



## Engage Your Audience to Strengthen Your Network

an interview with SLPA board member Kevin Desrosiers

As an author, you need to promote your book, but you can't be in multiple places at the same time. Fortunately, you already have a group of people that support your work, who are literally spread out everywhere you want to be. Our featured speaker this month will share how to expand your network of supporters beyond your inner circle and effectively use them to sell more books.

### **What's the difference between a One-Sentence Pitch, Positioning Statement, and Elevator Pitch?**

Most people are familiar with the Elevator Pitch. Basically it's the idea that you have about one minute (the average time spent in an elevator ride) to tell someone about yourself and what you do. Use that time

7 pm, September 14  
via Zoom

wisely. Be sure to mention how your work helps other people to spark interest. Your Positioning Statement is even shorter (about 15 to 30 seconds), and it's hyper focused on the person you are talking to. That is your opportunity to tell someone what's unique about what you have to offer. The One-Sentence Pitch is just that. It's your chance to answer the question: "What do you do for a living?" You should answer in just one short sentence that takes only a few seconds. If you do it well, it should lead the other person to ask a follow-up question.

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**Join us during our September 14 monthly meeting and learn "How to Utilize Your Networks to Sell Books," featuring SLPA Board member Kevin Desrosiers.**

*Kevin is a Speaker, Public Speaking Coach, and the Author of Bridge Over Adversity. He speaks to organizations about the art of public speaking and coaches business leaders on how to become more effective presenters.*

*Kevin Desrosiers*



Visit [bridgeoveradversity.com](http://bridgeoveradversity.com).

## ZOOM INSTRUCTIONS:

Sign-up is free. You can join from your smartphone, computer or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone. Click on this link for the meeting: <https://zoom.us/j/86782144399>. Meeting ID is 867 8214 4399. Password is 668448.



## Author Resources Right at Your Fingertips

Presented by SLPA Board Members Andrew Doty, Kevin Ericson, and Peggy Nehmen

**Join the St. Louis Publishers Association on October 12 for "Author Resources Right at Your Fingertips," presented by SLPA Board Members Andrew Doty, Kevin Ericson, and Peggy Nehmen.** Discover websites bursting with advice and information to help you write, publish, and sell books like a professional. We'll show you online goodies, including:

- Why you should join local writers groups
- When to seek legal advice
- Who are influential publishing industry experts?
- Important publishing websites
- Creative resources and author tools
- Plus, our favorite useful books to help navigate your writing and publishing journey

Bring your questions or suggestions to the meeting!

This meeting will include a walkthrough of online and local resources and feature a panel discussion with these publishing professionals:



**Andrew Doty** provides comprehensive publishing services (book coaching, editing, design, illustration, proofreading, website design, award submissions, fundraising, and more) to independent authors, small publishers, and nonprofits through his publishing consultancy, [Editwright](http://editwright.com). Visit [editwright.com](http://editwright.com).



**Peggy Nehmen** is committed to successful design solutions and excellence. Her company, [Nehmen-Kodner](http://Nehmen-Kodner) provides book design, branding and marketing for self-published authors, start-ups, and established companies. Visit [n-kcreative.com](http://n-kcreative.com).



**Kevin Ericson**, [SLPA's website manager](#), will moderate the meeting and highlight valuable resources on the SLPA website.

## UPCOMING EVENTS

### **via ZOOM**

**September 14, 7–8:30pm**

How to Utilize Your Networks

to Sell Books

with [Kevin Desrosiers](#)

<https://zoom.us/j/86782144399>

**October 12, 7–8:30pm**

Author Resources

Right at Your Fingertips

with [Andrew Doty, Kevin Ericson, & Peggy Nehmen](#)

<https://zoom.us/j/86782144399>

**November 5, 8am –12pm**

How to Publish

Your Own Book

with [Andrew Doty, Peggy Nehmen, Linda Austin, Jo Lena Johnson, and Bob Baker](#)

**Registration Now Open**

<https://tinyurl.com/8pxabvpx>

(details on page 2)

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### What's your advice to authors who aren't public speakers?

