



SEPTEMBER 12 Meeting

How to Build an Effective Author Web Site and Create a Book Buzz Online


After a wonderful, well-attended field trip meeting last month to Creative Imaging, SLPA returns to The Lodge at Des Peres with a great September meeting featuring these internet marketing experts: **Bobette Kyle**, web marketing consultant and author of *How Much for Just the Spider?* and **Bob Baker**, author of *Guerrilla Music Marketing Handbook* and *Branding Yourself Online*.

Get the latest advice on how to use the internet to create awareness for your book, attract buyers, and make more sales online. There are unlimited marketing opportunities on the web, but many authors and publishers are confused by all the choices. At this meeting, our speakers will demystify the process and give you some concrete internet strategies you can put to use right away.

During this rapid-fire session, we'll discuss:

- How to create a book "buzz" online
- Getting clear about your author web site goals and structure
- Web page "hot spots" that inspire action
- Effective ways to generate quality web site traffic
- Secrets of keywords and search engine optimization (SEO)
- Why your web presence is actually much more than your book
- How to market your book like the best seller *The Secret*
- Crafting a rock-solid author identity on the web
- The difference between book sites, author sites and topic sites
- How to use simple web 2.0 technology to attract book buyers
- What authors can learn from the music business
- How to make yourself and your book spreadable
- The fruit stand approach to online book promotion
- What you need to know about filters (and how to tap into them)
- How authors are using MySpace, Flickr, YouTube, Twitter, and more to reach thousands of fans online

Make the most of the internet with the ideas you'll go home with after this informative SLPA meeting.

Meeting location: The Lodge at Des Peres. 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. www.stlouispublishers.org 

Web Site Strategies by Bobette Kyle

Internet Marketing Strategy: Developing a Web Site Marketing Plan

For many of us, finding the time and commitment to develop an Internet marketing strategy is difficult. There are so many other obligations vying for our attention it is tempting to push strategies to the back burner. Giving into that temptation, however, means putting your business at a disadvantage.



This is because an overall marketing strategy is the compass by which you navigate. As opportunities arise or your business environment changes, the objective and marketing strategies in your plan will point you toward the best action. Without a strategic plan, you risk becoming unfocused in your marketing efforts, resulting in guesses about what might be best for your business.

To be most effective, your web site (as well as other) marketing strategies should be a part of your overall business marketing plan. By aligning online marketing with your offline efforts, you can better achieve overall company objectives. Additionally, you will present a consistent style and message across all points of contact with your target audience.

Your strategic focus will in part be determined by your site's status. If you already have a site in place, your plan can focus strictly on marketing issues. In other words, how to most effectively market using your existing site.

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If you have a site that needs improvement, however, your marketing efforts will be more effective if you incorporate web site enhancements in with your strategies.

Finally, if you do not yet have a site, you can create one as you develop a marketing strategy, with your plan focused on launching the site. In any case, remember that your objective, strategies, and tactics will change over time as your situation and focus change.

Parts of a Marketing Plan

A strategic web site marketing plan is similar to a strategic business marketing plan, but with a narrower focus (i.e. the web site plan focuses on Internet marketing strategy and programs while the overall marketing plan encompasses the entire business).




As with any marketing plan, the online plan includes developing strategies and tactics (also called action plans) that, when implemented, will help you reach your marketing goals. An objective, strategy, and tactic are each progressively narrower in scope:

The objective addresses the “big picture”. In general terms, your objective answers the question “How will I overcome my main marketing challenge(s)?” If your company’s main site-related challenge is figuring out how to use your web site to help build client business, for example, an objective for your online marketing plan could be “To enhance online client service as well as build site awareness and interest with clients.”

A marketing strategy supports your objective. The strategy defines general approaches you will take to meet your objective. For example, strategies to support the above objective could include 1) improve online communication, information, and education, 2) build awareness of and interest in your company

on the Internet, and 3) communicate the web site’s existence and advantages to existing clients.

