



WEDNESDAY, MARCH 14, 2012, 7pm

▶ 10 Things Every Author Should Know About Amazon.com

This SLPA meeting is all about Amazon.com. There's no denying the immense power of this one website. Millions of online shoppers and millions of physical and electronic book sales make Amazon the premier place on the planet to promote and sell your books.

The sad thing is, most authors do not make full use of Amazon's potential. Many aren't even aware of the numerous ways to use the site to get the attention of book lovers. And even authors who know about Amazon's features aren't leveraging them for the greatest impact.

On March 14, SLPA president Bob Baker will cover the most potent best practices to help you promote and sell your books on Amazon, whether you publish print books or ebooks for the Kindle.

Here are just some of the topics Bob will cover:

- How to get your personal Amazon Author Page
- The best ways to give and get Amazon book reviews
- How to structure your Kindle book for maximum sales
- The latest controversies over Amazon's questionable strong-arm tactics
- What KDP Select is (and should you opt into it?)
- The pros and cons of using CreateSpace vs. Lightning Source to get your books on Amazon

OUR PRESENTER:



Bob Baker is a full-time author who has developed a successful niche writing and speaking about music marketing and self-promotion for songwriters, musicians, and bands. He is serving his fifth term as president of the St. Louis Publishers Association and is an outspoken advocate for the self-publishing movement.

His books include *55 Ways to Promote & Sell Your Book on the Internet*, *Guerrilla Music Marketing Handbook*, *Unleash the Artist Within*, *Branding Yourself Online*, and four other paperback books. Learn more about Bob at www.bob-baker.com.

“Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that’s creativity.”
—Charles Mingus

▶ Amazon Author Page URL—How to Grab Yours

by Bob Baker

Good news. Amazon recently jumped on the bandwagon of sites that allow you to create a customized Web address (URL) for your profile. Doing so will give you a branded link to your page on Amazon that is easy to read, spell, and share.

Promote your books for free with Author Central

Reach More Readers

At Author Central, you can share the most up-to-date information about yourself and your works with millions of readers. [Learn more](#)

Add your biography, photos, blog, video, and tour events to the Author Page, your homepage on Amazon.com.



Reach More Readers

Track Your Sales

Get Author Help

This new feature is available only to authors who have already created a page for themselves using Amazon's Author Central.

I must credit SLPA Membership Chair Kim Wolterman with providing the following instructions on how to claim your custom author URL on Amazon:

- Go to <https://authorcentral.amazon.com/> and log in to your Author Central account.
- When you come to the “Welcome to Author Central” page, click on Author Central Profile.
- You should then see your page listing Biography, Blogs and Events on the left and Author Page URL, Photos, Videos and Twitter on the right.
- Click on Author Page URL and it will show you if the URL with your name is available. If so, all you have to do is accept it.
- It takes about 30 minutes for the new URL to show up.
- More detailed instructions can be found in the Help Topics section of Amazon Author Central.

I set mine up using these instructions and it worked like a charm.

Here's my Amazon Author Page:

<https://www.amazon.com/author/bob-baker>

And here is Kim's:

<http://www.amazon.com/author/kimwolterman>

Go claim yours!

▶ FEATURED MEMBER

Linda Austin, Moonbridge Publications

Author, *Cherry Blossoms in Twilight*

www.moonbridgebooks.com

Amazon's Not-So-Best Practices

Amazon, friend of the self-published and delight of book readers wanting bargains and convenience, has been in the news recently for its latest strategies to conquer the publishing world. Business is business, but is Amazon taking the “nothing personal” to extremes? The purchasing public, mostly unaware or uncaring of Amazon's new tactics, and many indie authors who feel they are unaffected still extol the virtues of Amazon, but all authors need to understand the repercussions of what Amazon is doing. Read more:

<http://slpa.memberlodge.com/blog?mode=PostView&bmi=842099>



▶ News You Can Use

The following is a selection of timely articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books. Visit the SLPA website at www.stlouispublishers.org to find the live links!

CREATING

10 Ways to Tell If Your Story Should Be a Memoir or a Novel. 1/23/12

You have to decide. A book must be one thing or the other. Not only will your genre determine how you approach the story, but it will also determine how readers perceive it, how it's sold and where it's shelved. So which is the best choice for your story? Here are 10 factors to consider. Read more: <http://www.writersdigest.com/whats-new/10-ways-to-tell-if-your-story-should-be-a-memoir-or-a-novel>

PRODUCING

Book Design: Don't Get Confused by Typeface Point Sizes. 2/1/12

Joel Friedlander

One common task you encounter as a self-publisher is selecting typefaces, whether you're designing your own book or using an author services company. Today I want to show you why you don't necessarily want to pick typefaces and sizes just “by the numbers.” Read more: <http://www.thebookdesigner.com/2012/02/book-design-dont-get-confused-by-typeface-point-sizes/>

MARKETING

The “Author Brand” and How to Create It. 1/27/12

Patrick A. Berzinski

Most folks think of branding in terms of identity hooks—as a personalized word mark, logo or colophon that can be impressed upon the memory through visual bombardment. In my career as a communications professional, nothing has been harder to illustrate for my colleagues than the true concept of brand appeal. Read more: <http://tranquility49.com/?p=673>

▶ 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.

▶ What's Ahead? April 9, 2012

The Publishing History of Rachel DuPree

Get inspired to pursue or continue your publishing dreams through the funny and touching story of Ann Weisgarber, author of *The Personal History of Rachel DuPree*. Ann promises to talk about her route from novice writer to publication with Penguin. “If I can do it,” she says, “so can you.”

▶ SLPA Meetings

SLPA meets on the second Wednesday of the month:

Brentwood Community Center

2505 S. Brentwood Blvd., Room 101

Brentwood, MO 63144

(Enter through the door closest to the flagpole)

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.

▶ Questions about SLPA?

Contact Membership Chair:

Kim Wolterman, membership@stlouispublishers.org

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Members: Get your article featured in the SLPA newsletter and posted on our blog. E-mail Katherine Pickett at communications@stlouispublishers.org for more information.



Did You Know . . . ?

A recent study from ChangeWave Research asked Kindle Fire owners what they thought of the new tablet. Their top responses:

Likes: Price, 59%; Color screen, 31%; Ease of use, 27%

Dislikes: No volume controls, 27%; No camera, 21%; Too short of battery life, 15%

Source: <http://tech.fortune.cnn.com/2012/02/02/changewave-survey-demand-for-kindle-fire-slipping/>