



News & Views

▶ Empowering authors and publishers to create and market books

NOVEMBER 2010

November 10 meeting at Brentwood Community Center Seasonal Book Promo Brainstorm

One great way to get media coverage and the attention of book buyers is through the use of seasonal tie-ins. Some books have obvious holiday themes (gift books for Christmas, romance tips around Valentine's Day, male-oriented themes for Father's Day, patriotic stories during the Fourth of July). Other books don't have such obvious calendar connections, but can still benefit greatly from a seasonal push. Every book has a season, holiday or event that can make it buzz-worthy. At our next meeting, we'll explore some of these seasonal, holiday and topical tie-ins.

Best of all, we'll do live brainstorming sessions where we'll put author attendees in the spotlight and generate dozens of on-the-spot promotion ideas they can use at specific times of the year. Bring your book, your ideas and an open mind. And come away with some fresh thinking you can use to help activate demand!

Featured Speaker: Maria Rodgers O'Rourke Our favorite *Chicken Soup for the Soul* author and SLPA Board Member will



discuss the strategies she has employed to promote and sell her book, *Prepare Your Heart for a Great Christmas*. Other SLPA members will also be on hand to share some of their best seasonal book-selling techniques. The highlight of this meeting will be the live, interactive brainstorming sessions when

everyone in the room comes up with seasonal book tactics for specific authors and book titles.

SLPA meets on the second Wednesday of the month at:

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. 📖

Planning a successful publishing project Getting your piece of the publishing pie

Join SLPA **Saturday, November 13**, for an affordable day filled with practical, usable information that you would normally have to travel to the coasts to find, at a much higher cost—all in St. Louis! Savor a full day of interactive workshops, presentations, consultations and networking, all designed to help you publish your projects more profitably and market your work more effectively. The day's agenda features lots of "how-to" sessions with easy-to-implement, forward-thinking insights from **Profitable Publishing Guru Marion Gropen, Social Media Pioneer Deltina Hay, Ebook Mastermind Mark Coker** and a panel of Book Production experts. For more information and online registration, visit: www.stlouispublishers.org/event_info.php 📖



Deltina Hay



Marion Gropen



Mark Coker

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Six essential social media tools for business success

by Deltina Hay

1. Your Own Blog: RSS feeds are the proverbial backbone of the Social Web. You can only benefit from the exposure in the many RSS feed directories on the Web if you have your own RSS feed to publish on it. The easiest way to have your own RSS feed is to start a blog. But merely starting a blog is far from enough. Your blog needs to be optimized and your blog post content must be kept fresh, engaging, and integrated into your other social media tools. Free and nearly free blogs can be started using tools available through **WordPress.com**, **Blogger**, or **Typepad**. You can also install a blog on your existing site with tools at WordPress.org.

2. Get Your Facebook On: A Facebook presence can consist of both a Facebook profile and a Facebook page. They are different things and it is very important to know which is which. Facebook profiles are for individuals, not a business. A business can create a profile for a key representative of the business, but not for the business itself. Always take time to optimize your Facebook profile by completing it as thoroughly as possible with content that contains key terms that are relevant to the individual as a representative of your business. Be sure to import your blog and all your other social tools into your Facebook feed. The Facebook page is for your business. A page can be created for a service or product business, a local business, or for an actor/artist/musician/writer, you name it. Your Facebook page is like all first impressions: you want it to represent your business effectively.

Below is a list of a few Facebook applications to add to your page that can help make your impression a great one:


- Social RSS is an app that imports RSS feeds or blog entries
- MyFlickr imports photos and images from your Flickr account
- YouTube Box helps you add your video clips to your Facebook page
- ShopTab is a great app for selling your products, but it has a modest monthly fee
- Static FBML gets HTML code onto your page
- Causes enables donation acceptance for your nonprofit business

3. Professionals Get a LinkedIn Account: While Facebook is for social networking, LinkedIn is designed as more of a professional networking site. It is, therefore, an essential tool for business—especially for those businesses that do B2B. Since your LinkedIn profile may be the first impression someone gets of your business, you need to take time to optimize it. Fill in every profile section using your edited content and best key terms. It is a good practice to add applications that enhance your profile. A must-have is the BlogLink application for importing your blog entries. Another good tactic is to join LinkedIn groups that are relevant to your business.