A marketing tactic is where the action takes place. Also called marketing programs or action plans, they are the things you will do to bring each marketing strategy to life. Tactics for improving online communication, information, and education could include 1) sharing experience and observations in your industry through participation in discussion boards, 2) offering an email newsletter, and 3) listing/ submitting your site to targeted search engines and directories.

By implementing marketing programs that are consistent with your site objective(s) and marketing strategies you improve your chance of business success. 

Bobette Kyle draws upon 15+years of Marketing/Executive experience, online marketing experience, and a marketing MBA as inspiration for her writing. Bobette is proprietor of the Web Site Marketing Plan Network (www.WebSiteMarketingPlan.com). She is also author of the marketing plan and web promotion book *How Much For Just the Spider? Strategic Website Marketing For Small Budget Business*. You can search all articles on the network through the marketing directory by going here: www.websitemarketingplan.com/directory

EDITOR’S NOTE: Bobette is the Webmaster for SLPA and does quite a bit of work for us behind the scenes. For those of you who first found SLPA online, she’s the one who made that possible, through the Search Engine Optimization that she does. A visit to her own site yields a gold mine of information. And a consultation with her is more than affordable—it’s priceless.

Feature Article by Judith Kallos

How to Get Great Organic Search Engine Listings

All too often I find site owners are confused (or in denial) about how to achieve the search engine rankings they desire on the SERPs (Search Engine Result Pages). So, I am pleased to offer you my version of “Organic Listings 101.”

Several times each day I get approached by site owners wanting to be in the top 5, 10, top page for organic (free) listings. The organic results are those that display to the left and below “Sponsored Sites” or “Sponsored Results at Google, MSN and Yahoo!” These “Sponsored” advertisement boxes are part of Pay Per Click programs where site owners bid for positioning.

What we’re going to discuss today are the free listings that are gained by how your site is ranked based on a combination of unique variables (algorithm) of each search site. Which, to muddy things up further, evolve without notice.

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"You shall know the truth, and the truth shall make you mad."

— Aldous Huxley

Let's first set the stage so that we have realistic expectations here. When I started my consulting practice back in the early 90s, it was relatively easy to get found. The volume of sites and the level of competition were not one iota of what they are today. Fast forward to 2005 and you have close to 12,000,000,000 (yes, that's billion) pages with a good 10,000,000 being added daily.

So how do you get visibility in the SERPs? Shuffling or adding keywords in your Meta tags won't do it. Search Engine Optimization (SEO) isn't the end-all-be-all either. You have to have a well-rounded, smart, long-term marketing plan for your site that includes certain basics for you to rise in the organic rankings.

Issues for consideration to gain improved organic listings:

- Look at your web marketing plan as a long-term effort. New sites are in Google's sandbox for 6 months or more, and it will take time and effort to be viewed as more relevant than the sites that are already online in the free positions you seek.
- Part of putting your plan together is to do a search with your top keyword phrases on the various search engines so that you are aware of the competition and the volume of sites already successfully ranking for the terms you are targeting. This gives you a real-world understanding of the level of competition you will be up against.
- Understand that how your web site ranks has nothing to do with how good you are at what you do. It has to do with how good your site is and how good others including the search engines think your site is. That requires a long-term realistic marketing plan to grow your site to be the best most comprehensive resource on your product or service for your site visitors. It doesn't happen overnight or just because you say you want it to.
- Forget about trying to rank for one-word keywords—much too difficult and in some cases downright impossible. Concentrate and target 2-3 word phrases instead of one-word keywords and you'll get more targeted visitors as well. There are several tools to assist you in investigating what keyword phrases your target market is actually using. Use these tools to your advantage!
- Make sure each page within your site targets and is optimized for only one or two, 2-3 word keyword phrases each. Niche is what works for organic listings! The more you are about; the less you are about any one thing. Search results are based on numerous factors; one being relevancy for the terms the searcher is using. If you are targeting 10, 20, 30 terms per page, that page is not

strongly about any given topic vs. another site that has a page or pages concentrating on just one or two phrases each. Keep in mind that less is more when it comes to targeting keyword phrases on a page-by-page basis.

