



May 2007

MAY 9 Meeting

Extreme Website Makeover

Do you have a web presence or do you have a WEB PRESENCE? Are you sure you know the difference? This is definitely a meeting you won't want to miss. We'll take a "Before and After" look at an author's web site and share tips for making your own site into one that people want to return to again and again.

Learn how to put the WOW in your www presence as Scott Ginsberg and Wendy Gauntt take us through the steps of tuning his "good" author/speaker's web site into a welcoming Web 2.0 powerhouse that's ready for anything!

Our Speakers:



Wendy Gauntt, President of CIO Services, LLC Wendy calls herself a "Technology Evangelist." She wrote her first computer program when she was 9 years old. With over a decade of Fortune 500 experience and several years at the helm of her own company, she's quite a bit more experienced these days, but she's still just as geeky and very enthusiastic about how technology can help businesses accomplish great things. www.cioservicesllc.com



Scott Ginsberg
Author, Speaker, Columnist,
Media Expert, The Nametag Guy.
www.hellomynameisscott.com

Join us at our lovely new meeting location at The Lodge at Des Peres! 1050 Des Peres Road, Des Peres, Mo 63131. Doors open for networking at 6:30 PM, meeting begins at 7:00 PM. The formal meeting concludes around 8:30 with networking continuing after the meeting.

For directions to the Lodge, visit our web site and click the link.
<http://www.stlouispublishers.org>

Feature by Jeniffer Thompson

Back to Basics

Most authors know that they need a website, they're just not sure why. An effective site can be your most powerful marketing tool—the difference between a book that sells well and a best seller. Never underestimate the power of the Internet.

This power can only be harnessed if you have a firm understanding of what you want to accomplish. Your site can serve as your online brochure or it can be a highly optimized site that draws in new traffic; it can be your hassle-free online store, or it can be an effective way to reach your audience, stay top-of-mind with your readers and keep them excited about your products.

Think of the Internet as an incredible opportunity to reach your market and stay in constant contact with them. This task isn't as daunting as it may seem. Firstly, a website doesn't have to cost you a lot of money. There are many template sites and do-it-yourself programs that will help you get a piece of that elusive pie in the cyber-sky.

You have less than a second to grab someone's attention on the Net. So, how do you engage your reader? Psychology. Use color, imagery and balance to reach your audience on a primal level.

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Never underestimate the power of a simple palette—avoid using too many colors. Avoid clutter. The eye is a muscle and if you overuse it, well, it gets tired. If you overwhelm your readers with too many visuals, they may lose interest without even knowing why.

Think of your color choice as the foundation for your project. This is all part of your branding—the engine that drives the vehicle. If you think of nature as the palette from which you draw from, chances are you can't go wrong. You rarely see blue food or red water—so as you research your audience, choose your colors appropriately.

Color evokes emotion; it sets the tone and creates a mood, it stimulates and/or it suppresses. To understand color is to reach your market on a subliminal level. Color can cause us to make radical decisions, it can effect our buying, call us to action or sedate us. Color can make us feel hot or cold, happy or sad—in many ways, color drives our impulses.


As you begin to conceive the idea for your site, think of your home page as a magazine cover. Create a feeling that your audience will relate to—sell the benefits of your product. Always remember the WIIFM factor (what's in it for me)? If you are selling a lifestyle, then use imagery that paints a portrait of people leading happy and fulfilled lives.

When it comes to writing your text (copy), studies show that bullet points are the first text a person will read. People will discriminate against your other copy if those initial bullets do not peak their interest. It's sort of like reading the headlines in a newspaper before you decide to read the articles. Speaking of copy, never run your words all the way across the screen—narrow columns are easier to read and are less likely to fatigue the eyes of your reader.

To create a feeling, to write effective copy, you have to know what you are selling—are you selling you or your book? If you have several books, then chances are you should be selling you—the author, the expert. To build several websites for your various titles is to dilute your message. Unless you write in many different genres, you should only have one powerful website.

