



News & Views

▶ Empowering authors and publishers to create and market books

JANUARY 2009

JANUARY 14 MEMBERSHIP MEETING:

Get yourself together: organization and productivity concepts for authors and small publishers

How much time are you wasting wading through e-mails and searching for files? If you want to finish writing your book this year yet you can't even find your notes, you'll want to attend our January meeting where organization expert **Claire Keeling** will help you to succeed with your publishing project—without losing your mind.



Claire Keeling

Claire's valuable tips on time management, paper flow and other organization concepts will help you to be more efficient and productive with your publishing endeavors. Start off the year right—learn to save time in 2009!

Claire Keeling is the president and founder of Sort it Out, Inc. Since 2004, Claire has provided numerous businesses and individuals with simple, effective solutions for organization and increased productivity. Her areas of expertise include project management, goal setting, time management, product training, communication skills development and strategic planning.

"It is my goal to fill a gap in people's professional tool kit and provide training and coaching to support people as they learn how to maximize how they use their time, energy, and money."

Claire is a member of the National Association of Professional Organizers and serves on the board of directors for NAPO—St. Louis. She is certified in both the Clear & SIMPLE and FreedomFiler systems. Her community efforts include involvement in the United Way Women's Leadership Giving Initiative—The Power of The Purse.

Join us Wednesday evening, January 14, at the Lodge at Des Peres. Doors open for networking at 6:30 p.m. Meeting begins at 7:00 p.m., the formal meeting concludes around 8:30 p.m., with networking continuing until 9:00 p.m.

President's Corner by Lynette Schuepbach

Efficient resolution

I am always amazed at the attitude of people celebrating the end of one year and the beginning of another. The expectation is that, miraculously, all bad patterns we have developed for the past years will be magically wiped away at the stroke of 12 and new and improved patterns will appear to save us from ourselves. When the sun rises on the first day of the new year, it's so easy to slip right back into the old patterns that this is exactly what happens.



Lynette Schuepbach

One issue that I and many of my business friends deal with is the best use of time. At least one time every New Year's Eve, I hear the resolution "to be more efficient." Since creativity and the ability to be organized are at odds many times, this is a hard resolution to keep for many independent publishers. And when time is not used efficiently, there is less time for creativity to feed one's soul.

If this is a resolution that you find challenging, I invite you to attend the January St. Louis Publishers Association meeting and join me in starting 2009 with a new pattern: one of organization

Continued on page 2

In This Issue

- 1 Get yourself together: organization and productivity concepts for authors and small publishers
- 1 President's Corner by Lynette Schuepbach
- 2 Organization expert Julie Morgenstern shares secrets to organization by Ligaya Figueras
- 2 Recommended Reading
- 2 We welcome our newest members
- 3 Ten tips for tough times by Florrie Binford Kichler
- 4 Virtual book tour secrets: 4 tips for selling your book faster, better and with less human effort by Christina Moyer
- 5 Member Spotlight: Corinne Richardson
- 5 Behind the scenes with the board
- 5 Bob Baker's goal-setting workshop for authors and musicians
- 5 Membership renewal reminder
- 5 SLPA 2009 Meeting Schedule

Organization expert Julie Morgenstern shares secrets to organization

by Ligaya Figueras

Some months ago, I interviewed productivity consultant and *New York Times* bestselling author Julie Morgenstern to discuss the principles of organization for an article that I was writing



Julie Morgenstern

for *Art Calendar* magazine. Morgenstern's advice is applicable to everyone in the creative community—not just visual artists. The following are excerpts from our conversation:

On the definition of “organization”: “Being organized has less to do with the way an environment looks than how effectively it functions. I define being

organized as being able to find what you need when you need it and being comfortable in your space.”

On how to organize your space: Follow the S-P-A-C-E formula—sort, purge, assign a home, containerize and equalize, or maintain, the new system. However you decide to organize your space, make sure that your choices are “based on the way you think, your natural habits, and unique goals, so that the space reflects you.”

On time management and productivity, follow a 3-step process:

1. Determine your peak productivity time based on your energy cycle and natural habits. Schedule routine writing time during this optimal time and build the rest of your activities—marketing, teaching, personal life, etc.—around it.

