



WEDNESDAY, November 13, 2013, 7pm

▶ How Dragon Dictation and Scrivener Can Help You Write Faster and Smarter

Presented by Jackie Trottmann and Nancy Baumann

Authors have two jobs: to write fabulous books and to market those books. Both responsibilities involve writing and lots of it!

Maybe you lack the tools for organizing your book, or maybe you just feel like you don't have enough time to finish your manuscript, write blog posts, write email campaigns and write guest posts on other blogs. It's overwhelming unless you have tools that can streamline the process.

At this month's meeting you'll learn about:

- A dictation software that will transcribe your words in real time
- Using a digital recorder to plug into the dictation software that will allow you to speak your book, blog posts and emails in a fraction of the time it would take to type it
- Scrivener, a manuscript organization tool that gives you drag-and-drop capability and ultimate flexibility to compile all the elements of your manuscript.

We'll show you via live demonstration how these tools will help you work faster and smarter.

Presenters:

Jackie Trottmann: Jackie is the current SLPA Publicity Chairman and a veteran marketer. She landed a literary agent for her first book, *The Freedom to Eat—10 Secrets for Lasting Weight Loss and Inner Peace* <http://www.thefreedomtoeat.com/> One of the 10 secrets is meditation which she shares her passion for on <https://www.facebook.com/JackieTrottmannAuthor> her Facebook page.



Jackie Trottmann

Nancy L. Baumann: Nancy is the current SLPA Vice President, the owner of Stonebrook Publishing, and a faculty member at Lindenwood University. She is also known as *The Book Professor* because she gives everyday people the courage to tell their truth and the tools they need to write a book that will change lives, save lives or transform society. Nancy is currently developing the new book marketing platform <http://bookarma.net/> where authors help authors market their books globally through shared social networks.



Nancy Baumann

▶ Easy Does It!

by Nancy L. Baumann, The Book Professor

People are often surprised at how hard it is to write a book, especially if they've never done it before. When your book is percolating around in your head, it may feel like you can dump it right out, but when you actually sit down to write, it's another thing altogether. Blank pages are intimidating, and your confidence can crash as you struggle to fill them.

I hate to waste time, and I'm a big believer in doing things right the first time. But if you've never written a book before, how would you know how to get started? Here are three tools that will set you on the right path and will save you time, money, and a lot of frustration:

1. Start with a BookMAP

Unlike an outline, a BookMAP is a visual representation of your entire book that serves as your guide as you write your manuscript. When all the elements of your book are broken down into bite-size



pieces, I contend that you can write your book in 15-minute increments if that's all the time you have. Of course, you will want to schedule longer writing sessions when you can, but you don't have to wait until you have several hours or an entire day to write. A lot can be accomplished in 15-minute chunks if you have a BookMAP to follow, and I can show you how to construct your own.

2. Organize your manuscript in Scrivener



Microsoft Word is a wonderful tool, but when you try to keep track of a book-length manuscript across numerous documents, it's easy to get lost. Writing is fluid in nature, and when you get to the point of organizing your manuscript, you don't want to cut and paste to get your work in the right order. You want a drag-and-drop tool that

allows you to test out the placement of a scene or to shuffle things around until everything is in the perfect order.

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Easy continued from page 1

Scrivener is such a tool. According to their website, it's a "powerful content-generation tool for writers that allows you to concentrate on composing and structuring long and difficult documents. While it gives you complete control of the formatting, its focus is on helping you get to the end of that awkward first draft."

Scrivener makes it easy for you write small portions and drag them around to different parts of the manuscript, and used in conjunction with your BookMAP, it keeps you organized and on target. Another powerful feature is Scrivener's ability to compile your manuscript in numerous ways, giving you multiple views of your finished product. At \$45, it's a must-have for authors, and you can download your copy for Mac or Windows at <http://literatureandlatte.com>

3. Use Dragon products

Who says you have to sit down and clack away at your keyboard all the time? I'm a big believer in doing things right, but also doing them easy whenever I can. One of the biggest barriers to writing, especially if you have a full-time job, is finding the time to do it. Since I can talk faster than I can type, I highly recommend the Dragon products as efficient tools. You can literally dictate your manuscript into a recording device—or use the Dragon app on your smartphone—then sync it up to your computer. That's when the magic begins! Dragon translates your recorded file into text, and that makes the basis of a rough draft.



This tool is so popular with my clients that a number of them dictate their manuscript while they drive to the office (hands-free dictation, of course!) And since you have to revise, revise, revise your first draft anyway, why not get it out and down as quickly as possible?

Writing a book will never be easy, but it's easier than it's ever been before. Why not simplify the process and take advantage of these tools that are designed to jumpstart the process.

Nancy L. Baumann can be reached through her website <http://TheBookProfessor.com>

SLPA meets on the second Wednesday of the month:

Brentwood Community Center
505 S. Brentwood Blvd., Room 101 • Brentwood, MO 63144

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

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

▶ Attention All Members and Guests

It's time for Pitchapalooza!

Our December 11 meeting will give you a chance to hone your pitching skills—not with a baseball, but with your book promotion!

Once you've written your book, you'll need some practice describing it quickly and clearly. What will you say to a publisher, an editor, a media person, or a potential book buyer at a public speaking event?

December's SLPA meeting is dedicated to helping you deliver your message in a clear, concise, and compelling manner.

Four key ingredients for a polished pitch are:

- the hook
- the summary
- your target audience
- your qualifications as an author

Up to several attendees will get to practice their 3-minute pitch and receive valuable feedback from a panel of publishing and media professionals. (Preference will be given to current members.) The rest of the audience will learn from what the panelists have to say. It will be a great opportunity to learn the art of clear communication.

To top off the meeting, we will celebrate the holiday season with good conversation, networking and light refreshments.

We are still looking for a new Board member to fill the position of Membership Coordinator. If you'd like to be a part of the action, contact Bob Baker.

▶ The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

Visit the SLPA website at www.stlouispublishers.org.

▶ Questions about SLPA?

Contact Membership Chair:

Kim Wolterman, membership@stlouispublishers.org

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