Optimizing a site isn't exactly rocket science, but it could keep you awake at night if your goal is to be number one on Google. The reality is that search engines change their algorithms often enough that you shouldn't even try to keep up, unless of course you enjoy being frustrated. If everyone knew how to be number one, well, no one would be number one anymore. The good news is that there are two constants in the world of search engine optimization: great content and back links.

Just like you, search engine companies want to provide their customers with an excellent product. As your site gets indexed with search engines like Google, well-written, relevant content (and lots of it) will be your saving grace. Also, if many sites link to yours, search engines take that as a cue that your site must have something of value. So—how does one go about getting back links? Easy. Give stuff away. Everyone loves free stuff. Let's say you have a diet site and you offer a free calorie counter—chances are pretty good that other people will link to your free tool because it offers value to their customers as well. Or, write valuable articles on your topic and syndicate them in your blog. You can also submit them to free article submission sites like **articlealley.com**/. Other people will post your articles on their sites and link back to yours. You get the point.

This cyber world known as the Internet is an exciting place. It's critical that you jump in there and be a part of it. Admittedly, it can seem daunting and frustrating, but if you offer a valuable product and you know your audience, the Internet is a great place to find them—or better yet, a great place to build roads so they can find you. 



By Jennifer Thompson, President of Monkey C Media, author of *Website WOW: How to Turn Your Website into Your Most Powerful Marketing Tool*.

www.monkeycmedia.com is a full design house offering web site design and development, print design and multi-media services.

Don't Lose Your Reader!

Clear and easy to follow navigation is one of the most important elements of a successful website. This is also true for increasing your site's page ranking. Remember, you should optimize every page in your site, not just your home (Index) page. The worst thing you can do for your readers (and your page ranking) is to lose them in the hard-to-find inner pages of your site. A great tool to avoid this potential mess is to provide a navigation link tree at the bottom of every page of your site. This provides additional inner links on your site and ensures that your reader will be able to get to any page of your site with the click of a button.



Tip offered by Jennifer Thompson of Monkey C Media.

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Bootstrapping the Social Web

By Richard MacManus & Joshua Porter

Published on May 4, 2005

In Web 1.0, a small number of writers created Web pages for a large number of readers. As a result, people could get information by going directly to the source: Adobe.com for graphic design issues, Microsoft.com for Windows issues, and CNN.com for news. Over time, however, more and more people started writing content in addition to reading it. This had an interesting effect—suddenly there was too much information to keep up with! We did not have enough time for everyone who wanted our attention and visiting all sites with relevant content simply wasn't possible. As personal publishing caught on and went mainstream, it became apparent that the Web 1.0 paradigm had to change.

Enter Web 2.0, a vision of the Web in which information is broken up into “microcontent” units that can be distributed over dozens of domains. The Web of documents has morphed into a Web of data. We are no longer just looking to the same old sources for information. Now we're looking to a new set of tools to aggregate and remix microcontent in new and useful ways.

These tools, the interfaces of Web 2.0, will become the frontier of design innovation. The evidence is already here with RSS aggregators, search engines, portals, APIs (application programming interfaces, which provide hooks to data) and Web services (where data can be accessed via XML-RPC, SOAP and other technologies). Google Maps provides the same functionality as similar competing services but features a far superior interface. Flickr's interface is one of the most intuitive and beloved around. Del.icio.us offers personal and social functionality, and reaches far beyond its own site. Interfaces like these are changing the way we store, access, and share information. It matters very little where domain content comes from.

Web 2.0 has often been described as “the Web as platform,” and if we think about the Web as a platform for interacting with content, we begin to see how it impacts design. Imagine a bunch of stores of content provided by different parties—companies, individuals, governments—upon which we could build interfaces that combine the information in ways no single domain ever could. For example, Amazon.com makes its database of content accessible to the outside world. Anyone can design an interface to replace Amazon's that better suits specific needs (see Amazon Light). The power of this is that content can be personalized or remixed with other data to create much more useful tools. There are six trends that characterize Web 2.0 for designers. In this article we'll summarize each of those trends and give brief examples.



Writing Semantic Markup: Transition to XML

One of the biggest steps in realizing Web 2.0 is the transition to semantic markup, or markup that accurately describes the content it's applied to. The most popular markup languages, HTML and XHTML, are used primarily for display purposes, with tags to which designers can apply styles via CSS.

