



## Indie Writers and Video Marketing/Branding (Or I'm a Writer, D\*mmmit, Not a Videographer!)

by Scott Ragain

Video marketing, branding, and storytelling is practically a consumer mandate. And, like every other business, service, or artist, you can use video as an important tool to get your brand and your book in front of the desired target audience.

In 2021, video will constitute 80% of all internet traffic, and almost 20% of all video content will be live. So that means, if, as a brand, business, service, or artist, you decline to use video in some fashion, it will be harder for people to find you online, period.

Some people don't like creating videos, selfies or otherwise. That's okay. If it helps to eliminate some anxiety, think about making your videos less about you and more about your book. Just understand, that to the viewer, the video is about you and your brand. Your brand is what your readers and target audience learns to expect from you over time. That extends to the products you create as well, including books.

Every video must have a purpose. Use live video as a casual way to interact with people

7 pm, January 13  
via Zoom



Ted Sloan



Noah Benoit



Scott Ragain

online. These can be Facebook Live videos or off-the-cuff short videos you create. For example, maybe you've come up with great character or plot ideas while taking your morning walk. Feel free to record a short video while walking and let viewers in on your thoughts. You can increase your exposure as a guest on a video podcast or develop your own weekly vid-cast.

Continued on page 2.

Join us on January 13 and learn about "Video Content Creation for Indie Authors - Simplified," presented by EG Media Group.

EG Media Group (EGMG) is a media production company located in St. Louis that specializes in podcasts, corporate/small business videos, TV show pilots and pitches, websites, and more. In late 2019, EGMG was asked to consult and market indie authors Sean Mulroney and Brandon Glore of *The Obesity Revolution* as well as three-time published author Kipp Van Camp. As a result, author/book marketing has become an official part of EGMG's service offerings.

SLPA member Scott Ragain is the founder and CEO of EGMG. You can reach him at: [scott@egmediagroup.com](mailto:scott@egmediagroup.com) or call (314) 795-9262.

### 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.

## Improve Your Writing and Sell More Books Using Beta Readers by Cherie Postill

As an author, you need beta readers. With the explosion of self-publishing, it is critical, now more than ever, that you take advantage of every technique to assure your work stands out in a crowded market to sell more copies and turn readers into lifelong fans. Beta readers are poised to help achieve these goals.

Join the St. Louis Publishers Association on February 10 at our next monthly Zoom meeting for "Improve Your Writing and Sell More Books Using Beta Readers," featuring Cherie Postill.

Like every new product brought to market, writers need to beta test their manuscript. Throughout my thirty-year career working with product marketing giants like Anheuser Busch, Rawlings Sporting Goods, and Nestle Purina, I learned a few things about beta testing. One of the top three lessons is that every new product is beta tested before a public launch to identify weaknesses and validate strengths.

Many writers are not aware of the immense value of beta readers or how to utilize them. When I could not find a strategy and step-by-step process to beta test a novel, I designed one and tested it myself until it worked. The results are published in *How to Train a Beta Reader and Sell More Books*, my nonfiction guide for writers. Using the methods described in my book will

Continued on page 2.



Cherie Postill

## UPCOMING EVENTS

via ZOOM

January 13, 7-8:30pm  
Video Content Creation for  
Indie Authors - Simplified  
presented by EG Media Group  
<https://zoom.us/j/86782144399>

February 10, 7-8:30pm  
Improve Your Writing and  
Sell More Books Using Beta  
Readers  
with Cherie Postill  
(meeting ID link will be provided on the  
website in February)

Video Marketing continued from page 1.

Introduce your target audience to what you've written and give them a glimpse into your writing process. Record a video about your first book, give an update on your newest release, and share details about an ongoing series. Talk about the process of writing from conception to publication. Share your passion and encourage others to pursue writing also.

Just like your pen or keyboard, consider video content as a useful tool. Be creative, compelling, entertaining, and intriguing. Embrace the experience, even if it means coming out of your shell to establish your brand. Above all, have fun!

Beta Readers continued from page 1.

give you a competitive advantage and make you a better writer.

*Cherie Postill is an author, marketing professional, and speaker. She serves as a Vice President on the St. Louis Writers Guild Board and is an active member of the SLPA (featured in our September 2020 newsletter). Cherie also presents workshops for writers of all ages and serves as a liaison for more than 20 school districts.*

Connect with her at [clpostill.com](http://clpostill.com) or [cherie@clpostill.com](mailto:cherie@clpostill.com).

