Jude's books at www.judewillhoff.com or www.amazon.com

Or you may order or pick up an autographed print copy at:

Tattered Cover on Colfax Ave
2526 East Colfax Ave
Denver, CO 80206
303-322-7727

Tattered Cover Book Store in Historic LoDo
1628 16th Street
Denver, CO 80202
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9315 Dorchester Street

Prepare a Media Sheet for each book.

- Brand yourself, not just the book you're publishing today.
- Social media/book marketing. You must think about your book in terms of its commercial viability.
- A list of promotion services to help with your marketing plan.
- Setting a budget for your writing. Calculate the cost of publishing your book.
- Pricing Strategy. Discover how to look at competition creatively.
- Targeted audience/metadata. Determine how your author platform will help your book succeed.
- Newsletter. Determine who your reader is and the size of your audience.
- Understanding your website.
- How to set achievable writing goals.

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Pick up your copy and make your Indie publishing dreams a reality!



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