These markup languages are not semantically dead, however. Designers *can* describe content, but only to the extent that it fits within the (X)HTML tag set. For example, designers can mark up content as headers, paragraphs, list items, citations, and definition lists using the <h1>, <p>, , <cite> and <dl> tags, respectively. For some simple documents, these tags are adequate to describe content effectively. For most documents, however, there is no way to accurately describe the content with the (X)HTML tags we have available. In Web 2.0, this description is not only possible, but also critical.

Though HTML and XHTML give us only a glimpse of what it means, there is one technology demonstrating clearly the power of semantic markup. RSS is an XML format for syndicating content. It is an easy way for sites to tell people when there is new content available. So, instead of browsing to your favorite site over and over again to see if something is new, you can simply subscribe to its RSS feed by typing the RSS URI into a feed aggregator. The aggregator will periodically poll the site, notify you if something is new, and deliver that content. It's a real timesaver.

Providing Web Services: Moving Away From Place

During the early years of the Web, before content had semantic meaning, sites were developed as a collection of “pages.” Sites in the 1990s were usually either brochure-ware (static HTML pages with insipid content) or they were interactive in a flashy, animated, JavaScript kind of way. In that era, a common method of promoting sites was to market them as “places”—the Web as a virtual world complete with online shopping malls and portals.

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In the late 90s and especially the first few years of the 21st century, the advent of XML technologies and Web services began to change how sites were designed. XML technologies enabled content to be shareable and transformable between different systems, and Web services provided hooks into the innards of sites. Instead of visual design being the interface to content, Web services have become programmatic interfaces to that same content. This is truly powerful. Anyone can build an interface to content on any domain if the developers there provide a Web services API.

Two great examples of the shift away from place to services on the Web are Amazon.com and eBay, both of which provide an immense amount of commercial data in the form of Web services, accessible to any developer who wants it. An interesting interface built using eBay's Web services is Andale, a site that tracks sales and prices to give auction sellers a better idea of what items are hot and how much they've been selling for.

Remixing Content: About When and What, Not Who or Why

Associated Press CEO Tom Curley made an important and far-reaching keynote speech to the *Online News Association Conference* on Nov. 12, 2004. In it he said, "... content will be more important than its container in this next phase [of the Web]... Killer apps, such as search, RSS and video-capture software such as TiVo—to name just a few—have begun to unlock content from any vessel we try to put it in."

Curley was specifically addressing journalists and the media industry, but this insight applies equally to the design profession. Web design during Web 1.0 was all about building compelling places (or sites) on the Web. But content can no longer be contained in a single place—at least not without going against the nature of the social Web and locking up your content in a secure site.

Web design in Web 2.0 is about building event-driven *experiences*, rather than *sites*. And it's no coincidence that RSS is one of the key building blocks. RSS feeds enable people to subscribe to your content and read it in an aggregator any time, *sans* extraneous design.

Searches can also be mixed with RSS to let people subscribe to content via topic and tag RSS feeds (from PubSub or Feedster, for example). These so-called "future searches" not only let people mix content from various sources, but end up being yet another way for users to bypass a site's visual design.

Because content flows across the Web in RSS feeds and can be remixed along the way, Web designers must now think beyond sites and figure out how to *brand the content itself*.

Emergent Navigation and Relevance: Users are in Control

As a result of the remixing aspects of Web 2.0, most content will be first encountered away from the domain in which it lies. Thus, much of the navigation that is used to reach a specific item might be far removed from the navigation specifically designed for it. This "distributed" navigation might come in the form of a feed reader, a link on a blog, a search engine, or some other content aggregator.

One of the side effects of this is that the sources of and pathways to useful information will continually change, and users won't necessarily know where to go to find it. Fortunately, content aggregators have a built-in answer for this—they can track what people are doing. By recording what pieces of microcontent are most often visited, aggregators can use past user behavior to predict what users will find most relevant in the future. This is very apparent in Daypop, Del.icio.us, and Blogdex feeds. What people have found relevant in the past is likely to be useful in the future.

