



News & Views

▶ Empowering authors and publishers to create and market books

OCTOBER 2010

October 13 Meeting at Brentwood Community Center Octopus Marketing: The easy way to promote and sell your books online

Are you confused about Internet book promotion? If so, SLPA's October meeting is for you. To make the most of Internet book marketing, you need more than a good web site; **you need a strong Web Presence!**

On October 13, author and marketing expert Bob Baker will reveal the secrets of "Octopus Marketing." It's a strategy that has enabled him to make a full-time living from his self-published books, audio programs, and courses. During this meeting, Bob will share a simple blueprint he has used to build his reputation and a thriving home-based publishing business. You'll learn effective ways to get ongoing exposure to your target audience across the Internet—and how to leverage that exposure to build your fan base and increase your book sales. You don't want to miss this meeting.



Featured Speaker: Bob Baker

Bob is a full-time author who has developed a successful niche writing and speaking about music marketing and self-promotion for songwriters, musicians, and bands. He is the current vice president (and a three-term past president) of the St. Louis Publishers Association, has been a presenter at IBPA's Publishing University, and is an advocate for the self-publishing movement.

His books include *55 Ways to Promote & Sell Your Book on the Internet*, *Guerrilla Music Marketing Handbook*, and more. Get access to Bob's articles, e-zine, blog, podcast, and video clips at **FullTimeAuthor.com** and **TheBuzzFactor.com**.

"If there's a book you really want to read but it hasn't been written yet, then you must write it."




— Toni Morrison

American writer, teacher, editor and Pulitzer Prize winner

Thanks for voting!



We had a great response to the book cover vote for our Contest Winner's book. **The book (and its final cover) will be unveiled at The Big Read this weekend!** Visit the SLPA booth for an advance peek and attend the **Award Ceremony at 2:15 pm on the Performance Stage.** 

SLPA's monthly meeting location

Our new "home" is the Brentwood Community Center. SLPA meets on the second Wednesday of the month.

Brentwood Community Center
2505 S. Brentwood Boulevard
Brentwood, MO 63144

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

Our regular meetings are free to Members.

Guests – \$10.00 at the door, cash or check only. 

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Visit SLPA at this year's Big Read event

Members of the St. Louis Publishers Association share their insights and explain the process of publishing step-by-step—from book idea to book sales—all in one info-packed workshop. There is no better way to find out what you really want to know all at once! Topics to be covered include:

- Who should publish your book?
- How does a manuscript become a book?
- How does it get into the bookstores and where else can it be sold?
- Who will sell my book and how do people find out about it?



The speakers are: Sue Sylvia (Staircase Press), Linda Austin (Moonbridge Books) and Maria Rodgers O'Rourke (MRO Communications).

The Big Read is an extraordinary event that celebrates authors and promotes literacy. Held on the Clayton High School campus, The Big Read features authors, costumed characters, interactive projects, panel discussions and book signings. **The day-long event is 9:00 a.m. – 5:00 p.m.** **The SLPA workshop is at 10:30 a.m. till 12 noon.** Browse the fair and then join us for the official announcement of the publication of Contest Winner Mandy Langston Manley's novel, *Foundations*, at 2:15 p.m.

2010 DIY (Do It Yourself) book festival call for speakers

The 2010 DIY Book Festival has issued a call for speakers for its panel sessions, part of the tenth annual DIY Convention: Do It Yourself in Film, Music & Books. The competition honors independent book authors and publishers. Interested participants may send a brief note outlining their qualifications and subject to DIYConvention@aol.com by October 15. The grand prize for the 2010 DIYBF Author of the Year is \$1500 cash and a flight to Los Angeles for the gala awards ceremony in February, 2011 as part of the tenth annual DIY Convention: Do It Yourself in Film, Music & Books.

The 2010 DIY Book Festival, to be held February 24, 2011 in Los Angeles, will consider entries in cookbooks, science fiction, non-fiction, fiction, biography/autobiography, children's books, teenage, how-to, audio/spoken word, photography, art, comics, 'zines, fan fiction, poetry and e-books published on or after Jan. 1, 2005. Entry forms are available online at www.diyconvention.com.

Book learning

"What will you take away from tonight's meeting?"

Members and guests of SLPA were asked this question following the September presentation on *Getting your books to market*. Here's what a few folks had to say:



"After you've created a work, your distribution and promotion plan needs to be broader than you might have thought. An education in self-publishing is paramount for today's author."
— Linda Louis-Van Reed, producer
Miracle Canyon Video, LLC.



"The bookstore is not always the best place to sell your book."
— George Dewey Hinds, author of *Made You Smile, Crocodile—Midwest Humor at its Best*
Georgedeweyhinds.wordpress.com



"A solid marketing plan is essential. This talk really opened my eyes to the differences between in-store and online marketing."
— Tiffany Pailer, author of *The Light of Love*
www.viseeinspired.com

You are invited to submit items and articles to *SLPA News and Views*.