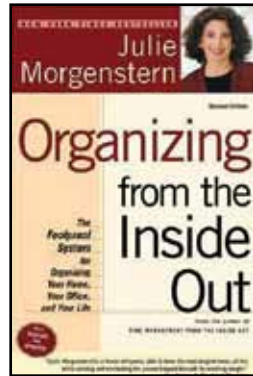
2. Know in advance what you plan to accomplish during each writing session. Break work down into manageable steps so that you can see results at the end of a session.

3. Prepare your space. Before you leave your desk, set it up for the next session. 📖

Copyright 2008 Ligaya Figueras. Adapted from “The Keys to Organization: Know your Goals and Natural Habits,” *Art Calendar*, June 2008 and “Time Management Systems Provides Emerging Artist with Blueprint for Success,” *Art Calendar*, September 2008.

Recommended Reading

Want to get organized this year? These three titles written by professional organizer Julie Morgenstern can help you to get your time, space and life, back in order: *Organizing from the Inside Out* (Holt, 2004), *Time Management from the Inside Out* (Holt, 2000), *When Organizing Isn't Enough, SHED Your Stuff, Change Your Life* (Fireside, 2008). Another great read is Lanna Nakone's *Organizing for Your Brain Type* (St. Martin's Griffin, 2005).



Editor's note: After reading Morgenstern's book *Organizing from the Inside Out*, SLPA

communications manager and newsletter editor Ligaya Figueras purged her office of unnecessary paperwork and gained three feet of storage space.

We welcome our newest members

Ruby Wilhite and Mary Denny
pawpyvill@aol.com

Ruby and Mary are the owners of Pawpyvill Station Publishing. Their company is dedicated to titles about rescue and therapy animals and the people who need them. Two titles are in the works for 2009. 📖

President's Corner ... Continued

and the best use of time. Claire Keeling, president of Sort It Out, Inc., has some great ideas and tips, which will give your business the efficiency and productivity it needs for success.

January is also a time for many of us to renew memberships. Watch for your St. Louis Publishers Association membership renewal forms, which will be coming to you by e-mail. In order to continue offering monthly meetings, education programs with substance and opportunities for members to sell their books, we need your support through membership dues.

See you in January... Happy New Year!! 📖

—Lynette Schuepbach, President
lschuepbach@charter.net

Ten tips for tough times

by Florrie Binford Kichler

Don't turn that page—this is not another doom-and-gloom piece advising you to go off the grid until gas drops to \$2 a gallon and the stock market rebounds to Clinton-era heights. On the other hand, tomorrow may be only a day away, but Annie had her Daddy Warbucks to foot the bill. Like you, I have invoices to pay today.

I'm a glass-half-full kind of person, and even I have to admit that current economic conditions have me a little—well—concerned. If you find your business hours increasingly occupied by thoughts of belt-tightening instead of new-title acquisition, then the following hints (in no particular order) may help you keep your forward momentum in the current sluggish business climate.

1. Monitor cash flow and receivables—daily. You can bet that your creditors are watching theirs. Of course you should be keeping tabs on cash flow and receivables on an ongoing basis, but that becomes even more critical when sales are dragging. Concentrating on your financials is not nearly as much fun as choosing a new cover graphic, but choosing a design becomes moot if you can't afford to pay your designer.

2. Watch expenses—but not at the expense of quality. Managing expenses is not quite the same thing as cutting expenses. Cutting often means an across-the-board slashing without regard to implications for the organization as a whole. When business picks up, the cost of regaining the customers you lost due to broad cutbacks on customer service and editorial and production quality may be far greater than the short-term money saved. Managing implies taking a good hard look at overhead and operations and making intelligent decisions as to how you can save money without compromising the high standards your customers have come to expect.

3. Review your business plan. The environment you anticipated when you made those forecasts last year may not be the one we're in. Although year-end is looming, it's not too late to revise your numbers to more accurately reflect what's happening now. If you find you have a little more downtime on your hands than normal, why not fill part of it by retooling that plan?