With relevance decided within these third-party interfaces, users might even be able to read content without ever visiting the domain it comes from. Navigation schemes, as we know them, will be used less. The most traveled navigation paths will emerge from user behavior instead of being "designed" specifically for it.

Adding Metadata Over Time: Communities Building Social Information

One feature of Web 1.0 that seemed to change everything about publishing was the ability to make changes to the primary publication at any time. There are no "editions" or "printings" on the Web like there are in the print world. There is simply the site and its current state. We are used to this paradigm now, and an optimist can hope that Web content will only get better with time: metadata will be added, descriptions will get deeper, topics more clear, and references more comprehensive.

What we see happening in Web 2.0 is a step beyond this, to where users are adding their own metadata. On Flickr and Del.icio.us, any user can attach tags to digital media items (files, bookmarks, images). The tagging aspect of these services isn't the most interesting part of them, though. What is most interesting are the trends we see when we put together everyone's tags.

Let's say, for example, that we tag a bookmark "Web2.0" in Del.icio.us. We can then access del.icio.us/tag/Web2.0 to see what items others have tagged similarly, and discover valuable content that we may not have known existed. A search engine searches metadata applied by designers, but Del.icio.us leverages metadata applied by folks who don't necessarily fit that mold.

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Shift to Programming: Separation of Structure and Style

In Web 1.0, there were two stages to visual Web design. In the early years, designers used tricks like animated GIFs and table hacks in clever, interesting and horrible ways. In the last few years, CSS came into fashion to help separate style from structure, with styling information defined in an external CSS file. Even so, the focus was still on visual design—it was the primary way to distinguish content and garner attention.

Enter the Web 2.0 world, which is not defined as much by place and is less about visual style. XML is the currency of choice in Web 2.0, so words and semantics are more important than presentation and layout. Content moves around and is accessible by programmatic means. In a very real sense, we're now designing more for machines than for people. This may sound like we're in the Matrix, but in the words of Amazon.com CEO Jeff Bezos, "Web 2.0... is about making the Internet useful for computers."

What does this mean for Web designers? It means designers have to start thinking about how to brand content as well as sites. It means designers have to get comfortable with Web services and think beyond presentation of place to APIs and syndication. In short, it means designers need to become more like programmers. Web 2.0 is a world of thin front ends and powerful back ends, to paraphrase Bezos.

Summary

The effects of Web 2.0 are far-reaching. Like all paradigm shifts, it affects the people who use it socially, culturally, and even politically. One of the most affected groups is the designers and developers who will be building it—not just because their technical skills will change, but also because they'll need to treat content as part of a unified whole, an ecosystem if you will, and not just an island. 



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Reciprocal Links? Are they worth the hassle?


There was a day when reciprocal links were a great way to get added exposure to your site—but times are changing and reciprocal links are fast becoming a thing of the past.

A reciprocal link is a text and/or banner link to a site that, somewhere in its pages, carries a similar text/banner link to your site.

Most requests are automated, for that reason two problems come up. First, you get swamped with link requests from Link Farms, people whom have never even looked at your site. Second, the value and legitimacy of those links are less than stellar. A good reciprocal link would be one that provides value to your client base and also drives traffic from other relevant sites back to yours.

When you link with another site you want to make sure that the site is relevant in content (that you share a similar audience), otherwise what's the point? Now, to contradict that, it is valuable to have numerous inbound links, but if those links are from sites with a low page ranking, then it doesn't do you much good after all. Google weights web sites with a PageRank system (PR) and your PR is directly reflected by the PR of sites that link to you.

www.google.com/technology/

Targeted traffic is a great reason to seek reciprocal links, so in addition to partnering with relevant sites, make sure that your inbound link doesn't get buried. Your link should be listed as a resource and provide value for the site linking to you, just as you should provide a resources page on your site. In fact, I prefer the term "resource" page to "links" page—it's more enticing don't you think? 

Tip offered by **Jeniffer Thompson of Monkey C Media**

www.monkeycmedia.com is a full design house offering web site design and development, print design and multi-media services.



"When I first moved into the White House with President Bill Clinton in 1993, there were only 50 existing websites on the World Wide Web."

