



MARCH 14 Meeting

The Amazing Advantages of Amazon

Amazon.com is the world's biggest bookstore, and should be a key component in any author's marketing plan. Even if you sell your book from your own web site, the general public often looks first to Amazon when buying books. If you're not taking full advantage of Amazon, you're missing out on an amazing and rapidly expanding arsenal of marketing opportunities and tools to help you sell more books. Join us for an amazing look inside everything Amazon can now do for you.

SLPA president and full-time author Bob Baker has written several books on the subject of online marketing and is clearly an expert on e-marketing in general and on Amazon.com in particular. Bob will cover the various pieces of the Amazon puzzle including Amazon Advantage, Amazon Connect, Amazon blogs and plogs, setting up your book's page, optimizing sales, making the most of reader reviews, and much, much more.

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.

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Celebrate Small Press Month with SLPA at Borders

Our popular "How to Publish Your Book" Workshops are back! Join us on Saturday night at Borders as members of the St. Louis Publishers Association share their experiences and take you step-by-step through the entire process of independent publishing from book concept to book sales in one evening.

Here's what we'll cover:

- **Self-Publishing vs. Traditional Publishing**
 - Which is best for you?
- **Turning Your Idea into Your Book**
 - Editing, designing, proofreading, printing... who and how?
- **Getting Your Book into the Marketplace**
 - How do you get it into the bookstores and where else can you sell it?
- **Promoting and Selling Your Book**
 - How do you actually convince people to buy your book?

You'll get a good overview of the publishing process and have virtually unlimited Q&A time afterward. If you're new to publishing, this is a great way to cover a lot of topics and get the answers to your questions in an informal setting.

**FREE TO THE PUBLIC on Saturday evening,
March 10 at 7 PM**

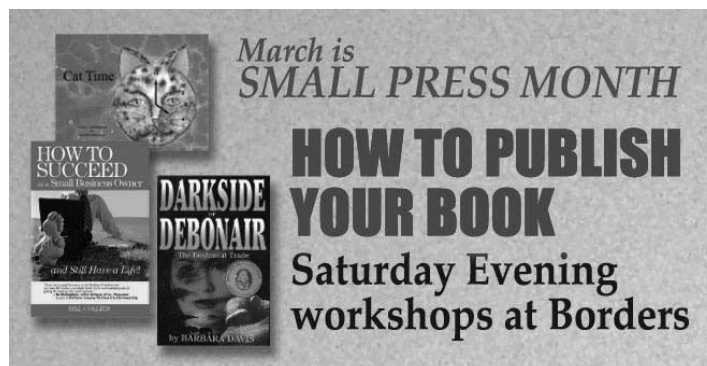
Borders – Creve Coeur

11745 Olive Blvd., Creve Coeur, MO 63141

Phone: 314.432.3575

For more information on Small Press Month, visit

www.smallpressmonth.org.



Did You Know?

1. Almost 80% of all books published in 2005 were by "small" independent presses?
2. *Frazier's Cold Mountain*, originally published by Grove Atlantic, was at the top of the *New York Times* Bestseller List for 61 weeks, and was the recipient of multiple awards before becoming a blockbuster hit movie.
3. Edward St. Aubyn's *Mother's Milk*, published by Open City Books, was nominated for the prestigious Man Booker Prize.
4. In January 2007, Kitty Burns Florey's *Sister Bernadette's Barking Dog: The Quirky History and Lost Art of Diagramming Sentences*, from Melville House Press, made the *Los Angeles Times* Bestseller List.
5. Kurt Vonnegut, who was the face for National Small Press Month in 2006, hit number 5 on the bestseller lists with *A Man Without a Country*, published by Seven Stories Press, an independent publisher who has had more than a few titles in the *New York Times* Bestseller List over the last few years.
6. Samuel Johnson's Dictionary was its own small publisher.
7. Mark Twain's *The Adventures of Huckleberry Finn* and Walt Whitman's *Leaves of Grass* — were self-reviewed!
8. James Joyce's *Ulysses* was published by a small bookstore-owned company, Shakespeare & Company.
9. Virginia Woolf's husband Leonard ran a press, Hogarth Press, that published Virginia's great work, and others.
10. Anais Nin's first novels were self-published.
11. *Call It Sleep* by Henry Roth, considered a classic novel of immigrants in America was financed by believers in the author originally in the 1930s and then supported and financed by a very small press at the start of its revival in 1960.
12. Harper & Brothers' first book was a small printing of Seneca.
13. Simon & Schuster started by publishing the new newspaper craze of the 1920s—crossword puzzles—echoed today by independent publisher Overlook, which published the first book in America on the new newspaper craze of the new century—Sudoku. 📖

PMA University Dates and Programs Are Set

MAY 29-31, 2007 New York, New York

Join us for the largest educational event for independent book Publishers and their staff. PMA's Publishing University offers informative sessions for each function within a publishing company. Join your publishing peers from throughout the U.S. and Canada and learn how to work smarter and more profitably in the coming years.