Next deadline: October 20
Don't be late – no kidding!

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

Questions about SLPA?

Contact membership chairperson:
Paul Brown, SLPA Outreach Chair at
outreach@stlouispublishers.org



SLPA News & Views is edited by: SLPA Newsletter Editor
Maria Rodgers O'Rourke Maria@mrocommunications.com and
designed by SLPA member Peggy Nehmen: pnehen@n-kcreative.com

Getting of the Your Piece Publishing Pie



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The St. Louis Publishers Association

Planning A Successful Publishing Project

A Day of Learning Designed to Help You Publish Smarter

Deltina Hay – Publisher/Web Developer/Social Media Pioneer

How to Build a Strong Technical yet Manageable Presence on the Social Web

Marion Gropen, Profitable Publishing Guru

How to Create A Solid Budget to Improve Your Bottom Line

Mark Coker, Founder/CEO Smashwords.com – via Skype

How to Publish, Price, Distribute and Market an E-Book

Bonus Panel: A Production Team, a Printer and a Publicist

How to Plan Smart: From Proposal to Pallet to Publicity

- Insights & Ideas
- Experts & Opinions
- Vendors & Consultations
- Tips & Networking
- Freebies & Goodies

Saturday, Nov. 13, 2010
8:30am – 5:30pm

www.StLouisPublishers.org

Sheraton Clayton Plaza
St. Louis 7730 Bonhomme
St. Louis, MO 63105

An Affordable Day of Priceless Insights to Help You Publish Smarter

Getting of the Your Piece of the Publishing Pie



- Insights & Ideas
- Experts & Opinions
- Vendors & Consultations
- Tips & Networking
- Freebies & Goodies

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Planning A Successful Publishing Project

Sheraton Clayton Plaza
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Recipe for Success on the New Live Web

Building a Strong Technical yet Manageable Presence on the Social Web

Deltina Hay

Veteran Web Developer and Publisher

Learn how to build a strong presence on the social Web without getting technically overwhelmed. This class will show you how to set up and implement essential social media tools like blogs, social networking sites, media communities, and social calendars. **Learn how to integrate them so that your workload is greatly reduced.** Discover how to blog once, upload a photo one time, enter an event in one place, and feed all of it into your social-networking pages, your blog, and your Web site. **Creating this type of dynamic presence is necessary for success on today's Internet.** This process does not have to be difficult or ridiculously time-consuming. Careful planning can make it practically painless!

Keeping a Bigger Piece of the Pie

Creating a Solid Budget to Improve Your Bottom Line

Marion Gropen

Publishing Business & Finance Expert

Learn how to build a better publishing budget and how to use that budget to avoid future problems, spot opportunities, and capitalize on your strengths. This course is **a step-by-step, hands-on view of what goes into building a useful budget—no matter how large or small—what the process of building it can do for you,** and how to use the end results to effect the greatest possible improvements in your bottom line. **This is a system that can be used by non-accountants and the financially experienced alike,** making it easier to succeed in publishing well and profitably.

7 Secret Ingredients for E-Book Publishing Success

Publishing, Pricing, Distributing and Marketing an E-Book

Mark Coker

Ebook Mastermind, CEO of Smashwords

Books are moving to a screen near you, making it possible for authors to reach more readers than ever before. E-books now account for nearly 10% of book sales, and will likely surpass print within the next five years. **What are the 7 secrets to ebook publishing success?** In this fast-paced session, Mark Coker shares his expert advice on how to publish and distribute your ebook to a worldwide audience. **Learn how to make your books available on all popular e-reading devices including the iPad, Kindle, Sony Reader, B&N nook, and on all major mobile phone platforms.**

Bonus Panel: Setting the Table for a Better Book

Plan Smart – From Proposal to Pallet to Publicity

A panel discussion with a team of Book Packaging experts, including an Editor, a Designer, a Printer plus a Publicist chart a cost-efficient path for developing beautiful books and smart marketing—from initial “idea” all the way into the hands of eager readers.



The St. Louis
Publishers Association
www.stlouispublishers.org



An affordable day filled with smart, usable information—gathered together in St. Louis! Plan now to savor this full day of interactive workshops, presentations, personal consultations and networking, all designed to help you plan your projects more profitably and market your work more effectively.

The day's agenda features easy-to-implement, forward-thinking insights from Profitable Publishing Guru Marion Gropen, Social Media Pioneer Deltina Hay, Ebook Mastermind Mark Coker and more.