— Al Gore (American U.S. Vice President
under Bill Clinton (1993-2001) b.1948)

1. Ten Top Reasons Authors Need a Web Site

You may think, "Why not let other web sites sell my book?" Maybe you've already put your print book into POD and are listed on a web site. Many authors who think they are non-techie, do this. They may do this because it "sounds" cheaper than doing their own site and book delivery. But notice just how many sales and profits these POD authors get. Just listed with 20-40,000 other books and a few lines about your book will not make your book stand out from the crowd as it does with a sales letter on your own web site. Another problem with one at a time print and delivery, the author has little control over his book. And, the price charged may be too high for a type of book that doesn't have a specific audience who wants it.

If you have your own web site for your informational products, you will get to keep all of the money after expenses—always a great advantage, and you will be seen as a market leader in your field. With a little mentoring, this can be easy and inexpensive.

Top Ten Reasons

- 1. Enhance your online and brand presence with your particular "branding":** why your product or service is the right choice—why you are the preferred expert over your competition. For instance, the one who says I can help you make your book dream a reality, faster, cheaper, and easier. How? Through designing every part of your book to sell copies—before you write a single chapter, applying the nine "essential hot selling points," and how to write each chapter much faster with less editing using the "fast-forward" technique.
- 2. Enhance product awareness.** When your targeted visitors come to your site to see your free articles and tips, they will become aware of the products you offer. They may not buy the first time, the second or even third time, but if you keep your site updated with new information every week and mark your site that you have done so, your visitors will keep coming, and up to fifty percent will buy.
- 3. Boost your leads and data base fast.** When you entice your reader with a free report or ezine, they will leave their email address at your web site. Then, you will be able to continue to stay in touch with them. Allow them to download a free chapter or excerpt of your eBook. Illustrate with benefits and a testimonial why they should sign up for your free ezine.
- 4. Reach new customers worldwide.** Once you get up on the web, many people will come to your site from all over the world. Your ezine or teleclass can connect with people outside

your area because your subscribers or participants think so much of you that they forward the good news to their friends and associates. With your free content such as articles, only targeted buyers come, bringing you a much higher rate of sales.

- 5. Add a new sales channel.** Maybe people know you or your products offline through networking groups or other business ventures. A web site makes you even more respected, and online prospect buyers expect you to have a web site because they love the convenience and speed of online ordering. A web site is your office. Think of the money it saves you from renting one.
- 6. Increase your existing sales channels.** You may also want to send out occasional post cards, give talks to interested groups, give book signings or radio interviews. Here, you offer a take-home follow-up product ordering page, even for eBooks. Here, you capture your audience's emails by having them sign up for your free ezine or report. On the radio, you can offer your 800 toll free telephone number. Like me, you can offer yourself as a guest speaker for a teleclass on one of your hot topics. On the write ups and on the call, offer a special price on one of your books. Orders will stream in!
- 7. Reduce support costs.** You would spend far more on rent for a real office and need more equipment and furniture plus more support staff. Online/web marketing is far easier, cheaper and more effective than the mail, telephone or fax. And, when you automate book and coaching sign up and delivery, the sales will roll in like a tropical storm. Using one shopping cart has totally catapulted sales for your coach.
- 8. Reduce the cost of doing business.** In your home-based virtual office, you will have much less overhead. For eBooks, you won't have to spend time or money on postage, packaging, or mailing. They can be downloaded and you don't have to do phone orders. You reduce your dependence on other sales channels such as the brick and mortar bookstore, which only take your book through a distributor or wholesaler. All of these folks take a hefty percentage to greatly reduce your profits—up to 80%. Online bookstores may accept your eBook or print book readily. Visit their sites such as **www.BookLocker.com** or **www.Amazon.com** for details. One thing from your coach—you can make much more money on your sales when you offer your own web site with a good sales letter on it for each book or service.
- 9. Increase your profits up to ten times.** When you sell your print or eBook to an online book-selling site, you may receive a commission up to 50%. When you sell your print books online, they will give you around 30% royalties delivered by check every few months. These monies support the author, not the unwieldy publishing monolith who spends most of its time and money on big-ticket authors. Remember though, you must

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attract new prospective buyers to that site, so think of writing and submitting articles as your number one way to do this.