Taught by working professionals, the PMA University courses are structured to provide each attendee with relevant, hands-on information that can be taken back to and implemented within your company immediately. PMA speakers and organizers are all volunteers who echo **PMA's motto of helping each other achieve and succeed.**

This year's theme, **Stretching Your Publishing Boundaries with Passion, Planning and Profitability** will be the consistent thread in each session you attend, whether it's marketing, editorial, internet or business and financial. As independent publishers, each dollar we spend must be carefully planned and make a significant contribution to our company's success.

Register today through the PMA website:
<http://pma-online.org/pm2007/1.cfm>

For more information, call 310.372.2732 **www.pma-online.org**

Natasha Moore Wins the 2007 Affiliate Scholarship to PMAU



Natasha Moore of Apostolic Experience Publishing is the recipient of this year's Affiliate Scholarship to PMAU in New York, which is awarded annually to one member of each Affiliate Association by the Board of PMA. She will receive full tuition to the 3-day University

as well as a \$500 travel stipend. Natasha will represent SLPA at a special Affiliates Dinner with the PMA board on Tuesday evening, following the first day's sessions. She will be actively sharing her experiences with the rest of us at future meetings.

Congratulations, Natasha! 📖

The Best Way to Promote Your Book Right Now

Are you confused about book promotion? Are you frustrated by your lack of progress in the marketing and sales department? If so, pull up a chair and read this column, because I'm going to reveal a powerful little secret to book promotion success.

When it comes right down to it, there are basically two aspects of effective book promotion. They include:

- **The thinking part** (expanding your knowledge, generating ideas, and staying positive)
- **The doing part** (taking action)

Each step is vitally important. Reading and thinking about book promotion is crucial, but it means nothing if you don't follow up your ideas with action. And getting busy for the sake of "getting your name out there," without a plan and a reason why you're taking action, can often lead to frustration as well.

The problem isn't a shortage of good ideas. They're everywhere. You'll easily find an abundance of things to add to your to-do list. The step that most authors stumble over is not choosing the best ideas and, most importantly, acting on them.

So here's what I want you to do right now. Go through previous month's SLPA newsletters at **StLouisPublishers.org**. Visit a library, bookstore or web sites such as **BookMarket.com**, **PublishingBasics.com** or my own **FullTimeAuthor.com blog**.

As you look these over, write down the ideas that strike a chord with you. Note the concepts you can effectively apply to your genre, style or identity. Record the tactics that resonate the most with you.

Then look over this list. Hopefully, it's a lengthy one. But that doesn't matter. What you need to do now is this:

- **Pick your three favorite ideas off the list** — and no more.

Then take this important step:

- **Place these items on your calendar** — whatever you use to plan your activities.




Don't have a personal calendar? Start one. Or use a Google Calendar at **Google.com/calendar**. Whatever. The main thing is that you put a priority on them and pick a date and time when you will implement these ideas.

Don't overwhelm yourself. Work on just one idea a week. And put it on your calendar. Then use your calendar. And when the date arrives, get busy working on the idea. In other words, you must **TAKE ACTION** and bring your ideas to life. And the best way to do that is to pick one specific action item and place it on your schedule.

Now you know the secret to book promotion success. Pretty easy, huh? Now get busy reading, writing and planning to act!



To your publishing success! 

Bob Baker
president@stlouispublishers.org


Update

From SPAN

Small Publishers Association of North America

SLPA participates in SPAN's Partner Program. We thought this might be a good time to remind you of what SPAN is doing to advertise their Partner agreement with us, and what they are offering our members.

First of all they have a section on their website www.SPANnet.org, that lists all of our Partner Organizations. SLPA is one of them. Check out their member benefits, which are complementary to PMA's. Each organization has its advantages and it's not a bad idea to participate in both.

The membership fee for members of SLPA is \$70 vs. the \$105 Regular membership fee. You get a \$35 savings right off the bat and receive every SPAN benefit as though you'd paid full price. SLPA members can join SPAN by going to their website and clicking on the "Join/Renew" link on the top right hand page; call Cindy at the SPAN office at 719.475.1726 or e-mail her at cindy@SPANnet.org with your credit card information. You can also send in the Member Registration Form by mail with your \$70 check. 



