

Podcasts for Authors

Peggy Nehmen

There's a plethora of book marketing information for authors — it's a huge topic. Where to begin? A great place to start is with podcasts. I love podcasts — they're free; I can listen anytime, especially when I'm walking outside; and book marketing podcasts are a great source for information and self-publishing trends. Sometimes, when I hear an important news item, I'll share the episode with my author clients or post it to SLPA's Facebook page. This article shares some of the shows I frequently listen to and like, in no particular order. These podcast hosts are book marketing experts and are influential in the self-publishing industry:



- *Mark Dawson's Self-Publishing Formula*: Mark Dawson is a bestselling author in both fiction and nonfiction. The show recently started an author lab (critique) segment.
- *The Sell More Books Show*: Jim Kukral and Bryan Cohen discuss the latest tips and news.

- *The Smarty Pants Book Marketing Podcast*: Hosted by Chris Syme. I stumbled on this podcast because I read her e-book (*Sell More Books With Less Social Media: Spend less time marketing and more time writing*) and wanted to know more about her.
- *Book Marketing Show Podcast with Dave Chesson*: 30 minutes of excellent information and case studies.
- *The Author Hangout*: Although host Shawn Manaher is no longer recording, listen to the archive episodes for tips.
- *The Creative Penn Podcast*: Joanna Penn is also a bestselling author, both in fiction and nonfiction.
- *Author U, Your Guide to Book Publishing*: Judith

Briles spoke at the SLPA's summer workshop last year. She understands every aspect of book marketing.

- *The Author Biz*: Stephen Campbell interviews and discusses all facets of book marketing.
- *Go Publish Yourself: An IngramSpark Podcast*: A new podcast with excellent suggestions.

(Podcasts continues on page 2)

How to Market Your Book in the Social Media Age

David Strom

Most of us want to focus on our writing and get our stories told to the world. But writing is just one aspect of getting your book noticed and into the right hands. At the St. Louis Publishers Association meeting on July 11, we'll hear from **David Strom**, a professional freelance nonfiction writer with 30 years of experience. Don't wait until you have finished your first draft to start thinking about how you can become more effective in the online world. This session will talk about how to find and cultivate the right digital influencers to help better brand yourself to sell your book.



Don't miss David Strom's presentation to the St. Louis Publishers Association at The Richmond Heights Community Center on **Wednesday, July 11**, at 7pm. Doors open at 6:30pm for networking; meeting begins at 7:00pm. Monthly meeting cost: FREE for members, \$10 for non-members (guest fee will be applied to membership if you decide to join at that meeting). For more information, visit StLouisPublishers.org.

David Strom is one of the leading experts in internet security and networking technologies. He is the author of two computer networking books (one published by McGraw-Hill and the other by Prentice Hall) and thousands of magazine articles. He has been the editor-in-chief of numerous online and print technical trade publications. His blog can be found at strominator.com and on Twitter at [@dstrom](https://twitter.com/dstrom).

UPCOMING EVENTS

Jun 15–17 @ RENAISSANCE STL AIRPORT HOTEL:

Gateway Con

presented by the St. Louis Writers Guild
\$20 DISCOUNT FOR SLPA MEMBERS
 – stlwritersguild.org/gatewaycon/conferenceregistration.html

Jul 11, 7pm @ THE HEIGHTS:

Digital Tools to Market Your Book

with Dave Strom
 – stlouispublishers.org/event-2955775

Jul 21, 9am @ WESTBOROUGH COUNTRY CLUB:

Amazon & Beyond

with Amy Collins
 – stlouispublishers.org/event-2899943

Aug 8, 7pm @ THE HEIGHTS:

SLPA Vendor Showcase

FREE AND OPEN TO THE PUBLIC
 – stlouispublishers.org/event-2874475



Amy Collins: Amazon and Beyond

Saturday, July 21 @ 9am

— Tickets are selling fast!!! —

Amy Collins is a speaker and marketing expert and a highly recommended sales consultant for some of the largest book and library retailers and wholesalers in the publishing industry. She is on the national advisory board for IngramSpark and is a board member of Author U, a featured columnist for

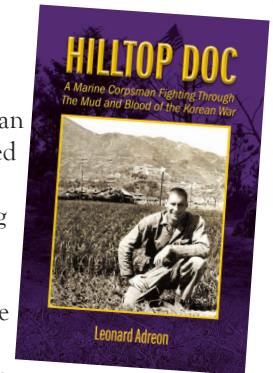
The Book Designer, *BookWorks*, and *IBPA*, and a trusted teacher in the world of small press publishers. Reserve your ticket now at stlouispublishers.org/event-2899943.

THE BOOK CORNER

*Hilltop Doc:
A Marine Corpsman
Fighting Through the
Mud and Blood of the
Korean War*

Leonard Adreon

Hilltop Doc is an emotional memoir that recounts how an unsophisticated 17-year-old kid drafted during World War II ended up assigned to the First Marine Division at age 25 fighting at the 38th Parallel on the bloody hillsides of Korea during that brutal war. It describes the trauma of the war as seen through the eyes of a corpsman on the ground with the Marines.

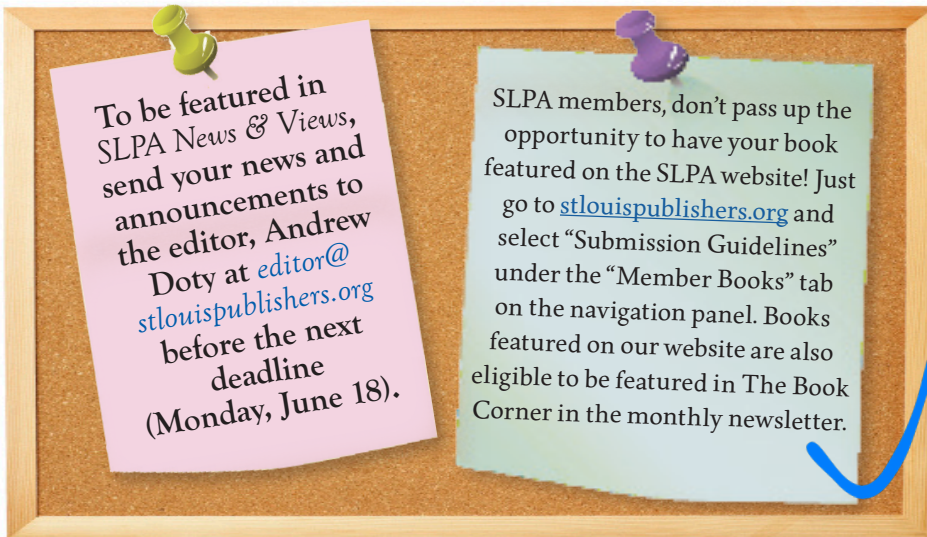


Learn more at hilltopdoc.com.



Volunteers still needed for Gateway Con

We still need a few more volunteers to represent the SLPA and tell visitors about our nonprofit at our Gateway Con table! For more information, email Jan Kraus at janet@stlouispublishers.org.



(Podcasts continued from page 1)

- *Selling Your Books Online*: Dr. Robert C. Worstell offers an interesting slant with a dry sense of humor.
- *Smart Author*: Listen to this six-part book marketing series by Mark Coker, the owner of Smashwords.

Start by looking at the episode list and pick a topic that interests you, such as “Reviving a Dead Book Case Study.” Just like a book description, the podcast name and description are selling points.

If you’re serious about being an author, enhance your knowledge by learning from other authors and professionals. There are many more book marketing podcasts on iTunes or Stitcher. I encourage you to explore and listen!

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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