

## “The End” Is Just the Beginning

Heather Teamey

There it is. With a deep sigh of relief and gratification you close your eyes to take in the moment.

You have just finished your book. That, however, was just the warm-up. The real work has only just begun.

If you haven't already started researching your printing options and what each service offers you (and at what price), you will need to start doing just that. For the sake of this article, we are going to skip ahead to you having a shelf-ready product.

So this next consideration, and it is big, is where a lot of authors get caught up, because you are so excited to have written a book that you haven't considered what you really want to do with it. Oh sure, you want to sell thousands of copies, and wouldn't it be nice to make *The New York Times* Best Sellers list? But have you thought about the steps/options you have to take to do that? And what are YOU willing to do to make it happen?

Maybe you are happy to just have written the book — you'll print a few copies and share with family and friends, and that is all you want. Or maybe you want to have it available for sale in your local independent bookstore.

Or, or, or...



Heather Teamey

Consider your 'or.'

Each 'or' requires you to put in some work. Some more than others. What are YOU willing to do?

Do you shop your local bookstore? Will you market and promote a book signing if one is held there? Will you market and promote this location after your book signing? Will you stay in contact with the bookstore to refresh books as needed? Do you want to create a website to market yourself and your book(s)? Are you willing to invest time and money into the website? Do you want to sell your books yourself through your website (managing payments and shipping orders)?

The business of bookselling/publishing has changed dramatically in the past 10 years. E-books and self-publishing have been game changers, making and breaking many publishers. Vanity presses have become great local niche oases where some authors thrive. Other authors have found great success with CreateSpace, Kindle, and Nook books.

Commerce, however, is at the heart of each and every one of them.

There are a lot of options out there — you must find the one that is best suited to you at this moment. The hidden beauty behind all

*(The End continues on page 2)*

## Hypnotic Book Marketing: How to Create Descriptions and Sales Offers That Mesmerize Readers and Sell More Books

Bob Baker

There are two ways to describe and promote your books:

1. The typical ho-hum way that gets mediocre results, or
2. The “hypnotic” way that captures your ideal buyer's attention and inspires sales

When you learn the secrets behind the hypnotic method, you'll attract more readers and turn a lot more of them into book buyers.

Don't worry, this presentation isn't about casting spells or manipulating people to do things against their will. Not at all. What it will show you is how to present your message and your book in ways that captivate and motivate people to buy.

In a little more than an hour on Wednesday, March 14, Bob Baker will reveal:

- How to write the most effective sales page headlines and email subject lines
- The #1 most important word you need to include in any book sales message
- How to craft magnetic sales offers (and the key aspects that most authors mistakenly leave out)
- Examples of book promotions that have generated as much as \$3,976 in five days

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## UPCOMING EVENTS

Mar 14, 7pm @ THE HEIGHTS:

**Hypnotic Book Marketing**

with Bob Baker

— [stlouispublishers.org/event-2805731](http://stlouispublishers.org/event-2805731)

Apr 11, 7pm @ THE HEIGHTS:

**Make Your Book Description Sing**

with Meghan Pinson

— [stlouispublishers.org/event-2805740](http://stlouispublishers.org/event-2805740)

Apr 14, 8am @ STLCC—MERAMEC:

**How to Publish Your Own Book:**

**What You Need to Know**

— [stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT](http://stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT)

Jun 15–17 @ Renaissance St. Louis Airport Hotel:

**Gateway Con**

presented by the St. Louis Writers Guild

\* \$20 discount for SLPA members! \*

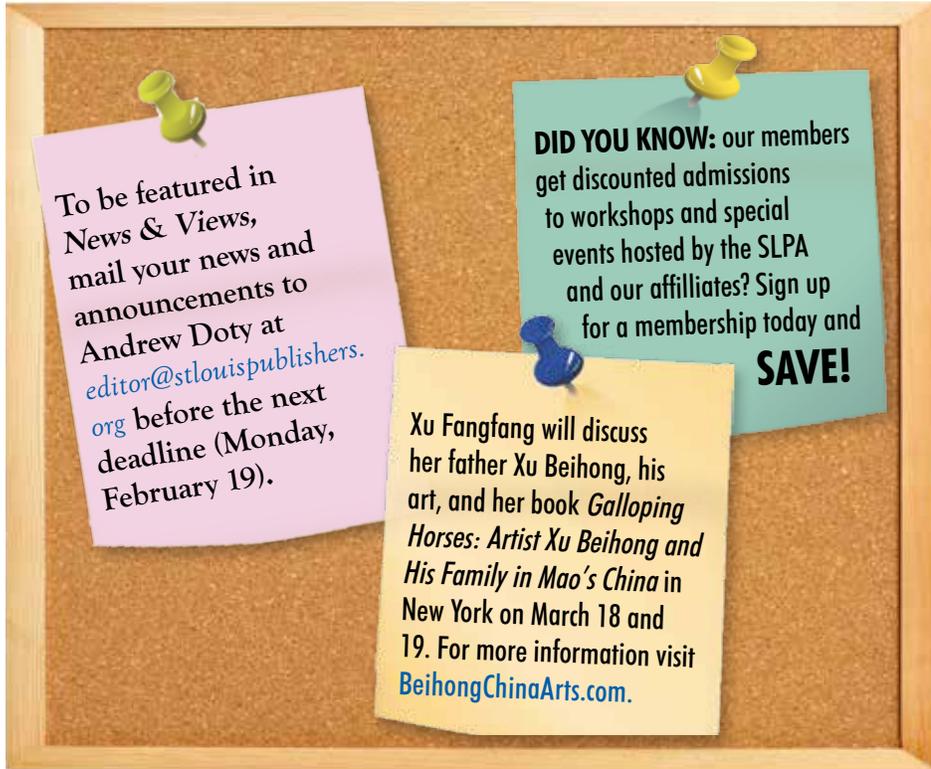
— [stlwritersguild.org/gatewaycon/conferenceregistration.html](http://stlwritersguild.org/gatewaycon/conferenceregistration.html)

## STLCC—Meramec Self-Publishing Workshop

**ARE YOU CURIOUS** about how to publish a book? In this four-hour workshop, you'll learn the realities of independent publishing, how to get the best results out of editing and design, and options for getting your book published and sold.

**Saturday, April 14, 2018**, 8am, at St. Louis Community College—Meramec. \$39.

To learn more or register, visit [stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT](http://stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT) and click on "How to Publish Your Own Book: What You Need to Know."



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of this is that you can take your time and gradually do more as you feel comfortable with the workload and commitment.

Ask questions. Seek out resources. Confidence in yourself and your product is important. Your book may say 'Fini,' but you have just arrived at the starting line.

Heather Tearney is the Manager of Mizzou Publishing at The Mizzou Store and has been working with authors for over nine years since the Espresso Book Machine (EBM) was installed in her department. To learn more about Mizzou Publishing and the EBM visit [themizzoustore.com/t-Espresso-About.aspx](http://themizzoustore.com/t-Espresso-About.aspx).

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Bob Baker is a Past President of the SLPA who helps musicians, authors, and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of the highly acclaimed *Guerrilla Music Marketing Handbook* (which appeared in the movie *The School of Rock* starring Jack Black).

Bob's other books include *The Empowered Artist*, *The Guerrilla Guide to Book Marketing*, *55 Ways to Promote and Sell Your Book on the Internet*, *Unleash the Artist Within*, and more. Check out Bob's free blog, podcast, video clips, and more at [FullTimeAuthor.com](http://FullTimeAuthor.com) and [TheBuzzFactor.com](http://TheBuzzFactor.com).

## THE BOOK CORNER

### *It's All in the Cards...* *The Emperor*

Lauren Taylor

The second in the "It's All in the Cards..." series, EJ and Janet have entered new phases of their lives, improving their tarot card interpretations. EJ and John move to Philadelphia only to return to Texas for John's new job but for EJ's escape from long-ago nemesis and lover Michael Atter. Meanwhile Janet discovers her husband's infidelity, whereupon she enters into a new world of 'singlehood' and lovers of her own.

Their mothers become more prominent as their hatred flares. Buy the book at <http://amzn.to/2frKpbf>.



## Meetings on the Second Wednesday of the Month

Richmond Heights Community Center (THE HEIGHTS)  
The Argus Room • 8001 Dale Ave.  
Richmond Heights, MO, 63117  
(Child care available at THE HEIGHTS)

Doors open for networking at 6:30pm  
Program begins at 7pm  
The meeting concludes around 8:30pm  
Networking until 9pm

Regular meetings are free to members  
Membership \$60 per year  
Guests: \$10 at the door

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