- 10. Reduce your marketing time because email communication is short, fast, and gets to the point quickly.** You don't have to spend time buying stamps and special envelopes and stationery. With a computer assistant, you can look like Barnes and Noble reaching many thousands of online buyers by putting ongoing attention and maintenance on your site. With a little mentoring, you too, can get thousands of daily visitors instead of just a few. If you are like me, you will enjoy keeping track of your increasing sales each month. You will enjoy staying in touch with your buyers. When they order on your site you can keep track of them, put them in your address book, and send them follow up information, free bonuses and requests.

Remember, your web site can cost only \$500 when you put up just one sales letter and order page. So, don't let price hold you back. Without your own web site, not many will be able to discover your unique, helpful message and fill your bank account too. 📖

2. Five Question — Five Minute Web Makeover Quiz

If you haven't made web sales and increased your clients to where you want to be, then maybe you need a web site makeover. What I mean by that is, most people first contact a web master to put up their site. While webmasters can connect the links and design your site, not all are copywriters with marketing experience that brings in new business. You may have written your own material, but often it lacks the promotion know how to make your words sell. Take this quiz and the next step web marketing with stimulating sales copy writing. Score the below questions from 0-5. Add up the total and see recommendations at the end.

- 1. Does your home page include headlines that compel your visitor to click to product or service sales letter?**

The number one mistake web site owners make is not to give their valuable visitors a reason to buy. While mission statements and bios talk about you, benefit driven headlines make the difference—showing your potential buyers what outcomes they will receive.

- 2. Does your site offer a sales letter for each product or service you want to sell?**

Visitors want you to help them make an informed decision. Educate them about your service in this piece whether it's in a long or short sales letter. If it's a product give them a reason to buy. Include benefits, features, and of course, testimonials.

- 3. Do you make it easy for your visitor to buy?**

At the end of your sales letter, include an order page on how to buy. Include each step because many people online are non-techie like your Internet marketing coach. Include the call the action link that takes your visitor straight to the order page. Check out a professional's site to see these skills in action.

- 4. Do you give your visitors what they want — free information?**

Not only does a list of articles, ezines or tips on your site give free content—what visitors want—it also helps your site become number 1 to 10 in the search engines. That means 1000's of visitors a day. And that means more consistent monthly sales. Your non-techie Web coach is still number one in Google and 35 others after five years with the word "bookcoaching." Content is what makes people bookmark your site to return again and again.

- 5. Does your web site bring you all the income you want?**

Your site may be attractive and colorful, but check your monthly sales and make sure they increase to the income you want. It's not the hits, it's the sales that really matter. Naturally, your site brings new contacts and develops an image too, but remember to measure your web site's success by the income it provides. Otherwise it's not worth a dime.

Is it time for your web make-over?

Score 0-4: If your score less than 5 you are ready for a complete makeover. Get help now.

Score 5 to 7: Your site is not doing much for your business. It needs improvement. Get a comprehensive web site evaluation.

Score 8 to 10: Your site is doing well, but a web strategy could make it more successful.

Score greater than 10: Your web site works. Get on-going feedback for adding new content and making link changes.

Realize your site cannot be static, and must keep growing and service your particular audience.

Putting up a Web site is not enough. It must give visitors what they want—free content, and its copy must be punchy and persuasive to get your visitor to convert to a customer. 📖



3. Web Site Face Lift Writing Exercises

If your web site has been up more than a few months, and you haven't gotten any new business, consider reconstructing it so it pulls sales. Here are four writing exercises you must do before you hire a web master to lay your site out.

