

WEDNESDAY, August 13, 2014 • 7PM

## Why Have a Service-Provider Event?

By Warren Martin

**W**ELCOME TO A UNIQUE EVENT FOR AUTHORS—one at which nothing is for sale. Instead, this is an opportunity to discover a great bunch of people who can be a big help to you. All of these people are service providers.

So, why have a service-provider event? If you have written a book, are working on one, or are still just thinking about it—regardless of where you are in the writing process—there is one certainty: You want your book to be published and distributed. Whether your book is fiction or nonfiction, intended for children or poetry lovers ...if you want a print book, an e-book, or an audio book...it's a long way from a finished manuscript to a published book. Most new authors need a little help along the way.

Help comes in many forms. It could be a coach or a mentor. It will definitely include an editor. If you're writing a children's book, it will most likely be an illustrator. If you are self-publishing, you will need a graphic designer for your cover and interior layout. Then, of course there are copyeditors and proofreaders, printers and marketing experts—all people you want to know.

So, why have a service provider event? Teamwork. The service-provider event offers you the opportunity to scout for your team, to meet service providers you might need, to see their work or their products, and to network with other professionals.

Last year's event exceeded expectations and generated new friendships, collaborations, and teams. This year, we hope to repeat our success and set the bar even higher.



2013 Vendors Showcase guests listening to opening remarks.

This Year's Vendors & Service Providers:

- Bluebird Publishing
- Bobbi Linkemer & Co. – Coaching & editing
- Book Partners – Printers
- Davis Creative – Graphic design
- In a Word Book Design
- Jeff Steinmann – Coaching
- Jennifer Stolzer – Illustration
- Nehmen-Kodner – Graphic design
- Page & Sound – Audiobook engineer
- Razorsharp – Editing & indexing
- Rocking Horse Publishing
- Treehouse Publishing
- Words Inc. – Editing

## Why I Joined St. Louis Writers Guild

By Brad Cook

**S**t Louis Writers Guild (SLWG) is one of the oldest and largest literary organizations in the Midwest. Founded in 1920, SLWG continues to provide writers with industry insights and a sense of community. We hold three events a month—Workshops for Writers, The Station Open Mic, and the SLWG Author Series, plus such special events as Writers in the Park and the Holiday Book Fair. My favorite, though, is *The Scribe*, our quarterly literary magazine filled with articles, event write-ups, poems, and more. SLWG tailors its workshops and events to cover a wide variety of topics from writing in a particular genre, to editing, to copyright law, and even publicity.



Brad Cook

attending all of our events will certainly educate you. And, of course, there is the community. Like many writers, you may be a solitary creature locked away in your office, but through organizations like SLWG and SLPA, you will find like-minded people who deal with the same struggles you

Why join SLWG? Give SLWG a year, and it will make you an insider. Not that you'll be an expert or even have a publishing contract within the year, but

do. The friends you make now will carry you through your career. The people sitting around you at workshops might be writing partners down the line.

When I joined SLWG, I had a manuscript and no idea what to do with it. I've been on a long road, but my novel, *Iron Horsemen*, is coming out this fall. I owe much of my success to the avenues St. Louis Writers Guild opened up for me and the lessons I've learned at Guild events. What can St. Louis Writers Guild do? Well, that depends on how well you're willing to listen and how much work are you willing to put into your book. Learn more at [www.bradrcook.com](http://www.bradrcook.com).

# Why I'm Still a Member of SLPA

By Linda Austin

A long time ago, in 2005, I published my first book. I didn't know anything about writing or publishing, but I'd been casually working for the past ten years on my mother's memoir of her life during WWII Japan and realized her memory was fading away. I dropped everything and finished the project, made a simple cover, and used a local copy shop as printer. Our family was amazed that the book turned out so nice.

All the books sold, but after the initial glow of success, I realized I should have put more into it for the intended audience. The cover looked amateurish despite the shop's graphic designer tweaking it, and I needed to get the book listed on Amazon. Then I found the St. Louis Publisher's Association. My life and my book changed. I am proud of *Cherry Blossoms in Twilight*, second edition, published in 2007 and with sales still going.

Now, I am a long-time board member of SLPA, giving back what I have learned. I

like to see others grow in their publishing and marketing abilities to find the personal satisfaction of creating a professional-quality book. I am still learning, too, as the publishing world is ever changing. I published a poetry book in 2012 and am working on another historical memoir, so I still need to keep up with the times and stay inspired about marketing. The SLPA monthly meetings help with both, but I also like the support and camaraderie among members and even new guests who cheer each other on and generously share what they have learned. SLPA meetings are a great place to find professionals to help your book be its best. That's where I found the cover designer for the new and improved version of *Cherry Blossoms*. I feel lucky to have this kind of support and learning resource in my own town.

Linda Austin publishes through her company, Moonbridge Publications, and encourages life writing through her website, <http://moonbridgebooks.com>.

## THE BOOK CORNER

**SLPA members cover a wide array of topics in their published books.**

Linda Austin: Memoir & poetry  
Bob Baker: Music & book marketing  
Margaret Cook: Jump start guides  
Sir E. J. Drury: Conscious and unconscious minds  
Tim Hill: Self-esteem series for children  
Bobbi Linkemer: How-to books on writing  
Warren Martin: Cold War mystery  
Terry Baker Mulligan: Weathering adolescence in Harlem  
Lynnette Schuepback: Children's books  
Jeff Steinmann: System for creating a business  
Wilda Swift and Cynthia Esterling: Historic Webster Park neighborhood  
Edward Sylvia: Spiritual topics  
Kim Wolterman: Researching house histories & biography  
**SLPA's talented graphic designers:**  
Cathy Davis, Peggy Nehmen, Sue Sylvia, & Cathy Wood

## YOU ARE INVITED TO BUILD YOUR BUZZ

Please join SLPA for a 3 hour seminar to learn about book promotion and publicity with expert Sandra Beckwith, <http://buildbookbuzz.com/>

Saturday, October 18  
Westborough Country Club, 631 S. Berry Rd, St Louis, MO  
9 AM until Noon  
\$15 for SLPA members, \$30 for Non-members

To sign up for this great event, email Warren Martin, [vp@stlouispublishers.org](mailto:vp@stlouispublishers.org)

If you haven't already joined SLPA on Facebook, now is a good time to "Like" us and read all the fascinating posts to help you write, publish, promote, and sell your books.  
<https://www.facebook.com/groups/STLPublishers/>



Sandra Beckwith

**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 offers networking opportunities for people involved in all aspects of the publishing industry.

**MEMBERS: DO YOU HAVE A NEW BOOK** you would like to announce? For more information, email Bobbi Linkemer at [communications@stlpublishers.org](mailto:communications@stlpublishers.org)

## 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 until 9pm.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

## Questions About SLPA?

Contact membership chair:  
Peggy Nehmen  
[membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

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