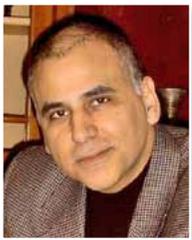




September 14 meeting: Public appearances as a book marketing tool

Your role in book marketing may include many public appearances. Bookstore events, conferences, service clubs and libraries offer many opportunities to promote your book. This meeting will cover how to get the most out of these situations.

FEATURED SPEAKERS:



Jason Makansi, a co-founder of St. Louis-based Blank Slate Press, is also a prolific fiction and non-fiction author, respected energy industry thought-leader, and sought-after speaker. He has had eight short stories published and is currently working on his first novel. He has also written three books on the energy industry

including *Lights Out: The Electricity Crisis*, *The Global Economy*, and *What It Means to You* which received glowing reviews the *Wall Street Journal*, *the Boston Globe*, *the Philadelphia Inquirer*, and the *St. Louis Post Dispatch* to name just a few. Jason has appeared on CNBC, TheStreet.com and NPR. He has been interviewed for and quoted in *The New York Times*, *Newsweek* and *CFO magazine*, and *Business Week*. He holds a degree in Chemical Engineering from Columbia University in New York.



Dianna Graveman teaches narrative journalism for Lindenwood University's MFA program and develops training for Dale Carnegie & Associates. She freelances as a writer, editor, and designer under the company name, 2 Rivers Communications & Design. A former magazine and book editor for a national publishing company,

Graveman's writing portfolio includes published work for CBS-St. Louis, *Suburban Journals*, AOL/Patch, *St. Anthony Messenger*, *Teachers of Vision Magazine*, *Looking Back Magazine*, *Kansas City Voices*, *Gold Dust Magazine (UK)*, *You and Me Magazine*, and many other publications. She has won 19 writing awards and is coauthor of four regional histories for Arcadia Publishing's "Images of America" series. Alone or with her coauthor, she has appeared on radio and local television

Continued next page

DON'T FORGET! Special event October 1: Book Masters Marketing Summit

Authors, do you want to sell more books?

Are you selling all the books you would like to?

Would you like to take your sales to their highest level?

If you answered yes, then **September 30th** and **October 1st** should be blocked on your calendar. **Dan Poynter, Judith Briles and Brian Jud are coming to St. Louis.** The Three Masters of Book Marketing and Publishing will give you everything you need to know to make a big difference in your sales. Special discount for SLPA members!

September 30th: Optional dinner with the Masters:

Starts at 6.30 p.m. This is your opportunity to discuss your book project with Judith, Brian and Dan over dinner.

October 1st: It's an all-day summit.

Book Masters Marketing is "content-heavy" with personal interaction. Bring lots of paper to take notes. Bring two pens in case one runs out of ink. Get answers to your questions about how to sell your books. You will leave with enough tips, hints and plans to keep you busy for weeks—and make more money for years.

Event location:

Sheraton Clayton Plaza Hotel
7730 Bonhomme Ave, Clayton MO 63105

See the agenda at: <http://mastersofbookmarketing.com/agenda/>

For more information email: BrianJud@bookmarketing.com

In This Issue

1. Public appearances as a book marketing tool

1. October 1: Book Masters Marketing Summit

2. Tips for successful bookstore events

3. How to check your book proof in 3 simple steps by Joel Friedlander

4. August field trip to No Waste Publishing by Kim Wolterman

4. What's ahead?

Public appearances ... *continued*

and has presented at museums, schools, libraries, writing organizations, the State Historical Society of Missouri, and the Office of Missouri's Secretary of State.



Judy Merrill Larsen was born in Whittier, California in 1960, and grew up in Northbrook, IL, Upper Saddle River, NJ, and Dunwoody, GA. She attended University of Tennessee (Knoxville) for two years before transferring to the University of Wisconsin-Madison where

she graduated in 1982 with a degree in English and Secondary Education. She taught high school English in Madison for three years before staying home with her two sons. In 1991 she moved to Kirkwood, MO, received a Master's Degree from Washington University and taught for twelve more years, first at McCluer North High School and then at Kirkwood High School.

Larsen's debut novel *All the Numbers* was published in 2006; she is currently at work on her second novel. Previous publishing credits include a variety of letters to the editor in both the local paper, *The Webster-Kirkwood Times* and *The St. Louis Post Dispatch*. She enjoys talking to students and book groups about writing and is always eager to recommend her new favorite book. She currently lives in Kirkwood with her husband and their five children.