## KUDOS CORNER

**SLPA Member:**  
**Erin L. O'Reilly**

As an RN, MSNR, International Board-Certified Lactation Consultant, and La Leche League Leader, **Erin O'Reilly** has worked tirelessly for breastfeeding support and advocacy in the community. Throughout her 19-year career at a St. Louis area hospital she taught childbirth and breastfeeding classes, and during her time as President of the St. Louis Breastfeeding Coalition, she helped to get a breastfeeding law passed in the state of Missouri.

With the release of her first book, *The Recipe for Breastfeeding Support in America*, Erin continues her efforts to establish equitable access to breastfeeding support across the U.S. while educating mothers and the community on the many benefits for both the mother and her baby.

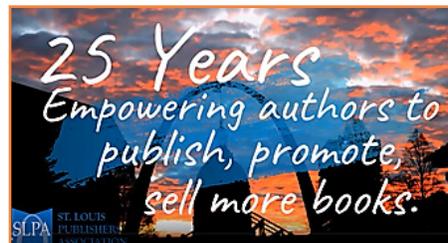


To learn more, visit [erinlooreilly.com](http://erinlooreilly.com).

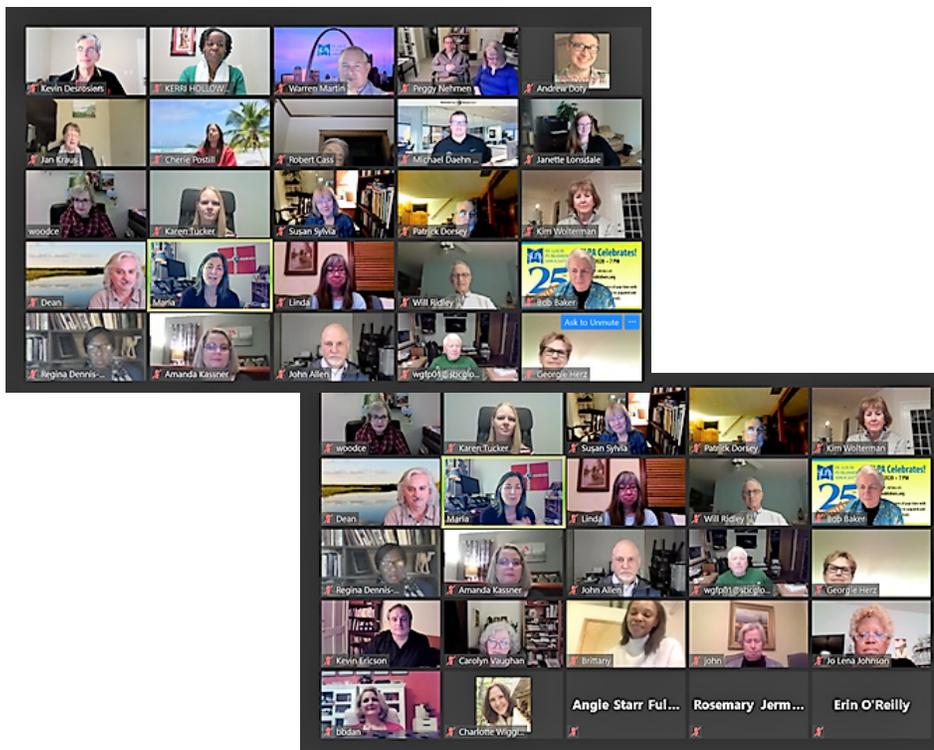
## LAST MONTH'S RECAP: The SLPA Celebrates 25 Years!

Special thanks to *everyone* who joined our virtual celebration on December 9. It was great to hear from SLPA members past and present, particularly former board members who shared what it was like in the early days. Winners of our prize drawing received \$25 gift certificates to their choice of St. Louis metro area independent bookstores. Watch SLPA President Warren Martin's [annual SLPA video for 2019](#) on YouTube. You can also view his [SLPA 25th Anniversary Video](#), with a brief recap of our history including member book covers, in a short 4-minute clip.

Although none of us could predict what 2020 would bring, we continued with our monthly meetings, pop-up sessions



on Facebook, and our sold-out workshop through STLCC. Looking forward to 2021, we have some awesome programs scheduled, so be sure to connect with us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#). Stay tuned to upcoming events on our [Meetup](#) page and our website as we keep our focus on empowering authors to publish, promote, and sell more books!



Meetings on the second Wednesday of the 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.](#)

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