4. The Twitter Account: Small but powerful, Twitter is a micro-blogging tool that allows short entries of only 140 characters. Limited though it may be, it is a social networking tool that lets users interact with posts in “real-time.” It is an incredibly effective way to spread the word about events, products, and services, but you want to use it in addition to your regular blog, not as a substitute for it. Tools like TweetDeck or HootSuite help keep your “tweets” fresh and plentiful. These tools let you post-date your tweets so you do not have to be in constant tweet mode. You can add several at one sitting and let the app post them at designated times. HootSuite also has an option for importing your blog posts as tweets. Managing all of the people you are following can be problematic, but use Twitter lists to help minimize that issue.

5. A Flickr Account: The Flickr media community makes uploading and sharing your photos and other images very easy. It is a highly underrated social media tool. It is surprising to people how you can get such great exposure and enhanced search engine placement when you use Flickr wisely. Per usual, the secret to good placement is consistent use of key terms in names, tags, and descriptions. When you add images to Flickr, rename your uploaded files so they include a few key terms that are relevant to the image and to your business. Be sure to include those same key terms for your tags and the image description. Again, don't forget to integrate your Flickr account with all your other social tools and be sure to add them as galleries to your Website or blog.

6. A YouTube Account: The power of viral video is undeniable. If your business makes use of video in any fashion, you have to get those videos on YouTube. Even if you don't have videos of a product or a meeting or as a training tool, you can create a playlist of videos already on YouTube and reap the benefits of their popularity. Commenting on other videos can also glean benefits for your business. And whether you have your own videos or have created playlists, you definitely want to import them into your other social sites or use them to embed a video gallery onto your blog or Website. As in Flickr and any other image tool, you need to use your best key terms in file names, tags, and descriptions of the clips you add to these media communities.

Regardless of the tools you implement, remember: The Social Web is about interaction. Join or start a conversation whenever you can, today being as good a time as any. Here's to your success in the Social Web! Ready? Let's do it. 

Article Source: <http://www.articlesbase.com/social-marketing-articles/six-essential-social-media-tools-for-business-success-1794667.html>

Deltina Hay is a Web developer, publisher, and author. Her book, *A Survival Guide to Social Media and Web 2.0 Optimization*, can be found anywhere books are sold. Find out more about her social media Website and integration service here: <http://www.PlumbSocial.com>.

What publishers wish writers knew: Or, the difference between and author and a writer

by Marion Gropen

Authors are writers who choose to publish, professionals who enter the publishing industry.

Writing is an art. Publishing is both an art and a business. Like any creative endeavor, writing has worth in and of itself, but this article is about the business of authorship.

Authors write to get paid as well as to get their words to the widest reasonable audience. They also co-operate in the process of bringing those words to the people who will most want to read them. In my years in publishing, I have come to believe that successful authors follow many of these suggestions.

Write for your readers. Know who they are, and what else interests them. What needs are you filling? How can you give them more of what they want from your book?

Take advantage of your editor. A good one enhances your work without changing the essence of your content, style or voice. There are 3 types of editing.

- Copy editing is the most common, and generally focuses on spelling, grammar and punctuation. The usefulness is obvious.
- Line editing commonly pinpoints awkward or unclear phrases, sentences, and occasionally paragraphs. Author and editor bat possible improvements back and forth, until the issue is resolved.
- Deep, structural or developmental editing (it goes by many names) is least common, and can make the most improvement. These editors put themselves into the mind of the intended readers, to analyze your work's impact on that person as they read. They look for what could work better, and for ways to improve the reader's experience but still keep the essence that makes your work distinctive.

If you have a good editor at your publisher, cherish him or her. If you want more editorial assistance than your acquisitions editor can provide, you may need to hire an outside professional. Know your contract. Agents are useful, as are IP attorneys, but YOU are responsible for this agreement and its consequences. Critical items include:

- **Royalty rate and bases.** For example, 10% of list is very different than 10% of sales net discounts and distribution fees. On a \$20 book, 10% of list is \$2.00. 10% of sales net discounts and distribution fees can be as little as \$0.60. Each market segment and format will have different traditional rates and terms.