**SLPA meets on the second Wednesday of the month:
Brentwood Community Center
2505 S. Brentwood Boulevard, Brentwood, MO
63144**

Doors open for networking at 6:30 P.M. and meeting begins at 7:00 P.M. The formal meeting concludes at about 8:30 with networking continuing after the meeting.

Our regular meetings are free to members.
Guests - \$10.00 at the door, cash or check only. 📖

**We're on LinkedIn and
Facebook... are you?**



Tips for successful bookstore events

by Ann Weisgarber

My first author event was a presentation at a public library in London. The day before, my editor briefed me on what to do. He suggested that I read the first three pages of my novel. After that, I'd talk for fifteen to twenty minutes, and then I'd take questions.

"Talk about what?" I said.

"Why you wrote the book, of course."

I was terrified, but the formula - England style - was a success. The Q&A portion of the presentation was lively, and people stayed until the library closed. It wasn't magic; I just followed the suggestions listed below.

- 1) The event is for the audience, not for the author. As each person arrives, shake hands and introduce yourself. This sets a relaxed tone.
 - 2) Begin with a short introduction about how pleased you are to be there. This is true. You are pleased.
 - 3) Read for six to eight minutes. Begin on page one so you don't have to spend ten minutes setting up the scene. Don't skip around. The last thing you want is confused listeners. If the material is inappropriate for any children in the audience, you should caution parents. This might be an instance where you read from a different section of your book.
 - 4) Practice the pages you plan to read. Read slowly and make eye contact with the audience.
 - 5) After the reading, move quickly to the prepared talk that you've practiced. Talk about the inspiration for the book, about the research, or about the challenges. Most people want the inside scoop that can't be found on your website or blog. It's their payoff for attending the event. The talk also generates questions.
 - 6) Let someone else handle the book-selling aspect of the presentation. Do not ask people to buy your book. People may buy it that day or they may buy it two weeks later.
 - 7) The event is bigger than the number of people who attend. This is your chance to meet the organizers and/or the booksellers. They've worked hard, and often they've sent out press releases. If the turnout is small but you're gracious about it, they'll remember you. Booksellers will promote your book to customers long after you've left the store. As a show of support, buy a book and do not accept the author discount. They're hosting an event for you. In turn, do something for them.
- You're getting to do what many writers dream of doing. You're spending time with readers who want to meet you. Enjoy and the event will be success. 📖

Ann Weisgarber is the author of *The Personal History of Rachel Dupree* which was published first in the UK and France. She has been touring the U.S. this year and will speak at the April 11, 2012, SLPA meeting. Her website is www.annweisgarber.com.

How to check your book proof in 3 simple steps

by Joel Friedlander



When you are publishing a book, there inevitably comes a moment of truth. This is a moment that you've been anticipating, waiting for, excited about. This is a moment of truth for you as both an author and a publisher.

The printed proof of your book arrives on your doorstep. Until now, the book you've been creating has existed only in your word processing files, in the printouts you've been editing, in the layouts and typography on the screen.

Now you see the book for the first time, you get to hold it in your hands. There's no denying that this moment has the power to move people, and rightly so. You're on the edge of publication. If you're like me, you're both excited and a little frightened. But wait! Don't push that "approve" button just yet!

Why You Want to Review a Physical Proof

Putting a book together is a complicated process involving a manuscript, editing, page design, cover creation, and a lot of other things you've dealt with to get to this point.

The point of the proof is to prove that you've done it correctly. Many errors that were invisible on screen or in printouts suddenly leap off the page. Misalignments, wrong fonts, weird spacing, and typographical errors can all creep into our files without us noticing.

I've produced hundreds of books over the years, and these bugs still happen to me. So, as a professional book designer, what's the difference between me and a newbie self-published author?

I check those proofs like my job depends on it. Because it does. You can proof your book like a pro, too. Just follow along.

How to Check Your Book Proof

First, prepare yourself. This is the last stage in producing your book, so spend the time to do it right. Books last a very long time, and so do the errors that sneak into them. This is your opportunity to make this book as error-free as possible.

I'm going to suggest a 3-step process:

Proofing Step 1. Read the Book

If at all possible, read the entire book. While you are reading, you'll be checking for typographical errors and inconsistencies. Is the text complete? Did a paragraph get left out somewhere along the way? Is part of a sentence cut off at the bottom of a page?

All of these things can happen at one end of a book file when you're looking at the other end. Check to make sure everything that's supposed to be there is actually there. While you're reading, be aware of the following:

1. Fonts – Are they used consistently throughout the book?
2. Inch vs. quote marks – Good typography uses proper curled quotation marks, not the straight inch marks. Check the ones in your book.
3. Hyphens, ems and ens – Each type of dash has a different use. For instance, numbers or dates in a range are separated by an en dash, not a hyphen.
4. Line spacing – Is it consistent in every paragraph throughout the book?
5. Word spacing – Do you have some lines that are much looser or much tighter than the others? Watch out for forced line breaks that might be left in the file.

