



The Self-Publishing Revolution: 6 Steps to Publish a Book by SLPA Board President Andrew Doty

Self-publishing is easier than ever before — but that doesn't mean it's easy! Sure, you can take your word document and upload it straight to Amazon... but good luck selling copies to anyone outside your family and friends!



Andrew Doty

Book buyers care about quality, so if you care about how many books you sell, you need to care about publishing a professional-grade book. That means investing in your book's writing, editing, design, and marketing.

Here's a quick overview of the basic steps in a professional book production cycle.

Writing

Some people may have the gift, but that isn't enough to make anyone a good writer without years of practice. Even the best writers — especially the best writers — go through multiple drafts of their manuscripts before sharing it with anyone else for feedback. Join a writing group or find a writing partner to look at your early drafts and let you know what's working and what isn't.

Editing

Whether it's your 3rd draft or 30th, you'll eventually be ready for a professional editor's help. First is developmental editing: high-level editing that focuses on plot and structure — your story and storytelling. Take your time in development, revising as many drafts as it takes to get it just right.

After development comes copyediting, focused on clarity and consistency so your writing is easy to understand, as well as spelling, grammar, and punctuation.

7 pm, November 8
via ZOOM

Design

Once editing is complete, it's time to design the cover, typeset the interior, and format the e-book. The cover is the first thing any buyer will see, so it's crucial to survey the competition and think about what will make your book simultaneously fit in and stand out in the crowd. A book is made of many parts, and the help of a professional book designer will make it enjoyable to read and appealing to book buyers.

Proofreading

The last step for a professional-quality book is proofreading. Proofreaders assess the whole book, inside and out, and look for any issues that might have been missed during copyediting or introduced during layout and design. A skillful proofreader can recognize the tiniest mistakes, like a double space that should be a single space, or a straight apostrophe that should be curved.

Marketing

During the book production process, you should develop a marketing plan. Your book won't exist without the production work that goes into it, but you also won't sell any copies if you don't market it! As with editing and design, it pays to get professional help.

Getting Help

Creating and selling a book requires lots of knowledge and skills. One of the best things you can do is to hire a book coach to guide you through the process and manage editing and design.

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Join us on November 8 for "The Self-Publishing Revolution," featuring SLPA Board President Andrew Doty.

Andrew Doty is an editor, book coach, and project manager. He volunteers as the President of the St. Louis Publishers Association and has been helping authors and publishers with their book projects since 2012 through Editwright, his publishing consultancy. Visit editwright.com for more information and to request a free consultation.

ZOOM (new as of 5/24/23):

Sign-up is free. Join from your smartphone, computer, or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone. Use this link for the meeting: <https://zoom.us/j/94227448734>.

Meeting ID is 942 2744 8734. Passcode is 563402.

Meet us at THE HEIGHTS starting with our December 13 meeting.

We are returning to in-person gatherings! If you can't make it in-person, we will live-stream the meeting through the Zoom link. We hope to see you there!

UPCOMING EVENTS

via ZOOM

November 8, 7:00 – 8:30pm

The Self-Publishing Revolution
by Andrew Doty
<https://zoom.us/j/94227448734>

December 13, 7:00 – 8:30pm

Polish Your Pitch:
The One-Minute Book Marketing Challenge
with Bob Baker
@ THE HEIGHTS
8001 Dale Avenue
Richmond Heights, MO
(doors open at 6:30pm)

Live-Stream the monthly meeting

<https://zoom.us/j/94227448734>

Polish Your Pitch: The One-Minute Book Marketing Challenge with Bob Baker

Practice your book-pitching skills and get valuable feedback during our in-person December 13 meeting.

Your ability to clearly communicate who you are and what your book is about will lead to more publicity, more readers, and more sales. As a self-promoting author, you need to learn this skill. Learn how to hone your "elevator speech" at



Bob Baker

this special book marketing session hosted by SLPA past president and marketing master Bob Baker.