The best way to improve your public speaking skills is to practice! You don't need to be a professional speaker to be effective. Remember, people tune out quickly, so the most important thing is to engage your audience. I'll discuss multiple avenues to help you become a better speaker, including resources, groups, and specific techniques.

### What if people in my inner circle aren't personally interested in my topic or genre?

You can customize your personal network any way you choose. Reach beyond friends and family to include colleagues, associations, writers groups, and more. I'll go into more detail about how to strategically expand your network into a supportive vehicle to help sell more books. My presentation will include slides with in-depth examples that can apply to anyone.



**STLCC Online November Workshop**  
**How to Publish Your Own Book**  
**November 5, 8am-12pm**

**Register Now:**  
<https://tinyurl.com/8pxabvpx>

**The last day to register is November 1**

**NOTICE: Nov. 9 is the Annual SLPA Member Meeting.** Members in good standing are encouraged to participate and vote to elect 2023 board members. Further details to come during the Oct. 12 meeting and again by email. To submit a nomination, contact SLPA Vice President Andrew Doty, at: [vp@stlouispublishers.org](mailto:vp@stlouispublishers.org).



## LAST MONTH'S RECAP

### TikTok and BookTok that Won't Stop: The Hot Social Media Influencer Platform Taking the Bookish World by Storm

**S**pecial thanks to **Desireé Duffy, founder of Black Château**, for demonstrating how engaging readers on TikTok through a targeted audience of readers, **#BookTok**, is not only attainable, but profitable, and fun! Visit [blackchateauenterprises.com](http://blackchateauenterprises.com).



Desireé Duffy

TikTok isn't just for kids, teens, and millennials. Although known for funny skits and dance moves that become viral sensations all over the world, TikTok is a social media platform used to create and edit a variety of short video clips (15 seconds to 3 minutes). In fact, #BookTok has helped many authors convert their exposure into serious sales. Here are a few steps to prepare so that your work can be the next title featured at a bookstore "As Seen on #BookTok."

#### Getting Started

After creating your free TikTok account, search for #BookTok influencers with

hashtags of similar authors and books in your genre. Research off-site. Google hashtags of book topics and genres to see what's trending.

#### Find Your Creator

Establish your goals and budget in advance. Some influencers will feature your book for a small fee or free copies, most terms are negotiable. Verify their level of engagement with followers (likes, comments, shares). Contact them via email or DM (direct message) to start the conversation, but take age into consideration (some popular influencers are minors). Discuss creative specs, develop an outline of expectations, and confirm all terms with written contractor agreements.

#### Starting your own TikTok

**PROS:** engage with community, gain consumer insights, fun and creative outlet.

**CONS:** slow starting out, need to build followers to make impact, need consistency to gain momentum (time-consuming).

## KUDOS CORNER

### SLPA Board Member

#### Kerri Holloway

#### Successful Improvements

Kerri Holloway, Freelance Editor, Copywriter, and owner of Successful Improvements, presents her client, graphic designer and author, **Aaron Mann**.

In 2017 Aaron earned the Mosaic Award for Student Multicultural Advertising Campaign from the American Advertising Federation for his senior thesis. A 2019 grant from the Regional Arts Commission of St. Louis helped to transform that project into his first published book, *Equal by Design*, an excellent resource for students, teachers, and parents that highlights the contributions of Black graphic designers from the 1700s until the present.



Visit: [celebrateblackdesigners.com/new-page](http://celebrateblackdesigners.com/new-page).



Meetings on  
the second  
Wednesday of  
every month

**In-person gatherings are suspended due to COVID-19 restrictions.**

**All meetings will be held online until further notice.**

#### Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](http://stlouispublishers.org/join)

Visit: [stlouispublishers.org/join](http://stlouispublishers.org/join)  
[stlouispublishers.org/benefits](http://stlouispublishers.org/benefits)

#### SLPA NEWS & VIEWS

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