- To "top" the sites already out there, you have to do just that! Top them! What makes your site better and more valuable to your site visitors? If you don't have anything unique and of quality or value to offer, you'll never push those who already hold these positions out of your way.
- Plan on adding new information to your site on an aggressive basis. Daily, weekly, minimally monthly! Resources, white papers, "how tos" not only add value but will naturally work wonders as keyword targeted pages. Offer the type of information those seeking your product or service will find useful and search for and that other sites will want to link to. Don't even think of cheating and using content generating software... you'll get nowhere with that approach. You need to have well written content of value; not keyword stuffed ramblings.
- Plan on having lots of patience. Rome wasn't built in a day and attaining great organic listings no longer happens in a day, a month, or even a year. Any business that hopes to succeed needs to take a consistent and informed long-term approach. This applies to organic listings ten-fold.

Yes, without a doubt all of the above recommendations require your time, effort and a realistic understanding of how organic listings are accomplished. But this is the reality of how great listings, over time, are attained. It is really quite simple—strive to make your site the best it can be; THE site for your product or service and your rankings will improve!

There are no short cuts or trickery for fast top 5, 10, top page organic results. If someone tells you otherwise, they are trying to use what you don't know to get into your pocket book. Make a commitment to continually build your site to be the best it can be to your site visitors and your organic rankings will happen. Web sites and rankings are a work in progress after all!

Without implementing the above, you are left with only one choice in order to get visibility to those searching for your product or service. You will need to invest in a well planned Pay Per Click program and the corresponding budget necessary to reach your goals. 📖

Judith Kallos is an authoritative and good-humored Technology Muse who has played @ www.TheIStudio.com for over a decade. Check out her popular software, programming and web design cheat sheets @ www.LearnAndThrive.com.

Stand Out From the Crowd with Advanced Article Marketing

You don't have to pay big money for a "millionaire" seminar. You don't have to inch along with old-style marketing that takes too much time and money. You don't have to tell and sell. You don't have to spend big dollars for pay-per-click or Google ads.

You simply need to write articles (some call them white papers) and post them on your site, send out to your database for your email promotion campaigns, and submit them to high-traffic web sites and article directories. This totally organic way to market leads all other styles of marketing and is perfect for the non-techie and newbie as well as the seasoned pro.

Why? Because your audience surfs these sites looking for free information. When they see your article there they remember you as a savvy expert in your field. Then they visit your site. Why? Because in your web bio/signature box, you've enticed them to come to your site to get their free report or ezine. They want more of you. They come for free content that can help them solve their challenges. That's why you also keep your fresh articles on your site.

Your payoff? You get your web visitors email when they subscribe and then can engage your audience repeatedly in your ongoing email promotions. Remember, these are your targeted market and are much more likely to buy your book, product, or service.

Your coach calls this # 1 internet viral marketing path
Advanced Article Marketing and I've used it for six years to take my business to the top. It works so well you'll be listed on not just 1000's of web sites with a link to your site, but 100,000's of web sites with a link to your site. Your web site will attract 1000's per day instead of a few.

Let's say you have a book, a package with a book, CD and video you want more sales for. Advanced article marketing works great for this. But that's not all. After submitting many articles, your business will get well known too. You'll build credibility from the articles, and when your readers of your articles visit your web site, they'll be like old friends, ready to buy.

Through articles you speak directly to the audience who is interested in your subject. You can post your articles on newsletters where subscribers want your information. And, you can submit them to high-traffic web sites.

Create More Product and Business Sales

With your targeted audience reading your articles, you become known as the savvy expert. Word gets around to your visitor's other associates. Then your site will get 1000's of daily visitors that computes to sales. You'll go from an unknown to a super star in months.

Turn your Targeted Visitors into Sales

When these article readers come to your site, they are already aligned with you and your information. They found your articles on popular article directories and web sites. Your articles attracted them to your web site where they expect to get more solutions to their problems. Presold, they are much more likely to subscribe to your ezine, leave their email for a special report and browse your other articles. Eventually they will click onto your product or service links raising your conversion rate. Targeted visitors are much more likely to convert to sales.