- **Rights sold.** Larger traditional publishers are quite good at selling subsidiary rights, to the benefit of all. If neither you nor your agent has a particular strength in marketing one or another of those rights, you're usually best served by letting your publisher do this for you.
- **Termination and reversion clauses.** My preference is for rights to revert, with the option for the author to purchase remaining inventory and possibly rights to the design of the book, when royalty earnings drop below a stated level for a stated period of time. Tastes differ on these clauses, but some specific clause should be included.
- **Media liability insurance.** Ask that their policy be extended to cover your risk. Waivers of subrogation (which accomplish this) are usually either free or very inexpensive.
- **Due dates and details.** Become known for meeting all deadlines, with time to spare. Publishers value authors who are easy to work with, and reputations spread.


Understand your readers: what else they like, and where there are high concentrations of them. Marketing is key to a successful book, no matter how you define it, but most publishers can no longer afford to invest as heavily in each book as they would like to do.

Be prepared to do your own marketing, especially publicity. Work with your publisher's marketing people, rather than at cross-purposes.

Be considerate of your assigned publicist, etc. They are usually spread too thin, and you'll get more from them by being helpful and kind.

Think about paying for an outside publicist. Publicity is generally the most cost-effective method of marketing your book, whether fiction or non-fiction. Be creative, and go beyond reviewers and the book pages of newspapers and magazines.

There are now more publishing options than ever before. This leads to the refrain "Before you make books, read books," from many of the old hands in the industry.

Whatever choices you consider, information is critical. You have spent hundreds of hours writing that manuscript. Don't let them be wasted for lack of a few more hours learning about your options. 

Marion Gropen is a publishing business & finance expert who 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. Visit www.gropenassoc.com/

Seven secrets to ebook publishing failure

by Mark Coker

While preparing the presentation for November 13, **Seven Secrets to Ebook Publishing Success**, I started thinking about how it's possible to succeed as an author yet still fail to achieve your full potential. Every author is the CEO of their own budding publishing empire, full of unrealized potential. We all make multiple decisions every day, and some of our decisions will inevitably prove incorrect or ill-conceived. The secret to success is to recognize our mistakes before they become business-limiting. Today, I'm going to share the **Seven Secrets to Ebook Publishing Failure**. All of us authors have probably made some combination of these mistakes at one time or another.

My intention is not to ridicule, but to help you avoid mistakes that might prevent you from achieving your full potential.

1. Failing to Respect the Reader – Don't waste your reader's time. Some authors, empowered by the ease and speed of ebook publishing, rush books to market that haven't been thoroughly revised, edited and proofed. Books get better with revision and editing, so don't skimp. If your book or story isn't the absolute best you can make it, don't release it until it's ready to compete and earn the reader's attention and their word of mouth.

2. Limiting Distribution – Some authors treat retailers like a religion, sports team or political party. They think they must only choose one and shun the rest. This is counterproductive. Authors should work to expand distribution of their books across multiple retailers, rather than concentrate distribution in only one. So what if 80% of your sales come from a single retailer today. If you shun other retail opportunities, you'll leave sales on the table as the rest of the ebook market develops without you.


3. Limiting Sampling – The other day I learned approximately 450 of the over 19,000 books at Smashwords don't permit sampling. What are these authors thinking? They might as well encase their books in cement. Why would any reader in their right mind purchase a book they can't sample first? Books with disabled sampling are automatically removed from our catalogs in Stanza (iphone, ipad, ipod touch) and Aldiko (Android devices), because these catalogs require samples.

4. Laziness – It's tough work writing a great book. Some authors spend years or a lifetime, investing their heart and soul to finish their book, then look at the Smashwords Style Guide (or Amazon's DTP publishing requirements) and give up, saying it's too difficult to format an ebook. If these folks can't spend an hour studying the Style Guide (written for novices), or can't shell

out \$45 to hire someone for formatting help, can they be helped? If free-to-\$45 is all that stands between you and widespread distribution to all the major retailers, why give up now?

5. False Expectations and Impatience – I think millions would enjoy my novel if only they gave it a chance. You probably feel the same way. Unfortunately, you and I are probably wrong. So we should set more realistic expectations, lest we enjoy wallowing in bitterness and regret. Every once in a while I'll hear from authors who are giving up and unpublishing their books because their sales didn't meet expectations. Why deny future readers the chance to discover you?