4. Continue your professional education. When business slows, it's tempting to work longer and harder at the expense of working smarter. Don't fall into the trap of ignoring what's happening in your industry because you're "too busy." Paying attention to what's going on in the greater publishing world and learning best publishing practices will help you weather the slowdown and keep you in prime position to rev up when the economy begins to recover. Subscriptions to on-line

industry news journals *Publishers Lunch*, *Shelf Awareness*, and *PW Daily* are free, and attending IBPA Publishing University educational webinars gives you great value for a low cost.

5. Hire an intern. If you need help but are reluctant to hire due to economic uncertainty, get in touch with your local university or community college and look into adding staff at no cost by taking a college student on as an intern (see "Internships Are a Win-Win for Publishers and Students" by Frank Gromling in the January 2006 issue). I've worked with two interns and they've both been wonderful—eager to learn, prompt, dependable, and energetic. They learn the publishing business and get college credit, and you get the help you need without cash outlay.

6. Start a blog. You've been meaning to, right? There are plenty of free blog hosts, and now is a great time—while you have the time to devote to the startup. Before you begin, I recommend that you read other publishers' blogs to get a feel for what's appropriate and interesting. And while blatant marketing is a no-no, mentioning your books as examples is certainly permissible. If, for instance, you publish reference books and wish to comment in your blog on changing formats for them today, you can go ahead and do that.

7. Talk to your customers. What new products would they like to see? How can you reach them in new ways? How are their businesses weathering the downturn? How can you both make it easier to do business? Your customers may not be placing orders in the volume or time frame you'd like, but you can stay in touch by reaching out to learn more about their challenges. People prefer to do business with people they know. When recovery begins, they will remember who cared about them during the lean times.

8. Keep marketing. During a slump, cutting back on marketing is tempting. After all, if nobody's buying anyway, why should you shell out all those bucks to persuade people when they've already made up their minds? Chances are, though, that you still do have some customers who are ordering. If you stop marketing, you risk losing not just them but potential new ones. Assuming that "nobody's buying" is dangerous. Budgets may suffer, but libraries must still serve patrons, and schools must still educate children, to cite just two examples. Your task, even more challenging in difficult times, is to persuade them that your titles are the best value for their shrinking dollars.

9. Explore new ways of slicing, dicing, and repurposing your existing content. If investing in new titles is prohibitive right now, examine your current content. Can you sell your books by the chapter? Create audiobooks? Create e-books or, if you already have them, convert them to additional formats? What about large-print? If you have illustrated titles (and the

Continued on page 4

Ten tips for tough times ... *Continued*

rights to use the artwork in various ways), consider creating notecards featuring it or offering poster versions to bookstores. Think outside the book.

10. Take advantage of your IBPA membership.

Attend your local affiliate's meetings. Sharing problems, solutions, and new ideas with other publishers in your same situation is invigorating. You will gain new information and new energy for facing the challenges ahead.


Check the more than 30 benefits your association offers for discounts and savings in areas where you need to manage expenses.

Visit the on-line Independent archives. You will find a treasure trove of hundreds of articles on every aspect of the publishing business by industry professionals who have faced exactly what you are facing now and survived.

Try a marketing program. Instead of paying \$3,000 to mail your catalog sheets to 4,000 libraries, why not invest just \$215 in a cooperative mailing that reaches those same 4,000?


History tells us that our economy will rebound. Until that time, the best remedy we can apply is to continue marketing, selling, planning, managing, writing, and producing content to the extent of our resources—keeping a vigilant eye on the current marketplace, but never neglecting to look toward the future.

As independent publishers, we should continue doing what we should always be doing—in the best of times as well as the worst.

My virtual door is always open. Please share your comments, thoughts, and ideas by e-mailing me at fkichler@patriapress.com. 

Florrie Binford Kichler is the president of IBPA—Independent Book Publishers Association—and the publisher of Patria Press, Inc. This article first appeared in the November 2008 issue of the IBPA Independent. Used with permission.

SLPA on-line updates

If you currently have book, service or speaker listings on our Web site, we can easily update your listings as needed. Please e-mail updates to Sue Sylvia at slpa@staircasepress.com. 

