



News & Views

St. Louis Publishers Association

January 2014

stlouispublishers.org

WEDNESDAY, January 8, 2014, 7pm

▶ Jump-Start Your Book Publishing Year and Plan for 2014

The SLPA's January 8 meeting is all about getting a great start to 2014 and planning for the year. The success of your book is intimately related to getting you and your book publicly known as a resource to your ideal readers.

Our three presenters will help you move forward in your efforts to become more recognized. It all begins with creating a vision of where you want to be by the end of the year, then taking steps toward that vision. Those steps include:

- **Creating a workable marketing plan for your book, including:**
 - nurturing your author platform (don't worry, we'll cover just what an author platform is)
 - editorial calendars
 - sales and promotions
 - social media activity
 - laying it all out month by month
- **Revisiting your website to make sure all is accurate and up-to-date**
- **Reviewing your branding efforts** (do you have a consistent look across all platforms?)
- **Getting a more in-depth understanding of how, exactly, one effectively participates in social media without advertising** (hint: self-promotion is OK, but only infrequently)
- **Identifying and sourcing the right experts to help you accomplish your vision throughout the year**

Ready to kick-start the new year and set yourself up for success as an author in 2014? Then this meeting is for you!

Bobette Kyle has made planning and strategy her life's work. Her planning experience includes executive positions in charge of all areas of marketing planning and implementation. She has also authored books on marketing strategy and wedding planning, as well as co-owned two planner companies. Additionally, Bobette publishes www.MyOnlineWeddingHelp.com.



Bobette Kyle

Bobbi Linkemer is a writing coach, ghostwriter, and editor, as well as the author of 18 books under her own name. Her passion is helping writers at all levels to convey their messages through

books. Her latest venture, *How to Write, Publish, & Promote a Nonfiction Book*, is an online course for aspiring authors. Bobbi's books on writing include *How to Write a Nonfiction Book*, *Going Solo*, *The Savvy Ghostwriter*, *How to Write an Online Course*, and *Words to Live By*.

www.writeanonfictionbook.com



Bobbi Linkemer



Peggy Nehmen

Peggy Nehmen,

a veteran graphic designer, has a love of typography, book design, and all things creative. Her design studio, Nehmen-Kodner, provides branding and marketing for self-published authors, start-ups, and established companies. Peggy helps authors through the design process to produce customized book covers, and interiors. www.n-kcreative.com

▶ So Much to Do and a Whole Year to Do It

Presented by Peggy Nehmen, Bobbi Linkemer and Bobette Kyle

How do the three of us jump-start our own efforts for 2014? There are so many things we could do, should do, if we only had unlimited time, energy, and assistance. Because we each specialize in different aspects of book writing, production, publishing, and promotion, we focus on different areas.

Peggy Nehmen

If I were an author, how would I "jump-start" 2014?

1. Define your brand and author platform. Make sure your info is up to date.
2. Make a list of everything you'd like to do. Break it into easy to do versus hard to do. Then, start chiseling.
3. If you're not on social media yet, start. Pick one network, and do it every day. Make sure your info is current on all sites.
4. Research for ideas and inspiration: Read tons of articles about author platform and book branding.
5. Keep current: Follow the SLPA blog, SLPA FB page, and other well-known influentials such as Joel Friedlander, Joan Stewart, Judith Briles, and Jane Friedman. Sign up for Flipboard (it's a free app) > subscribe (free) to "Publishing" by Patti Henderson.

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6. Review all visual branding / graphics materials—not just book covers. Everything. Does it lack consistency? Punch? Do they reflect your brand and author platform?
7. Ask for an honest opinion from an editor and/or graphic designer.
8. Start over from point 1.

Bobbi Linkemer

Start the year by asking yourself three questions: Where am I, where do I want to be by the end of the year, and who can help me get there?

Where are you? Have you started writing? Is your first draft finished? Are you exploring self-publishing options? Are you knee deep in marketing?

Where do you want to be? What is your end-of-the-year goal: a published book, hundreds of friends or connections or followers on social media, five hundred books sold? What will it take to get there?

Who can help you get there? Can you do everything on your own, or do need some help? What experts do you want on your team? How and where will you find them?

Then, take your first step along the road to your destination.

Bobette Kyle

For me, it's all about a marketing plan. It not only helps you get the year started on the right foot but also provides a road-map for your efforts throughout the year. By defining strategies (the general approaches) and tactics (the action steps) that support your book's mission and help your ideal reader, you can grow your fan base and book sales.

As the year progresses, consult your marketing plan regularly, and adjust as needed to stay on track and help you make strategic decisions as new opportunities arise.

What you do to jump-start your year depends on your personal objectives, strengths, and the gaps in your present plan. Enjoy the trip. Have some fun. That's the secret of doing what you love and loving what you do.

SLPA meets on the second Wednesday of the month:

Brentwood Community Center
505 S. Brentwood Blvd., Room 101 • Brentwood, MO 63144

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

News You Can Use

The following is a selection of articles, resources, and information to help you WRITE, MARKET, and PUBLISH books.

WRITE

Tighten the Tension in Your Novel

By Rachel Scheller

November 11th, 2013

“The best conflict is one that appears unsolvable, so heap difficult situations on your characters and make them prove their mettle.”

<http://www.writersdigest.com/editor-blog/there-are-no-rules/tighten-the-tension-in-your-novel>

CREATE

Creating Believable Characters

By Tracy Culleton

2012

“It's our job as the writer to fulfill our half of the bargain and make it easy for the reader to do their bit.”

<http://www.fiction-writers-mentor.com/creating-believable-characters.html>

MARKET

Book Marketing 101

By Jane Friedman

2012

“It would be unusual to focus solely on social media, or solely on events, to generate word of mouth. The best approach combines online and off-line components, and if done right, each amplifies and strengthens the other.”

<http://janefriedman.com/2013/11/12/book-marketing-101/>

The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

Visit the SLPA website at www.stlouispublishers.org.

Questions about SLPA?

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