



## Unique Pathways To Publication: An Authors Panel moderated by SLPA Board Member Kerri Holloway

Hear from SLPA member authors **Terry Baker Mulligan**, **Michael DePung**, **Katie Otey**, and **J.L. Sullivan** as they share behind-the-scenes experiences, including lessons learned, practical advice, and their next steps. Come prepared to take notes and ask questions!



Terry Baker Mulligan

**Terry Baker Mulligan** is the author of multiple books, including *Sugar Hill: Where the Sun Rose Over Harlem*, an award winning memoir, and *Afterlife in Harlem*, a novel. Her latest book, *These Boys Are Killing Me*, is a true account of her sons' around the world extreme travels.

Visit [terrybakermulligan.com](http://terrybakermulligan.com).

**Michael DePung**, SLPA Board Secretary, is a retired educator, poet, published writer with scores of articles on Medium, and the author of *Superhero You! Discover Self. Create Purpose.* His latest release is *Martin, Maya, and Me: A Brief Exploration of Social Injustice.* Visit [michaeldepung.medium.com](http://michaeldepung.medium.com).



Michael DePung

7 pm, September 13  
via ZOOM

**Katie Otey** is an author and poet whose debut picture book, *Every Other Christmas*, was released in September 2022. As the publisher of Phoenix Media & Books, Katie intends to offer a traditional yet collaborative publishing experience, while providing tips and motivation to creators looking to navigate the industry. Visit [katieoteywrites.com](http://katieoteywrites.com).



Katie Otey

**J. L. Sullivan** writes young adult novels inspired by gritty urban environments and the fantastical tales that percolate within abandoned buildings and desolate alleys. His debut novel, *From Brick & Darkness*, won multiple awards following its spring 2022 release, leading to a contract for a sequel coming in 2024. Visit [jsullivan.net](http://jsullivan.net).



J.L. Sullivan



Kerri Holloway

**SLPA Board Member Kerri M. Holloway** is a freelance editor and copywriter with over 20 years experience helping authors, nonprofits, small business owners, and Christian ministries. Visit [successful-improvements.com](http://successful-improvements.com).

**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.

## The AI Revolution: Don't Be Left Behind featuring SLPA Board Member Kevin Desrosiers

Join the St. Louis Publishers Association on October 11 for "The AI Revolution: Don't Be Left Behind," featuring **SLPA Board Member Kevin Desrosiers**.

**AI:** Resistance is futile. Embrace the future or prepare to be left in the dust. Join us for a mind-bending presentation on how artificial intelligence infiltrates every nook and cranny of our lives. AI is in the news daily, and much of what you read today is AI-generated. But here's the kicker: it's not just taking over; it's empowering us. Discover how to ride the AI wave, harness its power, and unlock endless possibilities.

As authors, you will see how AI is impacting the writing community in both positive and negative ways. You will learn how to harness the power of AI to improve your book sales, create additional revenue streams, and use it to simplify your everyday life.

This will be a hands-on presentation where you will be guided through several prompts that will be specific to your book or life. At



Kevin Desrosiers

the end of this presentation, you will have personalized AI-generated content you can start using immediately.

While there are valid concerns about the impact of AI on the writing community, it's important to remember that AI is a tool that can enhance and complement human creativity. Join us for this exciting event and discover how AI can transform your writing journey. Don't miss out on this opportunity to explore the possibilities AI has to offer.

*Kevin Desrosiers is a professional speaker and published author who has sold most of his books through self-promotion, usually by talking to small groups of people about his book. He has been a featured speaker at conferences in Australia, South Africa, and in several cities across the United States. Outside of writing and speaking, he enjoys nature photography, table tennis, and magic. Visit [bridgeoveradversity.com](http://bridgeoveradversity.com).*

## UPCOMING EVENTS

via ZOOM

September 13, 7:00 – 8:30pm

Unique Pathways to Publication:  
An Authors Panel  
with **Kerri Holloway**  
<https://zoom.us/j/94227448734>

September 18, 6:30 – 8:30pm

**SLPA Authors Summer Series**  
**Spine Indie Bookstore & Café**  
1976 Arsenal St., St. Louis, MO 63118  
<https://www.stlouispublishers.org/event-5314579>