Generate More Traffic to Your Web Site

That's what everyone wants. More traffic. But when you write and submit articles (or have your assistant do it) to hundreds of web sites, the traffic that comes to you means a possible client or sale. They already want what you have. When your web site is set up to assist them in solving their challenge, you have the perfect marriage. Good information including sales letters for each product or service and good free content to keep your visitors coming back.

Increase Inbound Links

Web sites need fresh daily content. When they see your article and like its content, they will reprint it on their sites and others. Each time your article gets posted, your URL link will attract the article's readers back to your site. This natural article marketing method replaces the need to exchange links with other sites.

Increase Your Page Rank

Links from popular web site sites, especially sites closely aligned with yours, are viewed by Google as "highly relevant." More relevant links result in a Page Rank increase for your site. Your articles give the largest, most popular sites in your industry a reason to link to you. The more relevant links you have, the higher your page rank.

Get Better Search Engine Listings

Keep submitting articles each week, because when you do the search engines notice your key words in them and raise your site's placement. It's a thrill when you see your web site listed in the top 10 of the first page. This means more people will see you and think of you as the expert and go to your site to see what else you offer. That's more traffic and credibility.


Become a Recognized Expert

As you keep submitting your articles, many article directories give you the distinction of being an expert. This increases your credibility and really helps bring these people to your site. Of course, you put the directories' logos on your web site to support them as well. Now customers and clients will come to you because they see your knowledge and expertise in your articles. Trust follows, then sales.

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Grow Your Affiliate Income

When your article readers see you as the savvy expert, your affiliate sales will soar. Add related products through an affiliate program to your own books and packages. Many people who order products at your site will add that useful related one that you sell and get 50% commission. Your recommendations in your sales letters and email promotion mean something because your database trusts you after seeing you consistently answering their needs and wants.

When you apply advanced article marketing you will see the law of attraction working. You give freely what your audience wants and the right people will give to you in coming to your web site often, and eventually buying from you. Business people's web sites who use article marketing show up near the top ranking in no time. 

©2007 Judy Cullins. Internet Marketing Coach Judy Cullins helps non-techies get big web traffic, expand your business clients, and sell your products. Check out her **Advanced Article Marketing 3 Book Special** with free reports at www.advancedarticlemarketing.com or contact: Judycullins@cox.net.

Comparing Costs by Linda Austin

Lightning Source vs. CreateSpace

I recently heard that Amazon had entered the books-on-demand publishing field with its new CreateSpace subsidiary. Acquired in 2005 by Amazon, CreateSpace was originally founded in 2002 as CustomFlix Labs, Inc., which provided on-demand services for "publishing" CDs and DVDs. Expanding its services to include book publishing; the company announced a name change on August 3, 2007, to CreateSpace. This on-demand service stated that there would be no setup fees, no minimum orders, and you keep the rights.

Having just submitted the new edition of my *Cherry Blossoms in Twilight* book to Lightning Source, Inc., a reputable digital printing subsidiary of the famous Ingram wholesale company, I was curious to compare LSI costs and services with those of the new CreateSpace. Here is what I came up with for a 100-page book that might retail for \$10.95.

Amazon: Print cost \$3.15ea + \$2.00 (.02/page) = \$5.15 per book — NO SETUP FEE — PROOF, REVISION UPLOAD COST UNKNOWN

LSI: Print cost \$.90ea + \$1.50 (.015/page) = \$2.40 per book — SETUP FEE = \$65 [\$15 (\$.15/page) + \$50 cover] — PROOF COST \$30, REVISION UPLOAD \$40

Amazon: Amazon Sales cost per book = \$10.95 list - \$3.29 (30%fee) - \$5.15/book print cost = \$2.50 to author — NO AMAZON ADVANTAGE PROGRAM FEE

LSI: Amazon Sales cost per book = \$10.95 list - \$6.02 (55% wholesale discount) - \$2.20/wholesale book print cost = \$2.73 to author — NO AMAZON ADVANTAGE PROGRAM FEE

Amazon: Wholesale orders of less than 49 books = no wholesale discount (10% for 50-99 books, 20% for 100+ books ordered)


LSI: Wholesale sales — highly suggests author chooses industry standard 55% discount, however wholesale order print costs are slightly less (\$.90ea + \$.013/page vs. \$.015/page)

Amazon provides free ISBN and lists CreateSpace Publishing as the publisher. If author provides ISBN, then author's publishing company is listed as the publisher. Only paperbacks available, only white paper available for now. Color interior available. Standard book sizes available.

