



▶ Empowering Authors and Publishers to Create and Market Books

News & Views

St. Louis Publishers Association

June 2013

stlouispublishers.org

WEDNESDAY, June 12, 2013, 7pm

▶ From Unknown to International Bestseller: How I Got on Oprah, the Today Show, and Landed Three Major Book Publishing Deals

Have you ever wondered what it's like to work with a major publisher? Would you like to know how people in the media spotlight prepare for a national interview? You'll get answers to those questions and more when bestselling author Will Bowen makes a rare visit to St. Louis.

Will Bowen has had an amazing journey as an author. It all started in a surprising manner just a few short years ago. He was inspired to give away "no complaint" wristbands to his congregants when he served as a minister of a Unity church in Kansas City. It was a way to remind people to stop focusing so much on what's wrong and redirect their thoughts to the positive.

The idea caught on in a big way and before long the local press covered it. This led to media exposure in other cities and eventually Will was invited to appear on *Oprah*, *The Today Show*, *People* magazine, and more. This major media exposure led to lots of interest from book publishers, which compelled Will to hire an agent to negotiate the ensuing bidding war.

His first book, *A Complaint Free World*, has become an international bestseller. His other books include *Complaint Free Relationships* and the new *Happy This Year!* He also struck a publishing deal with a new Amazon imprint and will be the first author to serialize a nonfiction Kindle ebook.

Join us June 12 as Will Bowen shares his colorful publishing journey and answers your questions about working with agents and major publishers, lessons learned from mass media exposure, how much work an author has to do when supported by a traditional publisher, and more.

Learn more about Will, his books and programs at www.WillBowen.com.



Dr Oz

Maya Angelou

The Today Show



▶ Two Ways to Get More Done in Less Time

Bestselling author Michael Hyatt offers some great productivity tips on his blog. Below are two gems from his archives that caught my eye. Keep these in mind to help you carve out more time and space to write books, blog posts, articles, and more:

1) TOUCH EMAIL MESSAGES ONCE - AND ONLY ONCE.

"How many times do you read the same email message over and over again? Guess what? The information hasn't changed," Hyatt writes. "I have a personal rule: I will only read each message once, then take the appropriate action: do, delegate, defer, file or delete it."

I'm guilty as charged. I often "star" emails in Gmail with the intent to respond later. And later often never comes - which means I not only leave a lot of items hanging out there unfinished; I also create potential bad vibes with people who wonder why I haven't responded. Let's all resolve to deal with unanswered emails as quickly as we can!

2) FOLLOW THE TWO-MINUTE RULE.

"I do everything I can immediately," Hyatt asserts. "If I need to make a phone call, rather than entering it on my to-do list, I just make the call. If I can complete the action in less than two minutes, I just go ahead and do it. Why wait? You will be amazed at how much this 'bias toward action' will reduce your workload."

He continues, "Conversely, when you don't do it promptly, you end up generating more work for yourself and others. The longer a project sits, the longer it takes to overcome inertia and get it moving again. The key is to define the very next action and do it. You don't have to complete the whole project, just the next action."

Great advice. Read Michael Hyatt's entire blog post, called "How to Shave Ten Hours Off Your Work Week," here:

<http://michaelhyatt.com/how-to-shave-ten-hours-off-your-work-week.html>

Bob Baker is a full-time author and current president of the SLPA.

Learn more about Bob at www.FullTimeAuthor.com and www.DIYcareerManifesto.com.

DIYcareerManifesto.com.

SLPA meets on the second Wednesday of the month:

Brentwood Community Center
2505 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.

▶ “No Man is an Island” and No Writer Should Be

A warm breeze blows through the open window. On this island paradise the windows have no screens because there are no flies or mosquitoes to worry about. The transparent drapes playfully flutter into the room on the heels of the ocean breeze. You take your place at your computer behind your antique desk. Your fingers can hardly keep up on the keypad as inspiration flows through you onto the page. Ah, the life of a writer!

Unless you are Ernest Hemingway at your Key West home or Truman Capote at your house in the Hamptons, the islands or beach will most likely not be your writing location. It will probably be more on the lines of Steven King's first location. Carrie and Salem's Lot were written in the laundry room of a doublewide trailer, pounding away on his wife's Olivetti typewriter and balancing a child's desk on his thighs.

The act of writing a book is not always pretty. Authors Jack Canfield from *Chicken Soup for the Soul* and Guy Kawasaki, bestselling author of *Enchantment* both describe the act of writing as, “Vomiting out your book.” Then there is the cleaning up process in the form of numerous tweaks and edits.

The book is done. It's time to relax. No! There is no time to relax. The book will not magically sell itself. It is the author's responsibility for marketing and promotion. The true work has just begun!

John Donne said, “No man is an island.” It's easy to feel like an island because writing is lonely work. Without the support of others, a book may never be born. Without someone to encourage us, we may not have the strength to go on. To use Stephen King as an example again, his wife, Tabby, pulled the crumpled pages of *Carrie* out of the trash can. She encouraged him to keep going with the story. She kept on encouraging and believing in him. We all need someone to believe in us.

That's why it's important to be around others who are walking the same path. In the new digital age and the changing climate of the publishing industry, it is imperative that authors not only be great writers, but also be great marketers. It is easy to become overwhelmed. There is just too much for any one person to learn. While the Internet affords many opportunities for contact within online writing support communities, there is nothing like being with people. As writers we are stuck behind a computer all day. It's nice to have that personal contact.

If you feel like an island, you are not alone. Here are two recommended groups to help feel less deserted and more connected.

The St. Louis Publishers Association (SLPA) is a great and safe place to receive encouragement and guidance. There is a monthly meeting where people share their progress and can talk to others about where they may need help. Each month there is a special speaker who shares helpful insight and guidance in the publishing industry.

The other group is the St. Louis Writers Guild (SLWG). Their mission is to further Missouri's literary heritage, connect, support, and promote writers and literary organizations in the community. Like the SLPA, there are monthly events and member benefits. To find out more, visit their website: <http://www.stlwritersguild.net/>.

Jackie Trottmann is in the process of publishing her first book: *The Freedom to Eat – The spiritual Connection to Lasting Weight Loss and Inner Peace*. Along with her book, she offers meditation resources on her website, <http://GuidedChristianMeditation.com>. When she's not creating her own material, Jackie is a WordPress consultant who helps clients create websites, blogs and maximizes them for search engine optimization.

▶ News You Can Use

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

WRITE

Writing and the Mixed Blessing of a Day Job

Joanna Penn

January 31, 2011

“I can write what I love to write. I'm not driven by the need for money so I don't have to write freelance. I don't have to worry about the outcome of what I'm writing because it's for pleasure, fun and the future.”

<http://www.thecreativepenn.com/2011/01/31/writing-and-the-mixed-blessing-of-a-day-job/>

MARKET

6 Twitter Tips for Happy Tweeting Trails

Judith Briles

May 13, 2013

“Yes you can self-promote, but your promos are at the bottom of the feeding chain. Don't OD your followers.”

<http://thebookshepherd.com/6-twitter-tips-for-happy-tweeting-trails.html>

PRODUCE

A Secret to My Success

Bob Baker

“Our brains need constant stimulation to stay flexible and focused on reaching our goals. Think of it as a fitness program for your mind.”

<http://www.bob-baker.com/buzz/secret-success.html>

▶ 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?

Contact Membership Chair:

Kim Wolterman, membership@stlouispublishers.org

SLPA News & Views is produced and distributed by:

Content Coordinator: Tim Hill

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Members: Get your article featured in the SLPA newsletter or blog. For more info, email Tim Hill communications@stlouispublishers.org