If you can, have someone who hasn't seen the book before also read through it. You'll be surprised by the errors that can be uncovered by an observer who's not directly invested in the work.

Proofing Step 2. Look at the Book

What do I mean by "look"? I mean ignore the text and instead concentrate on everything else. Here are the things you'll typically be looking for, and some tips on how to find them.

1. Orphans/widows -Those pesky single lines at the bottom of a page or parts of lines at the top of a page. If you can get rid of them, do so.
2. Running heads need to be consistent and have the proper information, like part titles or chapter titles. It's easy to make a mistake with these, so check them thoroughly.
3. Chapter openers should also be consistent. Does each chapter start in the same place on the page and contain the same elements in the same order?
4. Folios or page numbers need a look. Blank pages should have nothing on them, and also check that your pagination is accurate with all odd-numbered pages on the right. It pays to check!
5. Page references are another trap. If you referred to something "in Chapter 2" or "on page 112," is it still there?
6. Paragraph indents ought to be consistent throughout, no matter what style you're using.
7. Subhead spacing and alignment can be controlled by styles in your software, but you should check them anyway to make sure they are uniform.

Here's a trick for you: Hold the edge of the book in one hand and allow the pages to flip quickly through your fingers. You'll spot misalignments because they "pop" out compared to the other pages. Try it.

Continued next page

How to check your book proof ... *continued*

Proofing Step 3. Proof the Cover

The front and back covers of your book are the most important two pages in terms of book sales. Here are elements of your cover to check on the proof:

1. Is the overall design and the colors what you expected?
2. Is your title clearly visible?
3. Is the type on your spine clear and straight?
4. Make sure no important elements are too close to the trimmed edges of the book. I recommend you have .5" minimum around the edges.
5. If you have a barcode, or if you've printed the ISBN on the back cover, make sure they match the ISBN on your copyright page.
6. If you included a category and price, are they correct?
7. Don't forget to proofread the copy on the back cover.

Proof, Revise, Upload, Publish!

Don't be surprised if you need to upload revised versions of both your interior and cover. That's actually pretty normal.

Go through the trouble of checking your proof, correcting your files and uploading the revisions. When it comes time to publish your book to the world, when it goes up for sale online, you'll be confident you've put the best product you can on the market.

Congratulations, you're now a published author! 📖

Ed: This article was originally featured on CreateSpace.com under the title *A Guide to Reviewing Your Book Proof*.

Joel Friedlander is a self-published author and book designer who blogs about book design, self-publishing and the indie publishing life at **TheBookDesigner.com**. He's also the proprietor of Marin Bookworks, where he helps publishers and authors who decide to publish get to market on time and on budget with books that are both properly constructed and beautiful to read.

What's ahead? October 12, 2011

Lethia Owens will present "Irresistible: Unusual Strategies for Creating Buzz and Demand for Your Book On and Offline" at the next SLPA meeting.

Lethia is a personal branding and social media strategist, and was recently recognized as one of the **Top 30 Branding Gurus** in the world. In October Lethia will bring her powerful message to our monthly meeting. This is one you won't want to miss! 📖

August field trip to No Waste Publishing

by Kim Wolterman, SLPA Communications Chair

For the past several years the August meeting of the St. Louis Publishers Association has been held at a printing company so that members and guests can see first-hand what it takes to get a book from the final manuscript into print. This year our host was No Waste Publishing, one of the largest print-on-demand (POD) suppliers in the St. Louis area. The company's mission is to provide the best value and service in book printing for the self-publisher.

Following refreshments and a short presentation by Lisa Fox, the point of contact for authors and publishers, we were given a tour of the facility. We learned about choices in paper stock, page size flexibility, binding options and requirements for placing an order with No Waste Publishing.

The St. Louis Publishers Association would like to thank Lisa Fox and the other staff at No Waste Publishing for the informative tour of their facility. Visit their website at www.nowastepublishing.com for more information about printing your books at No Waste. 📖



Lisa Fox discussed printing before SLPA members toured the facility.

Questions about SLPA?

Contact **Membership Chairman:**
Linda Austin membership@stlouispublishers.org

SLPA News & Views is edited by: SLPA Communications Manager
Kim Wolterman, kimwolterman@gmail.com and designed by
Peggy Nehmen: pnehen@n-kcreative.com