LSI works only with publishing companies who provide the ISBN, though the barcode art is free. Hardcover and paperback available, white and cream paper choices. Color interior available. Greater choice in book sizes.

Summary: Although there is no setup fee with Amazon CreateSpace, the costs per book are greater than with LSI. I also imagine there will probably be some stigma attached to a book that lists CreateSpace as its publisher just as there is for books published by LuLu, a somewhat comparative service, or worse yet the notorious vanity presses. This may be alleviated a bit if the author provides the ISBN and is a registered publishing company, an option LuLu also offers. Major book buyers will undoubtedly stick their noses in the air. Also, it remains to be seen whether wholesalers will want to use Amazon as they receive zero to only 20% discount.

I had decided to work with Lightning Source months ago because I needed their reputation and distribution system to attract libraries and schools. LSI is the digital printer for many publishing companies, including LuLu. LSI puts their books into the Amazon system and, more importantly, lists them with Baker & Taylor and Ingram wholesale companies plus major bookstores. LSI also offers, at additional cost, listings internationally. Another LSI advantage is that it periodically offers specials such as free setup of new books with order or discounted printing for orders in a given time period.

No matter which way you choose to publish, be sure to do your research thoroughly so that you can make an educated choice as to what is best for you. 

Linda Austin is the publisher and co-author of *Cherry Blossoms in Twilight: Memories of a Japanese Girl*. www.moonbridgebooks.com

The Power of Book Titles

When I'm asked, "What's the best thing I can do to promote my book?" ... I often say, "Come up with a great, attention-getting title."

Sadly, it's usually too late for the author to use that tip, since their book is already published as "Prairie Dogs by the Dashboard Light" or some similarly vague and confusing title.

Make no mistake, a strong title will be one of your biggest book marketing tools—along with killer content, smart use of the Internet, etc. So make sure you spend a lot of time crafting your title before you publish—or even begin writing—your next book.

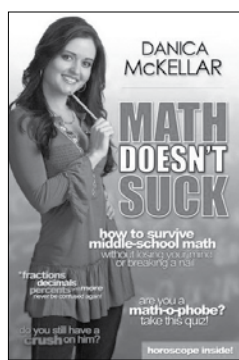
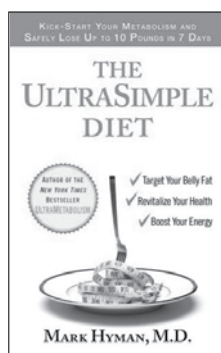
A great title ...

- Tells you exactly what the book is about
- Lets you know who the book is for
- Spells out a reader benefit
- Uses words in a clever and concise way

My favorite type of title is the two-parter. A short (two to four words) main title, followed by a slightly longer subtitle.

Here are some examples:

- *The UltraSimple Diet: Kick-Start Your Metabolism and Safely Lose Up to 10 Pounds in 7 Days*
- *Math Doesn't Suck: How to Survive Middle-School Math Without Losing Your Mind or Breaking a Nail*
- *Refuse to Choose!: Use All of Your Interests, Passions, and Hobbies to Create the Life and Career of Your Dreams*



Look over the examples above. Really examine the word choices. Notice how they hit the four hot button issues I listed earlier.

Here are more good examples of strong two-part titles:

- *Good to Great: Why Some Companies Make the Leap ... and Others Don't*
- *God Is Not Great: How Religion Poisons Everything*
- *Getting Things Done: The Art of Stress-Free Productivity*
- *Made to Stick: Why Some Ideas Survive and Others Die*

And two examples of simple one-line titles (each only seven words long):

- *The 7 Habits of Highly Effective People*
- *How to Win Friends & Influence People*

Now you know: Your book's title can make or break its reach into the marketplace. So take whatever time you need to come up with a great one.



