



Extend Your Words to Increase Your Income an interview with **Bonnie Daneker**

The way people consume information has shifted. Current preferences rank in this order: visual, audio, audio, print. The common factor between them is each version originated as written content, whether as a full script or a simple outline. Our featured speaker this month will share why it's important to think about content extension while you create and share examples of how to get started.



Bonnie Daneker

7 pm, February 8
via Zoom

Integrating new ideas into the work you've already created can extend your reach and increase the value of your content. For example, a popular writer, entertainer or news source will share a post about an interview or event on social media, but they also allow you to listen to it on their podcast, watch it on video, and read about it on their website or blog. That is content extension. It's basically repackaging your original content into different versions and applications to share your work in the format your audience wants.

Why is this process necessary?

It's important to present content in the way your audience wants to receive it and put effort into your body of content so that it's valuable long-term. It's true, not everyone is a marketing expert. But, as a writer and author, you must be an expert on two things: your content and your audience.

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Join us on February 8 for "Write It Once, Sell It Forever – Content Extensions to Make Money Besides Books Sales," featuring SLPA member **Bonnie Daneker**. Author and Serial Entrepreneur **Bonnie Bajorek Daneker** has launched her latest venture, *The Author's Greenhouse*, to help would-be authors finish their manuscripts, leverage their content, and develop their writing business. Her latest co-authored works are *It's in There!*®, *the story of Prego spaghetti sauce*, and *One Man's Quest to Keep You Safe: Dale Seiberling and Clean-in-Place Innovation, the story of food, drink, and pharmaceutical product science and safety standards*. Visit theauthorsgreenhouse.com

ZOOM (new for 2023):
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.
Click on this link for the meeting: <https://zoom.us/j/92600221103>. Meeting ID is 926 0022 1103. Passcode is 923290.

Telling the World About Your Book: One Person at a Time

by SLPA Board Member **Kevin Desrosiers**

Join the St. Louis Publishers Association on March 8 for "Telling the World About Your Book: One Person at a Time," featuring author, professional speaker, and SLPA Board Member **Kevin Desrosiers**.

As an author, you love to write, and you enjoy reading. When it comes to telling the world about your book, do you struggle with figuring out what to say and how to say it? Do you get butterflies in your stomach just thinking about it? Discussing your book with individuals and groups is necessary for success. But how can you overcome that uncertainty and fear? Learn how to effectively respond with confidence when people ask, "what do you do" or "tell me about your book."

Kevin will share proven methods you can start using immediately, regardless of your



Kevin Desrosiers

current speaking ability. You will learn three different ways to tell the world about your book and when to use each style. He will also help identify places you can share your message: with small groups, or if you dare, to larger crowds.

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 Kevin at bridgeoveradversity.com.

UPCOMING EVENTS

via ZOOM

February 8, 7pm – 8:30pm
Write It Once, Sell It Forever — Content Creation to Make Money Besides Book Sales
with **Bonnie Daneker**
<https://zoom.us/j/92600221103>

February 25, 8:30 am – 12:30 pm
Bring Your Books To Life:
The 2023 Virtual Publishing Conference
Register Now!
<https://www.stlouispublishers.org/event-5081490>
Details on page 2.

March 8, 7pm – 8:30pm
Telling the World About Your Book:
One Person at a Time
with **Kevin Desrosiers**
<https://zoom.us/j/92600221103>

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Companies will pay for quality infographics because it saves them time and money. As an author, you're viewed with a level of expertise. Use that to your advantage and take steps to make the body of your work pay for itself.

A conversation I had with a client who is a data analytics manager drives home this point. She said, "I realize data analytics (inspecting raw data to find trends and draw conclusions) is boring to most people, but everyone is interested in the stories it tells and what the results reveal." She's absolutely right. The results will help with your decision making. As an author, you must be willing to invest in yourself to expand your reach. Learn the basics by using tools that can help, like Canva, which offers free trial versions.

How can authors get more from their work?

Think about content extension while you create! An organized format will make repackaging much easier. Start with approachable steps, such as:

- **Recorded Interview:** make sure you have great sound quality so you can separate it into *video* (further divide into mini teaser clips), *audio* (download into a podcast), and *print* (convert the transcript into a blog post or article).
- **Create a Listicle (a listed article, "Top 5 ways to..."):** each numbered segment of that article can be repurposed into a separate blog post, and you can even invite a guest blogger to add their input.
- **Pull readers further into your book:** share behind-the-scenes details, reveal plot summaries, invite fan fiction writing, and enjoy a fun exploration of characters, fictional worlds, unique time periods, etc.

Life isn't about finding yourself, it's about creating yourself.

—George Bernard Shaw



LAST MONTH'S RECAP Setting Expectations to Publish Your Book in 2023

Sincere thanks to **Jo Lena Johnson**, SLPA Board Member, Author, Writing Coach and Publisher, for helping authors gain clarity about the multiple steps between having an idea for a story and holding a published book in your hand. Visit Jo Lena at absolutegoodenterprises.com.

Five main points to help you remained focused on your journey to becoming a published author:

1. Be Bold. Be Intentional.

Searching for an illustrator or graphic designer? Join writers groups on Facebook related to your genre. Ask for recommendations from other writers. Look at similar books you like and reach out to the illustrator listed on the cover. You can also contact the designer, editor, and writing coach mentioned in the acknowledgements.

2. Consider your goal.

Assess where you are (truthfully) and where you are not.

Be clear on your vision and goals. Develop a detailed plan with specific tasks, especially if you're working with others (multiple authors of a book, children's book with illustrations, non-fiction work with quotes or interview notes from third parties).

3. Be committed to the process and be flexible.

How can you push past feeling stuck when LIFE happens? You have to motivate



Jo Lena Johnson

yourself to push through, even if that means adjusting your original schedule. Life doesn't stop for anyone, no matter the circumstances. **Note:** if your book is set to publish in the third quarter of the year or later, choose a copyright date for the following year so it will present "fresh" to readers.

4. Identify your strengths and be clear on what you don't know.

No one publishes a book completely in a bubble all by themselves. Even best-selling authors work with trusted experts to transform their ideas into reality. Writing a book takes time, from several months to a couple of years (or more), and there are many factors outside of your control (budget, timelines, life's occurrences beyond your book). If you don't know, ask!

5. Choose your tribe and gather resources.

Surround yourself with people who are like-minded and will support your vision. Do not let friends and family work on your book. This is *your* project. Even if they are contributing necessary parts, accept what they give you, but know that the final decisions about what goes into your story remains with you alone.

EVENT NOTICE Virtual Publishing Conference

Bring Your Books To Life: The 2023 Virtual Publishing Conference

Saturday February 25, 2023
8:30am-12:30pm

Virtual Room Opens at 8:15am
Q&A at 12-12:30pm

Price: \$40

Register at:
www.stlouispublishers.org/

Get the guidance and support you need to become a PUBLISHED author! Learn what's needed to effectively self-publish your book from industry professionals. Topics include: the do's and don'ts of writing, editing and cover design; the fundamentals of children's books; using a publishing coach, and more.

Space is limited. Register now!

stlouispublishers.org/event-5081490



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.](#)

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