October 11, 7:00 – 8:30pm

The AI Revolution:  
Don't Be Left Behind  
with **Kevin Desrosiers**  
<https://zoom.us/j/94227448734>

October 28, 9:00am – 12:00pm

**Marketing Your Book**  
**With and Without Social Media**  
Featuring **Jenn Hanson-dePaula**  
Early Bird Registration!  
Details on page 2

## Upcoming events, workshops, and more!

### FestAbility: A Celebration of Disabilities

Saturday, October 7, 11:00am – 5:00pm

Missouri History Museum, Featuring [SLPA Board Member Sean Gold](#)  
<https://www.festability.org>

### SLICE: St. Louis Independent Comics Expo

Saturday, October 14, 10:00am – 5:00pm

The Sheldon Concert Hall and Art Galleries  
<https://www.slicexpo.org>

### How to Publish Your Own Book: What You Need to Know

Saturday, November 4, 8:00am – 12:00pm

Online workshop. Register through St. Louis Community College.  
<https://tinyurl.com/ye3u9t6k>

## SLPA Authors Summer Series

Meet us at [Spine Indie Bookstore & Café](#), 1976 Arsenal St., St. Louis, MO 63118, for the final installment of our summer series featuring SLPA member authors Jeff Bender and Sara Schmidt!



Jeff Bender



Sara Schmidt

Jeff and Sara will discuss their published books, be interviewed by local author and Spine founder Mark Pannebecker, and answer questions from the audience. For more details visit: [stlouispublishers.org/event-5314575](http://stlouispublishers.org/event-5314575).



## Marketing Your Book With and Without Social Media

with Jenn Hanson-dePaula of [Mixtus Media](#)

Saturday, October 28, 2023

9:00am to 12:00pm via ZOOM

<https://www.stlouispublishers.org/event-5389805>

Registration ends Thursday night, October 26

JOIN SLPA and ATTEND the workshop for only \$80  
(\$60 membership + \$20 event)

Early Bird Registration ends September 30!



Jenn Hanson-dePaula

Special Thanks to Our Sponsors:



Meetings on the second Wednesday of every month

**In-person gatherings are suspended due to COVID-19 concerns.**

**All meetings will be held online until further notice.**

### Admission and Membership

- Monthly meetings on Zoom are FREE
- Membership is \$60 per year.

Visit: [stlouispublishers.org/join](http://stlouispublishers.org/join)  
[stlouispublishers.org/benefits](http://stlouispublishers.org/benefits)

### SLPA NEWS & VIEWS

Editor: [Kerri Holloway](#)

Designer: [Carolyn Vaughan](#)

Webmaster: [Kevin Ericson](#)



## LAST MONTH'S RECAP

### Navigating the Wild, Wild West of Publishing

Special thanks to **Cathy Davis**, author and founder/CEO of **Davis Creative Publishing**, for showing how to choose the best options for publishing success. Visit [creativepublishingpartners.com](http://creativepublishingpartners.com).

#### Find Your Voice:

##### Author Brand Platform

Your author platform *is* your brand platform. It helps to establish what makes you unique. Be consistent with your messaging and frequency.

#### Share Your Story:

##### Content That Sells You

If you want to get noticed, content is key. The more you share, the easier it is for potential readers to find you. Specifically, you can share content in a variety of ways, including print books, ebooks, social media, blog posts, newsletters, and more. Remember, content creates credibility.



Cathy Davis

#### Make An Impact: Publishing Paths

##### Traditional and Trade:

Pros—agent representation, retail opportunities; Cons—lower royalties, less “final say.” **Author Be Aware:** includes vanity press labels, hybrid and independent publishers. Pros—lower up front cost; Cons—quantity vs. quality, lack marketing and distribution, contract terms vary. **DIY:** Pros—lower out-of-pocket cost, 100% ownership; Cons—marketing, distribution, and contract terms may vary. **Author Assisted:** Pros—minimize your investment, 100% ownership, help from experts; Cons—fee based, extra cost for marketing.