Bob Baker helps musicians, authors, and creative entrepreneurs use their talents and know-know to make a living and make a difference in the world. He is the author of several books, including the highly acclaimed Guerilla Music Marketing Handbook (which appeared in the movie School of Rock, starring Jack Black). Visit Bob at FullTimeAuthor.com and BuzzFactor.com.

EVENT HIGHLIGHTS

Marketing Your Book With and Without Social Media with Jenn Hanson-dePaula of Mixtus Media



Our fall workshop on Saturday, October 28 was an excellent opportunity for authors to learn how to market their books and reach more readers. Registered attendees received private access to the live recording and presentation slides. Visit Jenn at mixtusmedia.com.

Marketing With Social Media

A Simplified Social Media Strategy
Spend your time on the app most used by your ideal readers. Marketing and sales are not the same thing, know the difference.

Create content buckets to use for posts. Any time you make a post, it should accomplish one of the following: (1) help readers get to know you, (2) drive traffic to your website or sales page, and (3) get people to comment and share.

How to Connect With Influencers

Do your research and follow the influencers in your genre. Engage with comments and questions. Share information. Once

you establish yourself as a member of the community, check their submission requirements and reach out.

Marketing Without Social Media

Book reviews
They fall under two categories: reader generated and online publications/traditional media. Reader reviews on sites like Amazon, Barnes&Noble, and Goodreads do not have a specific timeline, but they can impact sales. Traditional reviews are time sensitive and often have more requirements and guidelines, so plan ahead (three to six months before your release date).

Local Promotions

Contact resources in your metro area such as: libraries, book stores, book clubs, groups on Meetup and Facebook, local associations, and the Chamber of Commerce. For news media reach out to the book reviewer or managing editor. Prepare your online press kit (photo, bio, cover image, mini synopsis, reviews).

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Of course, another great thing you can do is network with a group like the St. Louis Publishers Association, where you can meet other people who have encountered the

same challenges and can share their advice and insights. Don't go it alone — ask for help and you shall receive!



LAST MONTH'S RECAP The AI Revolution: Don't Be Left Behind

Sincere thanks to professional speaker, author, and SLPA Board Member **Kevin Desrosiers** for an eye-opening presentation on how Artificial Intelligence is changing our world. Visit Kevin at bridgeoveradversity.com.

Use AI to help improve the quality of your writing: create the title, summary, and chapter headings for your book; gather talking points for a speech or presentation; generate titles for blog posts, articles, video clips, and more. Many sites are free to use, but AI is not perfect. If you're relying on it for facts, you should always double check the source for accuracy.



Kevin Desrosiers

Popular AI sites

Chat GPT

(language processing from OpenAI)
openai.com/chatgpt

Grammarly

(spelling, grammar, and punctuation)
grammarly.com

CopyLeaks

(plagiarism and content detection)
copyleaks.com

QuillBot

(paraphrasing tool)
quillbot.com

Perplexity

(chatbot and search engine)
perplexity.ai

Bard

(chatbot and search engine from Google)
bard.google.com

Murf AI

(generative text to speech, voice cloning)
murf.ai

ElevenLabs

(generative text to speech, voice cloning)
elevenlabs.io

Soundful

(royalty free background music generator)
soundful.com

Yoodli

(communication coach)
app.yoodli.ai



OFFICIAL NOTICE: Election opens November 8

The Annual SLPA Member Meeting will be held virtually during our November meeting. Instructions for completing your ballot will arrive via email on November 8. Members in good standing are encouraged to participate and vote to elect 2024 board members.

Believe in yourself!

Have faith in your abilities!

Without a humble but reasonable confidence in your own powers, you cannot be successful or happy.

—Norman Vincent Peale



Meetings on the second Wednesday of every month

In-person meetings will resume at The Heights on December 13.

Admission and Membership

- Monthly meetings on Zoom are FREE
 - [Membership is \\$60 per year.](http://stlouispublishers.org/join)
- Visit: stlouispublishers.org/join
stlouispublishers.org/benefits

SLPA NEWS & VIEWS

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