

WEDNESDAY, August 12, 2015 • 6:30PM

## Find Your Publishing Team at the SLPA's Annual Vendor Showcase

Self-publishing does not mean you have to go it alone. You need a team of publishing experts to help you bring your book to life.

For our August meeting we've assembled more than 15 professionals who know the publishing industry inside out. Each vendor will have an exhibitor's table where they'll showcase and explain their services.

As a self-publishing author, this is your once-a-year opportunity to meet a room-full of people who can help you at every stage of your book project.

At this vendor showcase you'll get to know graphic designers, editors, printers, book coaches and more. This is your chance to ask questions and get a feel for who they are and how they work.

If you're at the beginning of your book's journey and trying to develop your concept or story, talk to one of the book coaches or ghostwriters.

Does your manuscript need organizing or your sentences need polishing? Chat with one of the editors.

Do you need an eye-catching cover and help laying your book out for print or uploading to Amazon? Get to know the graphic designers with the knowledge and talent to turn your manuscript into a book.

Regardless of what stage you are at in your writing process, you need to be thinking about marketing. Find marketing experts who can help you reach a larger audience.

Unlike our normal meetings, admission to this Vendor Showcase is FREE.

St. Louis Publishers Association's Annual Vendor Showcase  
Wednesday, August 12th  
6:30–9 p.m.

The Heights  
Richmond Heights Community Center  
8001 Dale Ave., Richmond Heights, MO 63117



Scene from the 2014 Vendor Showcase.

## 5 Professional Partners Every Author Needs

By Bobbi Linkemer

It takes a team to write a book. You may think that you can do this alone, but in reality, you are going to need help in several areas. It is important to choose the right people to round out your team because they will play a critical role in your final product. While there are many experts you might draft to help you, there are five professional partners every author needs. This is your core team and you should be aware of what each of them contributes to your book.

### 1. ADMINISTRATIVE ASSISTANT

An administrative or virtual assistant will become your right hand. At every stage of the process, there will be correspondence, permissions, research, bookkeeping, organization, filing, inventory, publicity, and myriad other necessary details to attend to. You have two choices: Do it all yourself, or hire a professional to help you.

### 2. ATTORNEY

An attorney serves several functions, from analyzing contracts to registering artwork. Talk to an attorney as you are working on your manuscript. He or she will do the following:

*(Partners continued on page 2)*

## COMING UP THIS FALL

### WHAT'S YOUR PLATFORM?

Bob Baker, past president of SLPA, will explain how to develop a platform that reinforces your credibility and raises your visibility at the September 9th meeting.

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### SLPA FALL WORKSHOP

"HOW TO PUBLISH YOUR OWN BOOK:  
WHAT YOU NEED TO KNOW."

November 7 • 8 a.m. – 12 p.m.

Meramec Community College

(MCC class # WRIT 704, fee \$39 seniors \$25)

Partners continued from page 1)

- Vet (evaluate) your manuscript
- Negotiate contracts between you and the publisher
- Keep you out of bad contracts
- Deal with letters from potential litigants
- Clarify copyright issues. (There is no magic number of words you are allowed to quote or paraphrase. If you have taken the essence of a book, you're in trouble. You definitely need good attribution, and you may well need permission, which you may be charged for.)

### 3. EDITORS

Rule #1 of writing a book: Never, ever edit your own work. Rule #2: Every author needs an editor. Editors fall into several categories because they work at different stages of the project. A developmental editor helps you refine your concept, organize your ideas and your material, and keep yourself on track. A content editor looks at the big picture, including writing style, structure, flow of ideas, language, and accuracy. Copyeditors check for grammar, punctuation, and consistency and are invaluable at catching things you and everyone else seem to miss.

### 4. GRAPHIC DESIGNER

This is the most important member of your team. Readers spend only seconds looking at a book – first, the cover, then, inside. If the cover doesn't grab a person's attention, he will put the book down. The interior is also very important; it has to draw the reader in. That's why it is prudent to use a graphic designer who specializes in books.

Designers think in pictures; writers think in words. Your relationship with your designer should be synergistic: You know what the message is; she is conveying that message visually. Often, the same graphic artist can handle both cover design and page layout. Sometimes, however, you will need two separate people. Conventional publishers will provide cover and page design based on advice from their marketing departments, but often you have little or no input or veto power.

### 5. INDEXER

Current thinking is that every serious nonfiction book requires an index. If your book is technical, scientific, fact-filled, or a textbook, you will definitely need one. A traditional publishing house will often provide indexing services. But if you self-publish, you have two alternatives. Use your word-processing program or hire a professional indexer. Just as you wouldn't design your own cover, you should not attempt to create your own index. There are experts who specialize in this aspect of publishing. This is not the time to skimp on money.



Bobbi Linkemer (in yellow) talking with attendees at her table during the 2014 Vendor Showcase.

## THE BOOK CORNER

### Free Publicity Opportunity for SLPA Members

As a member you can publicize your book on the SLPA website to help you build your audience and drive buyers to your website or retailers. You can also submit your book to the newsletter editor for review.



## SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS  
COMMUNITY CENTER (THE HEIGHTS)  
The Angus Room  
8001 Dale Ave.  
Richmond Heights, MO 63117

Doors open for networking at 6:30 p.m. and meeting begins at 7 p.m. The formal meeting concludes at about 8:30 p.m. with networking until 9 p.m.

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

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