To you publishing success! 📖

Bob Baker
president@stlouispublishers.org

Anniversary Dinner Memories Display

November 3rd, we are having a special **Anniversary Dinner** Saturday night as part of the "**Attracting ATTENTION!**" event weekend. Susan Whinnery is putting together a collection of fact sheets noting our members' accomplishments.

If you wish to share your book information and accomplishments as a member of SLPA, and or PMA, please send her any or all of the following information that you may have:

- 8x10 or 4x6 fact sheet on your book(s)
- Post card advertisement if you have any
- Jpg. of your book cover that can be printed up to 4x6
- Events card
- Business card
- Bio
- Anything else relevant to your book(s) and accomplishments, ie. awards, events, appearances, web sites, etc.

Please send these by email or U.S. mail.

Email to: **Treasurer@stlouispublishers.org**.
Please put "SLPA Dinner "in the subject line so I can identify your email as non junk mail.

Mail to:
WinDruid Publishing
c/o Susan Whinnery
PO Box 25008
St Louis MO 63125



SLPA Volunteers Needed

SLPA is a professional organization run by volunteers. If you'd like to "give back" for all you get, there are a number of ways you can help us. Often, by getting more involved with an organization like ours, you learn more and find that even more opportunities open up to you. We have projects you can help with that are both one-time opportunities or sustaining projects, so you can choose what fits your schedule. You don't have to be a long-time member to help out. In fact, one of the best ways to learn more is to get involved. This puts you in contact with the more experienced members. Read on for some of the ways you can help.

SHORT-TERM VOLUNTEER OPPORTUNITIES

- **SLPA 10th Anniversary Weekend**

A weekend as ambitious as the one we're planning requires behind-the-scenes help in many ways. If you're interested in assisting us during the three days of the event, please contact Sue Sylvia—editor@stlouispublishers.org or Lynnette Schuepbach—events@stlouispublishers.org.

- **Speaking at a Monthly Meeting**

Do you have expertise or experience in a certain area you think might be helpful? Let us know! We're always looking for new speakers. Let Bill Collier, our VP know your topic and availability—VP@stlouispublishers.org. We'll be planning next year's meeting topics in late November.

- **Join Our Volunteers-On-Call List**

Would you like to help, but you're not sure how or when you'll have time? Give your name and contact information to our Membership Committee: Christine Frank—memberchair@stlouispublishers.org or Linda Austin—membercoordinator@stlouispublishers.org. We'll keep you on a list of people we can call when we have special needs. If you have time, you can say yes, if not, that's OK, too.

- **Newsletter Contributions**

Articles and artwork on pertinent topics are always welcome for the newsletter. Send submissions to editor@stlouispublishers.org by the 21st of each month prior to publication.

ONGOING VOLUNTEER OPPORTUNITIES

- **Room Set-Up for Monthly Meetings**

Ever wonder why the doors don't open for networking till 6:30? We're busy setting up the books on racks, getting the membership table ready to welcome you and setting up any AV needed for the program. Often this responsibility falls on board members. Sometimes it's tough to get it done when we also need to be answering members' questions as they arrive. If you regularly attend meetings and would like to help with

this, please let us know. We'd love to know we can count on you for your help.

2008 Board Nominations Are Open

Every October, we present a slate of volunteer nominees for election to our board. Every November, all board positions are up for election by the membership. The all-volunteer board does quite a bit of work behind the scenes to provide everything we do for our members. We meet at least once a month (usually Saturday mornings), year-round to plan our programs, develop marketing opportunities for the group, handling the administrative work needed to keep things humming. Our board members also function as the public face of our group. We'll have a list of responsibilities for each position available at the September meeting. Feel free to talk to one of our current board members at the meeting or contact Christine Frank at memberchair@stlouispublishers.org for more information.