Virtual book tour secrets: 4 tips for selling your book faster, better and with less human effort

by Christina Moyer

Have you written a book and are having trouble getting it published? Or do you have a book in your heart, but don't know where to start? With **Virtual Book Tour Secrets**, your book can go from starting in your heart to filling your bank account.


If you are an author, info marketer, small business owner or CEO, I have come up with four tips that will help you turn your book into a selling machine.

1. Re-purpose your content: Your book is not just a book. You can use it as a marketing tool and turn it into a lead generator for other products you have to sell. This is called re-purposing. Other ideas for re-purposing are putting it in 3-ring binders, audio CDs or an e-book. Extract parts of it and turn it into articles and blog postings. Start teaching seminars and workshops, etc. There are so many different ways to re-purpose your book to make tons of money.

2. Building a targeted list that works for you: By structuring your list with your target audience in mind, you will build a list that follows you and wants to buy from you. Keep in constant communication with your list and they will come to know, like and trust you. You can continue to sell them your book through repurposing as mentioned above and any other products you offer.

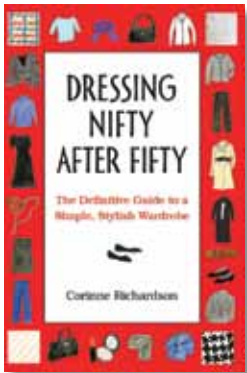
3. Sell your book through teleseminars: Do you ever see book signings where the author is there, but not many people? Except if they are a major celebrity, which most of us are not. With teleseminars, you don't have to worry. Through your targeted list, people will show up time and time again. You can do a virtual book tour every month with hardly any money out of your pocket. The money will come into your pocket with your virtual promotion. Again, you can repurpose your book and sell other products you have to offer.

4. Outsource your work: Turn your book process into a system where you can work on the promoting and the busy work can be done by others. As you start to promote, you will realize that you can't do it all. Search for reliable people who can do the work for you. With the power of the internet, this can be done inexpensively. You can find virtual assistants through companies such as **Elance.com**.

By using these 4 valuable tips, you will be on your way to selling your book in no time at all! 


Member Spotlight: Corinne Richardson

Corinne Richardson first read about the SLPA in the "Get Out" section of the *St. Louis Post-Dispatch*. "It sounded interesting,



so I went," says the retired attorney and author of *Dressing Nifty After Fifty*. "I wanted to learn more about publishing. I had ideas of things that I was thinking of writing a book about, but I knew nothing about the process."

Reflecting on her nearly eight years as an SLPA member, Corinne says that the monthly meetings provided her with valuable information and networking opportunities. "I enjoyed talking with other authors and getting their ideas. I also met people that I used for my book." Christine Frank served as copy editor and indexer; Peggy Nehmen was her book designer; and Bobbi Linkemer, who inspired Corinne to start writing, is "the first person I listed in the acknowledgement page."

Dressing Nifty After Fifty, a guide to creating a simple, stylish wardrobe, was published by Willcott & Corn Books in 2007 and has sold nearly 5,000 copies. Besides writing extensively, Corinne provides consultation services for wardrobe, office and home, and hosts workshops on the many ways to simplify and organize your life and possessions. 

Editor's note: Do you want to be profiled for in the SLPA News "Member Spotlight" column? How has the SLPA helped you? What inspiring story and publishing accomplishments can you share with the rest of us? To be considered for the "Member Spotlight" column, contact communications manager Ligaya Figueras via e-mail at figuerasl@sbcglobal.net.

Did you get your SLPA Web site password?

Passwords were sent out via e-mail about 2 months ago. Password access gives members access to the "Members only" part of our site, which contains the newsletter archives, sign-up forms for co-op opportunities and other resource listings. It also contains the Q&A blog, where you can ask advice of other members. Use it any time! We know sometimes e-mail gets caught in SPAM filters, so e-mail Christine Frank at ivyhouse@charter.net or Sue Sylvia at slpa@staircasepress.com if you did not receive your password.

Behind the scenes with the board

Christine Frank, Membership chairman



As SLPA membership chairman, Christine is the primary contact for current members as well as new and prospective members. Christine manages registration at monthly meetings, new member intake and the member directory. Christine is also responsible for collecting member dues. This longtime SLPA board member generously takes time out of her editorial workload to field questions about the

SLPA via phone and e-mail. If you have questions about your membership or membership benefits, contact Christine at 314-205-2679 or e-mail ivyhouse@charter.net.