Register NOW at www.StLouisPublishers.org

Featured Speakers



Deltina Hay | Veteran Web Developer and Publisher

SocialMediaPower.com

A pioneer of social media and Web 2.0, especially as it applies to small business and the publishing industry, Deltina is the owner of **Dalton Publishing** and the consulting and Web 2.0 development firm, **Social Media Power**. She also founded the innovative social media Website service, **PlumbWebSolutions.com**. Hay has the advantage over many social media consultants in that she is both a developer and a user of social media. As a publisher and small business owner, she knows firsthand how to apply the tools of social media to the industry, and as a developer, knows how to build them. While she has taught at the university level, her deep working knowledge of social media ideas as well as how to apply them in the real world make her presentations and writings some of the most exciting and accessible in the industry today. She's the author of **A Survival Guide to Social Media and Web 2.0 Optimization**, one of the easiest-to-use, most comprehensive guides on the market.



Marion Gropen | Publishing Business & Finance Expert

GropenAssoc.com

Marion focuses on helping companies keep more of the money they make, and on picking the best possible courses of action for those companies. Marion is the author of the ebook, **The Profitable Publisher: Making the Right Decisions**. She has also authored several excellent downloadable tools that assist small presses in pricing their books and improving their profitability. Marion's business, Gropen Associates, specializes in providing financial and management expertise for publishers, including budgeting, pricing, negotiating rights and intellectual property on a question-by-question basis, as well as speaking, teaching and writing on the topic.



Mark Coker | Ebook Mastermind via Skype

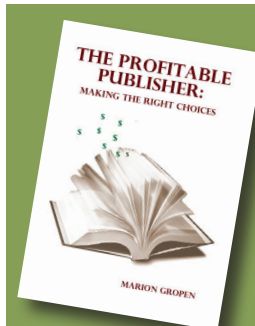
Smashwords.com

Mark Coker is the founder of Smashwords, an ebook publishing and distribution platform serving thousands of independent authors and publishers around the world. Smashwords has gained international attention for its simple but radical idea: Provide a free service that enables any publisher anywhere to publish their ebook in seconds, making it available for immediate sampling, sale and distribution to a worldwide audience via major online ebook retailers and mobile smartphone platforms. He's also an author, entrepreneur, angel investor and advisor to technology startups. Mark is the author of **The Smashwords Style Guide**, co-author of the novel **Boob Tube** and a contributing blogger to **The Huffington Post**, where he blogs about ebooks and the future of publishing.

Sponsors, Resources & Experts **StLouisPublishers.org**

In addition to our Featured Speakers, our Panel of Experts and our Resources will be on hand all day to discuss your projects with you, provide guidance and answer questions. **Visit the booths and introduce yourself to the people who can help you bring your projects to life.** And browse your Workshop Workbook. It's filled with useful articles and some great surprises from a wide array of smart, talented people to know when you need guidance, advice or a reliable resource for getting things done.

As a special bonus, attendees will also receive a free copy of Marion Gropen's *The Profitable Publisher: Making The Right Decisions*.



**FREE TO
ATTENDEES**



Reserve Your Space Today!

Includes access to all sessions and scheduled meals.

We welcome publishing service providers/vendors at the same rate as author/publisher attendees.

VENDORS: In order to assure yourself of display table space, please register in advance.

SLPA/IBPA/SPAN Members

Non-Members

Earlybird: \$95 (till Oct 25)

Earlybird \$115 (till Oct 25)

Regular: \$115 (Oct 26 - Nov 8)

Regular \$135 (Oct 26 - Nov 8)

Last Minute: \$130 (Nov 9 – at door)

Last Minute: \$155 (Nov 9 – at door)

REGISTER ONLINE:

<http://www.stlouispublishers.org>

Name _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

Email _____

Any Special Needs/Restrictions?

EVENT PARKING

Free parking is available in the hotel's lot and garage, adjacent to the hotel. Enter on Bonhomme Avenue.

OR MAIL THIS FORM:

Along with your check payable to:

St. Louis Publishers Association

TO: SLPA P.O. Box 410182 Creve Coeur MO 63141

SLPA / IBPA / SPAN MEMBERS (per person) :

_____ **\$95 Earlybird Discount - till Oct. 25**

_____ **\$115 Advance - Oct. 26 – Nov. 8**

_____ \$130 Last Minute Nov. 9 – 12

_____ at the door (cash or check only)

GENERAL ADMISSION (per person) :

_____ **\$115 Earlybird Discount - till Oct. 25**

_____ **\$135 Advance - Oct. 26 – Nov. 8**

_____ \$155 Last Minute Nov. 9 – 12

_____ at the door (cash or check only)

MEMBERSHIP:

_____ SLPA _____ IBPA _____ SPAN

_____ I prefer a vegetarian lunch

Number Attending _____ TOTAL DUE \$ _____

After-Conference Networking

We invite you to join us in the Sheraton's Lobby Lounge for light refreshments and conversation. Ask more questions and compare notes with other attendees. If there's interest, we'll make group dinner arrangements. Please let us know...

_____ YES, I'd love to continue the conversation. Count me in for dinner!

_____ Yes, but I can only stay an hour. Light refreshments only.

_____ No thanks, I can't stay.



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www.stlouispublishers.org