



## Diversity and Inspiration in Books for Children

an interview with [Jeffrey Blair](#)

Representation matters. Learn what bookstores, parents, and educators look for when choosing books for their children and how you as an author can get their attention. Our featured speaker this month will share the challenges and triumphs of starting a brick and mortar bookstore in the age of Amazon and also discuss why the mission of EyeSeeMe is so vital to our nation's future.



Pamela and Jeffrey Blair

### How can authors appeal to local bookstores?

Bookstores want professional products with high quality graphics, typesetting, and barcodes. Bookstores are looking for creativity, including a variety of styles with compelling content, an array of topics, and great imagery.

Authors should have the ability to promote their work through book signings, social media, activities related to the book's subject, and be newsworthy (unique subject, author's background story, local connection).

The selection of books at EyeSeeMe reaches beyond titles written by and for African Americans. We also focus on the under-represented, including Native Americans, Muslims, and the disabled community. Our audience includes families, parents, and teachers who want their children to read books that will help them learn, discover, reflect, and be inspired. At EyeSeeMe we support independent self-published authors through our consignment program.

7 pm, February 9  
via Zoom

### How can authors connect with readers?

We're all familiar with the saying "don't judge a book by its cover," but people actually do judge books by their covers, especially children's books. Cover art and graphics are key! Work with professional service providers and get the absolute best work you can afford. Although soft covers are cheaper, schools prefer hard covers for durability.

The children's book market is very competitive. Find ways to distinguish yourself from the crowd.

Create opportunities for people to find you. Record short video clips to post on social media. Share your unique story as a guest on a podcast, or in a radio or television interview.

Consider this: a compelling story (quality), plus leg work (promotion), equals greater sales.

### How can authors tap into their purpose?

**Books are stories. Everyone enjoys a great story, whether you're an adult or a child.** Ask yourself "Why did I write this book?" and use the answer to develop your promotional materials that will help create a valuable experience for your readers.

Adults (parents, grandparents, educators) are the ones who purchase children's books. They are looking for engaging stories with eye-catching images that will improve literacy and hopefully establish a love of reading. Spending time reading together is a great way for adults to bond with their children and create fond memories.

Join us during our February 9 monthly meeting for "Diversity and Inspiration in Children's Books," featuring Jeffrey Blair. Jeffrey Blair is the co-founder of EyeSeeMe, an African American Children's Bookstore located in University City, Missouri.

He earned his law degree from Rutgers University and has worked in private practice and consulted for government agencies for over 30 years. Jeffrey's true passion is helping young people avoid the pitfalls of society by helping them realize and develop their true potential.

Visit [EyeSeeMe.com](http://EyeSeeMe.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.

### UPCOMING EVENTS

via ZOOM

February 9, 7-8:30pm

Diversity and Inspiration in Books for Children

with Jeffrey Blair

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

February 19, 8:30am-12:30pm

How to Publish Your Book: Fundamentals Conference

featuring SLPA Board Members

**REGISTER NOW!**

[Details on page 2.](#)

March 9, 7-9:00pm

SLPA Vendor Showcase

Featuring publishing professionals of all specialties (via Zoom)



ST. LOUIS PUBLISHERS ASSOCIATION

Vendors Showcase  
Wednesday, March 9  
7:00pm - 9:00pm

Save the date to attend our first Service Provider Showcase of 2022. During this spring event (via Zoom) you can connect with publishing professionals who can help at every stage of your book project, from story idea to published manuscript. [Check the website for details!](#)

Do you have a book inside you or in an old notebook waiting to be published?

## How to Publish Your Book Fundamentals Conference (Virtual)

SAT., FEB. 19, 2022

8:30 am - 12:30 pm

(Virtual Room Opens at 8:15; Q & A 12-12:30)



### SEVEN SESSIONS INCLUDE:



1. **Five Essentials for Publishing a Children's Book** - Warren Martin, SLPA President, Author of *Adventures with Pop Pop* Children's Book Series



2. **People REALLY DO judge a book by its cover!** Your cover is the single most important marketing element of your book - Peggy Nehmen, Book Designer, Nehmen-Kodner Book Design



3. **Editing Your Book: How to Save Time and Money** - Three main starting points, plus how to self-edit before hiring a professional editor. Kerri M. Holloway, Freelance Editor & Copywriter Successful Improvements



4. **Managing Expectations for the Editing Process** - What to expect, how best to manage and schedule the work, and what can and can't be done through editing. Andrew Doty, Founder, Editwright



5. **Seven Steps to Self-Publishing without Being Overwhelmed** - Jo Lena Johnson, Publisher, Book Shepherd, Writing Coach and Conference Moderator



6. **Promote Your Book Through Networking** - Learn where to network and what to say to generate interest and presales before your book is published. Kevin Desrosiers, Speaker, Author, Coach



7. **Easy Steps to Uploading Your Book on Amazon in 30 Minutes** - Patrick Dorsey, Author and Publisher, Legendary Planet

HOSTED BY



This information-packed conference is presented by publishing professionals, who are current board members of the SLPA.

Get the guidance and support you need to become a PUBLISHED author!

Price: \$40 for 4 hours  
Value = Priceless

REGISTER NOW!

[www.stlouispublishers.org/event-4633611](http://www.stlouispublishers.org/event-4633611)

## KUDOS CORNER

SLPA Board Member

Jo Lena Johnson

Absolute Good Enterprises

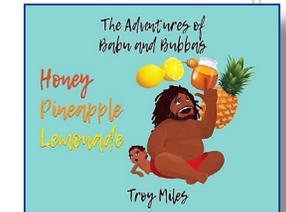
Jo Lena Johnson, the Absolute Good Resilience Coach and publisher of Mission Possible Press, presents her book coaching client, **Troy Miles**.



Troy Miles

Thanks to invaluable guidance and book coaching from Jo Lena, the retired veteran of the U.S. Navy has published his very first release, *Honey Pineapple Lemonade: The Adventures of Babu and Bubbab*, a children's book about Troy's relationship with

his grandson. Inspired by the unique bond between children and grandparents, the story shares the love of family and their adventures on the island of Kona, Hawaii.



Visit:

[authortroymiles.godaddysites.com](http://authortroymiles.godaddysites.com)



## LAST MONTH'S RECAP Tax Tips for Writers and Self-Publishers

Sincere thanks to **Carol Topp, Certified Public Accountant (CPA)**, and author of *Business Tips and Taxes for Writers*. Visit [taxesforwriters.com](http://taxesforwriters.com) for tax tips and business articles for the writer, blogger, freelancer, or self-published author.

Your main resource for tax-related information is the IRS. Tax laws are updated regularly. Get professional advice from a Certified Public Accountant (CPA) who is licensed in your state. Stay informed and keep organized records.

### Deductions.

- Home office, only if used exclusively for your business
- Cost of your books as they are sold, not when you purchase the inventory
- Advertising, mileage, office expenses, travel, cell phone, internet
- Startup expenses, professional development, book publishing expenses, research

### LLC is not a tax status, it's a legal status.

- As a writer or self-publisher, you are a sole proprietor.
- Most LLCs file the Schedule C Profit or Loss from Business with their personal Form 1040.
- Get an EIN (Employer ID Number) from IRS.gov in your name.
- File a DBA for your publishing imprint.
- Reserve 25-30% of your profits to pay taxes (federal, state, and SE tax).
- Self-Employment Tax (SE) is the Social Security withholding for you.
- Use a separate business and checking account!



Carol Topp



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.](#)

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

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