Bob Baker's goal-setting workshop for authors and musicians

Ready to hit the ground running in 2009? Join Bob Baker, a full-time author and former SLPA president, when he presents his new workshop, **"Your New Year's Prosperity Plan: How to Beat the Recession, Reach Your Creative Goals, and Thrive in 2009."** The event takes place Saturday, January 10, from 12 p.m. to 4:30 p.m. at the Center for Spiritual Living, 12875 Fee Fee Road (turn onto Willowick Rd), St. Louis 63146.

This powerful hands-on workshop is ideal for writers, authors, musicians, artists, actors—anyone with a creative entrepreneurial bone in their body. Admission is \$60 for the first person and \$40 for each additional person. SLPA members receive an additional 20% discount by entering this **Coupon Code at checkout: Goals09**. To register and learn more, visit <http://FullTimeAuthor.com/> and scroll down to the "P.S." section. Seating is limited, so reserve your spot now.

Membership renewal reminder

SLPA members whose membership expires in January should look for a renewal notice to arrive via e-mail. If you have questions about your membership, contact Christine at 314-205-2679 or e-mail ivyhouse@charter.net.

SLPA 2009 Meeting Schedule

Jan. 14 – Get yourself together

Claire Keeling's valuable tips on time management, paper flow and other organization concepts will help you to be a more efficient, productive publisher in 2009.

Feb. 11 – Pump up your online presence

A panel of web experts shares insights and trends in marketing online. Learn what's next from guys who build some of today's coolest sites and what you can apply to your own.

Mar. 11 – Professional connections

LinkedIn is fine, but sometimes you need to sit down over coffee with someone. Connect with helpful humans from other local writing organizations and our national affiliates.

Apr. 8 – “Be” the book: packaging yourself and your book successfully

What do you stand for? Is your author platform strong? Is your book designed to attract sales? Learn how you can leverage your strengths to build sustainable success.

May 13 – Legal eagles

Let us help you untangle the publishing legal jungle. Bring all your publishing law questions and our panel of intellectual property attorneys will bring their answers.

Jun. 10 – Social marketing/ BEA recap

A panel discussion and how-to session on using the best tools for social marketing online, plus a report from attendees at this year's Book Expo America.

Jul. 8 – Owning your niche

Jeff Pfister of Virginia Publishing shares insights on how he built a successful publishing company, specializing in one focused market.

Aug. 12 – SLPA road trip to Mira Publishing

We're taking our show on the road for a tour of Mira Publishing's printing facility that will include an in-depth discussion of printing best practices and picnic dinner.

Sep. 9 – Press release workshop

Does anyone actually read press releases any more? Find out what works and what doesn't, so you can get your information in the hands of the right people at the right time.


Oct. 14 – Marketing yourself and your business in recessionary times

Dr. Stan Fine helps businesses plan for success. Come hear his tips and see how they can help you in these uncertain times.


Nov. 11 – Making your ISBN work harder

Bowker is changing! See a demonstration of their powerful new database where you can provide the information that's essential to maximizing your bookstore and library sales.


Dec. 9 – A gift to yourself: merging passion with business

It's possible to build a flourishing business if you write about something you know and love. Authors Rosalie Harpole and Maria Rodgers O'Rourke share their secrets and stories. 

Make the most of your membership with free promo opportunities

The SLPA offers its members a variety of free marketing and promotional opportunities. Besides the new online listing opportunities available to members, we encourage you to bring your published materials to meetings for display on the exhibit table. The table is frequented by guests and new members interested in learning about our organization, our members and our finished works. 

What's Ahead?

You won't want to miss our February meeting when a panel of experts shares insights and trends in **online marketing**. **Learn what's happening from professionals who build some of the coolest Web sites and what you can apply to your own.** The meeting is February 11. Mark your calendar! 



*Happy New Year
from SLPA!*

Questions About SLPA?



Contact membership chairperson:
Christine Frank at 314-205-2679

Next Deadline

January 21

Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to **newslettereditor@stlouispublishers.org**.