PMA University Online Course for March

In an effort to make their excellent educational programs more accessible to everyone, PMA has established PMAU Online and has begun delivering one online class each month from the PMA University Program. Here's the information on this month's class:

Repurposing, Recycling, and Retargeting Your Material

by Paulette Ensign

Wednesday March 21, 2007 at 2:00 PM Eastern (US)

About the Seminar: Whether you have one book or dozens of them, learn to easily and painlessly turn those pages and ideas into an entire product line. This session promises new filters for viewing what you've already done and have been considering doing. Discover products that have zero production costs, providing you 100% profit and minimal development time. Expand your entire product line into various formats and languages using your book content as a base. Customize your products for specific industries and organizations. Unearth new markets and new revenue that's right under your nose.

About the Speaker: Paulette Ensign is founder, CEO, and Chief Visionary of the San Diego-based Tips Products International, serving a world-wide clientele for several decades. She has personally sold over a million copies in four languages and various formats of her 16-page booklet, '110 Ideas for Organizing Your Business Life,' without spending a penny on advertising. Her direct, no-nonsense approach means the session will be full of great ideas for you, just ONE of which could help increase YOUR BOTTOM LINE significantly.

For more information and registration details, go to:
http://pma-online.org/University_onlinenow.cfm

Schedule of Upcoming Online Seminars Offered by PMA, the Independent Book Publishers Association:

April 25, 2007: How to Maximize Your Experience at PMA Publishing University • Speaker: Robin Bartlett

May 16, 2007: Budget Basics for Publishing Beginners: Forecasting Sales, Returns, Costs and Cash Flow • Speaker: Tom Woll

June 20, 2007: How to Protect Your Publishing Company from Distributor Bankruptcy • Speaker: Jonathan Kirsch

Upcoming Member Events and Signings

✦ **Author: Laura Clark and Cover Artist: Jim Mosley**

SECURITY FOR WOMEN:

Sunday, March 11 from 2 - 4 PM (signing only)

Barnes and Noble - Des Peres

11952 Manchester Road

Tuesday, March 27 at 7 PM

Barnes and Noble - Ladue Crossing

8871 Ladue Road

(presentation on *Security for Women* and signing)

Hope to see you... please tell your friends!

✦ **Bob Baker**

Tuesday, March 6 from 7 to 8PM

"How to Publish Your Own Book"

Buder Branch Library

4401 Hampton Ave

Bob shares his self-publishing success tips. Free admission.

✦ **Ramona Jones**

Friday, April 20, 2007 Time: 4PM to 6PM

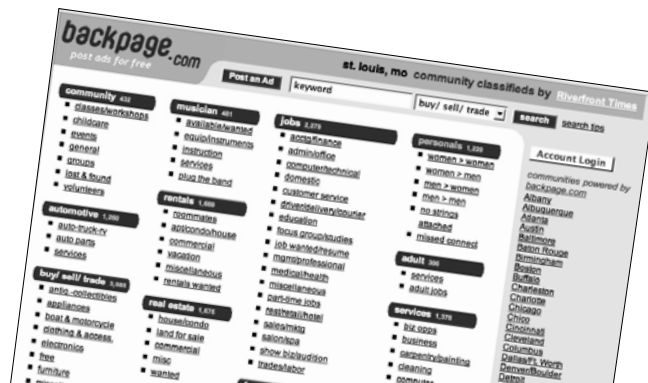
Contact: Julia Davis Branch Library

4415 Natural Bridge Ave.

Join Ramona Jones, as she shares from the treasure of over 300 old sayings, adages and scriptures for practical living preserved in her recent 244-page book, *From Tongue, To Ear, To Heart: So Says the Wise*. Autographed books and companion journals will be available to purchase at a discount. Book is \$16.14 and Journal is \$8.61.

✦ **Great Tool of the Month:**

Ramona Jones sent out her book signing notice as a link from **BACKPAGE.COM** a free community service of the *Riverfront Times*. She has her book cover posted with a short synopsis, the details of her event, plus a link to preview her book at **lulu.com**. What a great tool to use for personal appearances! Check it out! <http://stlouis.backpage.com/community/classifieds/ViewAd?oid=oid%3A406056&name=events>



Amazon.com Sales Rankings

According to Dan Poynter, here are the approximate sales per week for books ranked in Amazon.com. John Kremer says it's probably as good an estimate as any other he's seen.