Meeting Topic Changes for Oct – Dec

In order to add value and bring you even more topics of current interest, we're making some changes to the schedule for the rest of this year. Plan now to join us for these information-packed sessions. They're a great complement to our November Weekend of events!

➡ October 10

Professional Distribution: What's in it for you?

Finally, we'll unravel the mystery surrounding Distributors and Wholesalers and equip you with the tools to decide what's really best for your business. Dan Thomson of Big River Distribution leads a panel that will dive deep into the process of working with a distributor to get into bookstores. There's a lot more to it than you think!

➡ November 14

Lookin' Good on a Budget

Linda Austin and Sue Sylvia present a how-to session on book packaging and author presentation. If you're smart about where you spend your money (you do have to spend some), you can achieve great results. We'll include examples of books, marketing materials and media kits, plus discussion and tips on using Book Trailers and video online to promote your identity and book topic without spending a fortune.

➡ December 12

Under Construction: Building a Strong Author Platform

When someone buys your book, they're buying you and the many ways you reach people. Learn what to do, when to do it (NOW!) and how to connect with your audience. Join us as Scott Ginsberg presents an entertaining, informative evening that will inspire your own plans for reaching your audience the New Year ahead!

SLPA CO-OP BOOTH

Be part of the Festivities!

Showcase your title(s) in the SLPA Co-Op Bookselling Booth and help celebrate SLPA's 10 years of helping authors create, market and sell more books. An anniversary special is offered this year, **two co-op booth events for the price of one!**

- 1) **The Big Read** – Saturday October 6, 2007
in Clayton, MO.
- 2) **Attracting ATTENTION!** – November 2-4, 2007
in St. Louis, MO.

For one small fee your book will be displayed face out and available for purchase at both events!

Co-Op fees:

\$25.00 = SLPA member 1st title
 \$15.00 = SLPA member additional title
 \$35.00 = Non-SLPA member 1st title
 \$30.00 = Non-SLPA member additional title

The deadline for participating in the SLPA Co-Op Booth: Wednesday October 3, 2007.

To participate and have your book showcased in the SLPA Co-Op Booth, or for more information, rules and entry form, visit the St. Louis Publishers Association web site or pick up an entry form at the next monthly meeting.

For questions and drop off arrangements, contact Barbara Davis at (636) 448-9821 or email at **BookFest@stlouispublishers.org**. *Please be sure to put "2007 Co-Op Booth" in the subject line.*

Questions About SLPA?



Contact Membership Chairman:
Christine Frank at 314-205-2679 or
Assistant Membership Coordinator:
Linda Austin at 314-822-1170

SLPA Monthly Newsletter design by SLPA member Peggy Nehmen.
Nehmen-Kodner Design www.n-kcreative.com

Affordable Promotional Opportunity

This November, fellow publishers will be gathering in St. Louis for "**Attracting ATTENTION!**" This weekend-long hands-on-seminar is your chance to learn about marketing, media and networking from some of the leading professionals in the fields.



This gathering will also provide a wonderful opportunity for you to market your products and services to the seminar's attendees. Each registered attendee will receive a lovely book tote ('goodie-bag') filled with the seminar information and promotional materials.

For a small fee you can include one promotional item of your book or services in each of the 'goodie-bags'; bookmarks, ink pens, magnets, catalog, post-card, tee-shirt, note pad, cd, flyer, business card, sample product/chapter.

Goodie-Bag fees:

\$10.00 = SLPA members whether you attend
the seminar or not
 \$15.00 = Non-SLPA members who are attending the seminar
 \$25.00 = Non SLPA members who are NOT attending
the seminar

The deadline for participating in the goodie-bag promo: Wednesday, October 24, 2007.

If you would like to get your promotional material in the goodie-bag, mail your check made out to SLPA and 100 units of your material to:

Barbara Davis
135 Coil Road
Fenton, MO 63026

Or contact Barbara for more information at 636-448-9821 or by email at **BookFest@stlouispublishers.org**. *Please be sure to put "2007 Goodie Bag" in the subject line.*

Next Deadline September 21

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