1. Know your specific audience, their needs and desires. This profile needs to include their problems, interests, values and how they like to receive a service or product. In a Dear Web Audience, write a half-page letter saying how you can help them (benefits) with their challenges or problems (know all of these).
2. Use a worksheet to preplan your web site. Include your purpose. Do you want to make money, gain credibility, share your unique message? What is your number one product? Others? List the top five things you want to sell including seminars, teleclasses, coaching, consulting, books.
3. List at least 10 benefits your service provides. Discover the five best benefits. Benefits are outcomes of using your service or product. Create more money, relationships, save time. Too many small businesses don't know how to talk sales language for their services. They mistake features for benefits. Features like stories, tips, how-tos, explain and don't sell, benefits do.
4. List 5-10 features, too. These are features:
 - you offer phone sessions for the convenience of the client
 - you email back-up support and information to help solve a particular problem
 - you take quick phone questions in between coaching sessions
 - you give a specific strategy session to accomplish a client's goal

- you give clients a 15-minute free reading time for feedback on next call-for added value
- more features: 5 Tips to..., 7 Steps to..., 9 Ways to..., or other how to's or tips

5. Connect your five best benefits with your best features—the how you will accomplish the benefits. For instance: "Save yourself time and money down the drain and be on the fastest track to publishing success with this 'how to get your book written' ebook." This testimonial can be a link on your site, too, to lead your visitor to the sales letter.

Create a variety of headlines that have marketing pizzazz.

They can be in the form of a question, a command, a shocking statement, but they are all full of specific benefits. "Quadruple Your Online Income" is not enough. You must show how much time that takes.

Create a picture of the outcomes your client will see, hear and feel. You must touch your potential client's soft spot—that nerve center that says, "Yes, I want that!" Tap into your creative side, either with a friend, associate, or a online writing coach who knows this uncharted territory—the language of sales. 📖



Book and Internet Marketing Coach, Judy Cullins, can help you build credibility and clients, sell a lot of books, and make maximum profits. Author of 11 books including *Write your eBook or Other Short Book Fast* and *The Fast and Cheap Way to Explode Targeted Web Traffic*. "Get her free eBook" *20 High Octane Book Writing and Marketing Tips* and two free monthly ezines at www.bookcoaching.com.

Publishing University Online Course for May

Budget Basics for Publishing Beginners: Forecasting Sales, Returns, Costs and Cash Flow – presented by Tom Woll
May 16, 2007 - 11:00 am PST/ 2:00 pm EST

Learn to master the critical skills you need to budget and forecast accurately using a Profit & Loss statement and how to also budget and project your cash, using the cash flow statement and cash flow management. With these skills, you can predict, manage and regulate your business and the money flowing into and out of it. Exit this session understanding these key business tools and be in a better position to manage your company for the future.

About the Speaker: Tom Woll is President of Cross River Publishing Consultants. He has over 25 years of senior-level publishing management with companies both small and large.

He is also the author of *Publishing for Profit: Successful Bottom Line Management for Book Publishers*, now in six languages worldwide and *Selling Subsidiary Rights: An Insider's Guide*.

The telecourse is \$49 for PMA members and \$69 for non-members. To join PMA, visit and sign up for this course, visit www.pma-online.org/University_onlinenow.cfm



We Welcome Our Newest Members

Margaret Cook

Getting Places Counseling and Consulting
Coaching for Life Success
gettingplaces@gmail.com

Margaret is a life coach and has a professional counseling practice in Kirkwood. Many of her clients and colleagues are writers and entrepreneurs. Margaret's writing includes articles in periodicals and numerous "how-to" handouts on topics that range from leadership, careers and relationships to articles on children's literature. Learn more at www.gettingplaces.com. Margaret is expanding her skills into publishing in 2007.

Charlotte A. Mielziner

sidebysidek9@yahoo.com

Kara Dreste

drete@sbcglobal.net

Kara has worked in the financial services industry for 13 years, and interested in educating children about financial matters.

CORRECTION TO MEMBER INFO FROM APRIL

Olivia Ly Pieknik

olpieknik@gmail.com

www.communitynewsstl.blogspot.com

Olivia enjoys writing, reading and community involvement. She has been selected to be an Opinion Shaper with the Suburban Journal. Olivia has been working on a book about her family experience as Vietnamese boat people. A sport fanatic, Olivia enjoys hockey, football and basketball, especially playoffs.



Questions About SLPA?



Contact Membership Chairman:
Christine Frank at 314-205-2679 or
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