Rank	Average Sales per Week
10,000 on up.....	5 or less copies
3,000 to 9,000.....	5 copies
750 to 3,000.....	40 copies
450 to 750	90 copies
200 to 300.....	175 copies
100 to 200.....	235 copies
75 to 100	265 copies

Sales Rank Express (Beta)

Quickly Check All Your Amazon Sales Ranks on Amazon.com and Other Amazon Sites Worldwide
www.salesrankeexpress.com

Whether you're an author or a publisher, with a single click you can check the Amazon sales ranks or rankings of all your books—either in the U.S., Canada, the U.K., France, Germany, or Japan—along with estimated shipping times, customer ratings, and much more. For some countries, you can also check similar books, to either research competitors or keep tabs on them. For this, you'll need your book's 10-digit ISBN, which Amazon uses for identification—but you can convert a 13-digit ISBN with the form below.

Note: Results and their reliability depend entirely on data received from Amazon Web Services, which is beyond the control of this site. Also, only English-language books are supported for all countries.

Getting Your Book to #1 at Amazon.com

There's an excellent discussion on how to do this, plus lots of additional interesting tidbits on John Kremer's site. John's site is always filled with smart stuff and worth regular visits. Rather than wasting lots of time redesigning this discussion and lots of paper for printing all this out, we encourage you to visit this link: www.promotingyourbooks.com/amazon.htm

Amazon's Customer Service Phone Number!

<http://www.clicheideas.com/amazon.htm>

But first, a note about calling Amazon.com customer service. Remember when calling Amazon.com customer service that you've got something in common with the representative you'll talk to on the phone. You've both been put in a bad situation by the management of Amazon.

Amazon's decision not to put their customer service on their "Help" or "Contact Us" pages means that after you experience a problem you end up searching for their number for an unreasonable amount of time. After you finally find it, you call the number and then are put on hold for quite a while as well. Chances are, you're frustrated, angry, and at the end of your rope by the time a customer service rep answers.

But that rep is also feeling the effects of Amazon's decision. The person on the phone isn't a member of management with decision-making power. They're somebody that needed a job, and they took this one. Amazon's decision to withhold the phone number from their customers means that everybody they talk to is like you: frustrated, angry, and at the end of their rope.

So, when you call, try to keep in mind that you and your customer service rep are in the same boat. You can bet that they're having a terrible day.

US Customer Service

Phone toll-free in the US and Canada: (800) 201-7575

Another direct line: (206) 266-2335

E-mail: orders@amazon.com

(I think this will still work, but no guarantees)

E-mail address and the fax numbers seem to go on- and off-line with some regularity. Readers have also had luck with the following addresses:

resolution@amazon.com

charge-inquiries@amazon.com

continued on next page

Amazon's rebate center: 1-866-348-2492

Amazon Corporate Accounts:

1-866-486-2360

Snail mail to customer service:

Amazon.com, Inc.

Customer Service

PO Box 81226

Seattle, WA 98108-1226

Service for Amazon Sellers: 877-251-0696

They also have special e-mail accounts for spoofing and abuse:

stop-spoofing@amazon.com

reports@amazon.com

Amazon.com Headquarters Address:

1200 12th Ave., Ste.

1200 Seattle, WA 98144

Phone: (206) 266-1000

Fax: (206) 622-2405

Info e-mail: in@amazon.com is **no longer a working e-mail address**. (Amazon's CEO is Jeff Bezos, if you want a name to put on an e-mail or fax to this office.) According to good sources, Amazon is no longer outsourcing much of its customer service work to iSky.

Another Link Worth Visiting

Check out the *Southern Review*. It's a monthly ezine and I first found the link on John Kremer's site. Southern Review's format is a bit clunky unless you have a 23" monitor like I do, but there's a wealth of interesting stuff here.



What caught my attention here today was the list of Book Festivals from around the country, beginning with one this past weekend in South Carolina and going forward to a couple that are happening in

November in Kentucky, New Orleans and Miami. If you're planning a pleasure trip to any part of the country this year, why not consider participating in a Book Festival and combining business with pleasure while you're on the road?

http://www.anvilpub.com/Southern_Review.htm

SLPA 2007 Catalog is in Print




Pick up your copies of the 2007 SLPA Catalog of Books beginning at the March meeting.

We Welcome Our Newest Member

Nina Swartz

Premier Financial Partners

nnschwartz@hotmail.com

Nina specializes in helping women in transition eliminate the tension relating to financial decisions. She has recently published *Financial Forevermore: A Couples' Workbook*. 



"A best-seller was a book which somehow
sold well because it was selling well."

— Daniel J. Boorstin

American social historian and educator, 1914

**We're not SPAM...
be sure to let us in!**

Make sure you receive all the timely news updates from SLPA. They'll come from this address: "St.LouisPublishers Assoc"
slpa.newsletter@yahoo.com



Next Deadline  **March 21**

Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to
newslettereditor@stlouispublishers.org.

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