6. Playing the Blame Game – Some authors, when their books fail to live up to their expectations, point fingers at someone else. You're the CEO of your publishing business. Take responsibility. It's tough to sell any book. Write the best book you can, revise and edit until it's squeaky clean, market it with passion and commitment, then cross your fingers that readers love your book as much as you do.

7. Failing to Trust your Partners – The vast majority of people I've met in publishing are honest and ethical. We get emails from authors who tell us their book's sample has been downloaded 30 or 40 times yet they haven't had a single sale. Then they'll accuse us of not reporting sales. We've even had authors who had trouble getting accepted to our Premium Catalog (hint: read the updated Style Guide) demand to know why we were discriminating against them. It's tough to reason with folks like this. Business cannot run without trust. Give your partners the benefit of the doubt and recognize that any of us who plan to build a long-term business can only do so by treating each other with honesty and ethical integrity. 

Mark Coker is founder of Smashwords, the leading ebook publishing and distribution platform. Smashwords publishes and distributes over 20,000 ebooks from 10,000 indie ebook authors and publishers around the world. Mark is also author of the *Smashwords Book Marketing Guide* (how to market an ebook) and the *Smashwords Style Guide* (how to format and publish an ebook). Mark is a contributing blogger to the *Huffington Post's* book section, where he writes about ebooks and the future of publishing. Mark blogs at the Smashwords Blog and tweets at @markcoker.

"There's nothing to writing. All you do is sit down at a typewriter and open a vein."



— Walter Wellesley "Red" Smith, *American sportswriter*

How to make large sales to corporate buyers

by Brian Jud



Selling books to corporate buyers is not simply a matter of identifying new potential customers and then contacting them. You are now a creative marketing consultant working with professional buyers, convincing them to use your book as a marketing tool to solve their problems, introduce new products or motivate employees.

In addition, there are no distributors selling to corporate buyers—you conduct the sales and distribution function. Here are ten steps to close a large-quantity, non-returnable sales to a corporate buyer.

Step One: Search for prospects in new segments.

Ask yourself, “Who else could use the information in my book and why is it important to them?” and you could find more people who can buy your books.

Step Two: Qualify and prioritize the prospects

Not all prospects are equal in their ability to purchase promotional products. Decide which are the best sales prospects and concentrate your efforts on them.

Step Three: Discover your prospects’ buying criteria and campaign objectives.

Arrange an initial meeting with each top prospect to discuss ways to implement their marketing, promotional, motivational or educational programs.

Step Four: Search for solutions

You probably have an array of titles that could meet the needs of any buyers. Go through them to find those that are most appropriate.

Step Five: Prepare a proposal.

This is a formal, written description of the reasons why the target organization should accept your recommendation. Think of it as analogous to a press kit, describing how your solution will most cost-effectively reach the objectives.

Step Six: Make the initial presentation.

This may be an informal one-on-one meeting or a more formal presentation to present your proposal to other decision makers and influencers.

Step Seven: Expedite your prospect’s due diligence.

Depending on size of the investment required to purchase your books, the prospect may investigate its impact on employees, sales

and budgets. Your involvement will keep the process moving ahead, providing additional information as required.


Step Eight: Follow-up presentations.

Depending on the results of the prospect’s due diligence and the size of the order, you may have to return to meet with other people who can influence the decision. These presentations tend to be more formal.

Step Nine: Negotiation.

Both parties negotiate in good faith to get the best deal for their sides. Remain confident and professional, but know when it is your best interest to walk away from the deal.

Step Ten: Close the sale; service and maintain the business.


Build long-term relationships that result in recurring revenue. Once the order is placed, track it closely to make sure the correct books are shipped at the right time in the right quantity. These are the general steps required to make a large-quantity sale. Smaller orders take less time and effort, but you should still cover all the bases. Use this as a general guideline, leading you down the yellow-brick road to more profitable, recurring sales to corporate buyers. 

