

WEDNESDAY, December 10, 2014 • 7PM

## Book Marketing Brainstorm and SLPA Holiday Party

December 10 will highlight a special SLPA meeting that will be part holiday party and part Book Marketing Brainstorm Session.

If the holiday part doesn't grab you, then the brainstorm part surely will!

One by one, we will put an author attendee in the spotlight and generate dozens of on-the-spot promotion ideas they can use to market their book.

Each featured author will have a minute or two to hold up their book and explain what it is, what it's about, who they are, and who the book is intended for. Then everyone in the room will suggest ideas on how to market and sell it.

All of the suggestions will be written on a giant sheet of paper, which the author can home.



Preference will be given to SPLA member authors first. If time allows, other attendees will be invited to present. Even if your book isn't in the spotlight, you will surely get a long list of marketing ideas you can apply to your book, no matter the topic.

Also, at the beginning of the meeting, musician and outgoing SLPA President Bob Baker will sing and perform a holiday song or two—the first time he has ever done so at an

SLPA meeting. You might even witness a hula dancer during this segment. You'll just have to attend to see and hear for yourself.

We will also have light snacks and refreshments on hand to help create a holiday party atmosphere.

Hope to see you there! ■

## It Was a Very Good Year



In February Jeff Steinmann (right) presented, *What's Stopping You From Writing and Publishing Your Book?*

July brought us Margaret Cook (left) talking about, *Audiobooks: How to take your book to listeners.*

This summer SLPA had another successful Venders Showcase in August (below left).

Fall really became busy starting off with the first "Lit in the Lou" (below right) as SLPA board members braved the fist blast of cold damp weather.





October was a particularly busy month with Ron Elz (aka Johnny Rabbitt) giving us the inside scoop on, *How to Land Media Appearances and Deliver a Great Interview*.

He had us in the palm of his hand, as he regaled us with knowledge gathered over his sixty-year career in broadcasting.

Next came a special Saturday seminar—*Book Marketing Boot Camp*—presented by award-winning publicist Sandra Beckwith. We decamped from our regular venue at Brentwood Community Center to Westborough Country Club for this fabulous three-hour event.



In November, we hosted literary attorney Jean Maneke, who came in from Kansas City to conduct a crash course in *Publishing Law 101 for Authors and Self-Publishers*. Now we know why a lawyer is an author's best friend.

## THE BOOK CORNER

### *How to Write a Nonfiction Book: From planning to promotion in 6 simple steps*

By Bobbi Linkemer

LinkUp Publishing / \$19.95

ISBN: 978-0-9826746-6-6

Available through: [www.amazon.com](http://www.amazon.com)

[bobbilinkemer@writeanonfictionbook.com](mailto:bobbilinkemer@writeanonfictionbook.com)

Based on years of teaching, writing her own books, and helping others to write theirs, *How to Write a Nonfiction Book* takes the mystery out of the book-writing process by explaining how to plan your book; what, when, and how to write; who can help you; how to choose the right publishing option; and where and how to reach your readers.

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

## Questions About SLPA?

Contact membership chair:

Peggy Nehmen

[membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

## SLPA Meets on the Second Wednesday of the Month

BRENTWOOD COMMUNITY CENTER  
2505 S. Brentwood Blvd., Room 101

(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.

**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 NEWS & VIEWS

Editor: Bobbi Linkemer

Designer: Cathy Wood

Content Coordinator: Tim Hill

Webmaster: Kevin Ericson