Brian Jud is the author of *How to Make Real Money Selling Books* and now offers commission-only sales of nonfiction, fiction, children’s titles and remainders to buyers in special markets. For more information contact Brian at brianjud@bookmarketing.com or go to www.premiumbookcompany.com

Grannie Annie annual writing contest

The Grannie Annie invites students to discover and share stories from their family’s history. Participation in The Grannie Annie’s annual writing contest leads young people to strengthen family bonds, encounter history in a more personal way, and hone their writing skills.

Students in U.S. grades 4 through 8, and homeschool and international students ages 9 to 14 are invited to interview their family storykeepers to learn about their family’s history, and then write a short story about something interesting they learned. Young writers are encouraged to share their story with their family, school, and community with The Grannie Annie.

The **submission deadline is February 1, 2010**. Submitted stories are considered in two age categories, and stories selected for publication in the anthology will be announced April 1. Complete details, submission forms, and resources are available at www.TheGrannieAnnie.org. 

SLPA online marketing requirements

A benefit of membership is listing your books and services in our online catalog. We're making a major changeover to a new website over the next two months, so we'll load your information to the new site in December. As always, one book listing and one Speakers Bureau listing is free. If you have more than one book, or offer multiple services, additional listings are available for \$20 each, payable to SLPA.

Along with your paid membership, we'll need these items from you, exactly according to this format:

Online Catalog:

- ☐ Book cover art: attached in JPG format, size: 2" wide, 150 dpi
(DO NOT SEND US TO A WEBSITE TO DOWNLOAD YOUR ART!!!)

Book info needed in this order:

- ☐ Title | Author | Publisher | ISBN-13 | Price
- ☐ Page count/binding
- ☐ Special information: (photos/index/recipes, etc.)
- ☐ Available through: (list distributors, fulfillment houses, publishers' site, Amazon)
- ☐ URL for link:

Short paragraphs needed:

- ☐ Book description: 40 to 50 words
- ☐ Author bio: 25 words

SUBMISSION DUE DATE: 20th of every month

Online Speakers Bureau

IMAGES as attachments: JPG format, 2" wide, 150 dpi

- ☐ Photo of speaker plus 2-3 book covers

(DO NOT SEND US TO A WEBSITE TO DOWNLOAD YOUR ART!!!)

INFORMATION:

- ☐ Speaker's name
- ☐ 50 word bio
- ☐ City and state (where you live)
- ☐ **Contact info:** Phone number, e-mail address
- ☐ **SPEAKING TOPICS:** You can list up to 6 titles/topics
 - Topic 1 • Topic 2 • Topic 3 • Topic 4
- ☐ **Speaking fee:** (list a dollar figure or say "negotiable")
- ☐ **Expense reimbursement:** (list a dollar figure or say "negotiable")
- ☐ **Your Web site URL**

SUBMISSION DUE DATE: 20th of every month

Email everything EXACTLY as described above to:
sitemaster@stlouispublishers.org

Online Resource Listing Requirements

If you're a member and you supply quality professional services to publishers, list your services on our site!

One resource listing and one speakers bureau listing is free, other listings are available for \$20 each, payable to SLPA.

Along with your paid membership, we'll need these items from you, exactly according to this format:

Resource listing:

- ☐ **Company logo art as attachment:**

JPG format, size: 2" - 4" wide, 150 dpi

(DO NOT SEND US TO A WEBSITE TO DOWNLOAD YOUR ART!!!)

Contact info:

- ☐ Name/address/phone/fax/email
- ☐ URL /link to your web site

Company info needed:

- ☐ Company name | Company tagline or descriptor


Short paragraphs needed:

- ☐ Company description: 40-50 words
- ☐ Bulleted list of services you provide

SUBMISSION DUE DATE: 20th of every month

Email everything EXACTLY as described above to:
sitemaster@stlouispublishers.org 

What's ahead?

The Entrepreneurial Author: If you want other human beings to read your book, you need to think outside the box of being only a writer. Our December meeting explores how to think of your book as a stepping stone to bigger business opportunities, and how to strategically write and promote it with those goals in mind. **Mark your calendar for Wednesday, December 8!** 

"Books are best promoted with review copies, news releases and, if appropriate to your book, a limited amount of highly-targeted direct mail advertising."



— Dan Poynter, *The Self-Publishing Manual*


<http://ParaPub.com>

St. Louis Publishers Association announces 2011 board nominees

SLPA is pleased to announce the following slate of candidates for the 2011 Board of Directors. Per our bylaws, this list was first read at the October 2010 monthly meeting to all in attendance. The member vote will take place at the November 10 meeting at the Brentwood Community Center. All members in good standing are encouraged to cast their ballot.

President – Bob Baker
 Vice-President – Maria Rodgers O'Rourke
 Secretary – Mandy Langston Manley
 Treasurer – Sue Whinnery
 Publicity – Emily Ayala
 Membership Chair – Linda Austin
 Communications Manager – Kim Wolterman
 Webmaster – Kevin Ericson
 Outreach – Paul Brown
 Newsletter Designer – Peggy Nehmen
 Display Coordinator – Barbara Davis

The SLPA Board is comprised of volunteers who serve our membership with no compensation. We thank those who have volunteered to serve in 2011.

And we sincerely thank these outgoing board members for their very significant volunteer contributions to SLPA – Christine Frank, Ligaya Figueras, Natasha Moore, Lynnette Schuepbach and Sue Sylvia. 

Annual St. Louis Jewish Book Festival returns in November

Held annually during November in celebration of Jewish Book



Month, the St. Louis Jewish Book Festival has the largest attendance of festivals in the country. It is the only event of its kind in St. Louis and is open to the entire community. This year's event runs November 7-18. Most programs will be held at the J's Staenberg Family Complex on the I.E. Millstone Campus in Creve Coeur. The 2010 keynote speaker is Legendary Hollywood mogul, movie producer, music producer, and author... **Jerry Weintraub**. For more information, visit www.stljewishbookfestival.org. 

Book learning

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

Members and guests of SLPA were asked this question following the October presentation by Bob Baker on *Octopus Marketing*. Here's what a few had to say:



"This was perfect timing! I need to start marketing my book. I'm going to start by updating my Facebook profile."

— Gerry Mandel, author of *Shadow and Substance: My Time with Charlie Chaplin*




"I'm going to set up a link on my Facebook page to the articles that I write on Examiner.com. I'm going to look into the free web design software that Bob mentioned and create my own web site."

— Stephanie Malench, author of *ABC's of Living At Home When You Are Elderly or Frail*



"Sometimes people are afraid to talk about their passions. Bob Baker validated for me that writing about your passion is the whole idea!"

— James T. Tecu, author of *Voices of the Wright Brothers, a Historical Novel*
www.voicesofthewrightbrothers.com 

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

Next deadline: November 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:
Linda Austin, acting Membership Chairman
[at memberchair@stlouispublishers.org](mailto:memberchair@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





The St. Louis Publishers Association

YOU CAN HELP SUPPORT THIS EVENT

- By Attending
- Through Sponsorship
- By Attending as a Vendor Resource
- Placing your Promo in the Goodie Bag
- By Placing an Ad or Sharing Your Expertise in an Article in our Program Workbook

Planning A Successful Publishing Project

A Day of Learning Designed to Help You Publish Smarter

7:30-8:30 Check-In

LIGHT BREAKFAST / NETWORKING / VENDORS OPEN

8:30-9:15 Opening Remarks

BRAINSTORMING / SETTING EXPECTATIONS / EARLY Q & A

9:30 – 10:30 Mark Coker – via Skype

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

10:45 – 12:30 Marion Gropen

How to Create A Solid Budget to Improve Your Bottom Line

12:30 – 1:45 Bonus Lunch Panel

How to Plan Smart: From Proposal to Pallet to Publicity

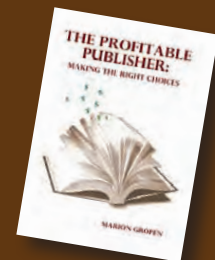
2:00 – 4:30 Deltina Hay

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

4:30-5:30 Wrap-Up + netowrking til ?

EXPERTS Q & A, VENDORS OPEN, plus Post-Conference Networking til ?

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



FREE TO ATTENDEES

Saturday, Nov. 13, 2010

8:30am – 5:30pm

Register Online:

www.StLouisPublishers.org

Sheraton Clayton Plaza

St. Louis 7730 Bonhomme
St. Louis, MO 63105