



The Memoir Process: Turning Tragedy Into Triumph

by [Patrick P. Long](#)

This journey began when my wife passed from breast cancer in 2019. I had four young children to raise while working to pay the bills, and I was grieving the loss of my wife. Writing, publishing, and promoting our story seemed like an overwhelming impossibility.

How did I do it? The biggest reason for success is that I just kept stacking bricks, one at a time. That's how I like to think of it, but it wasn't easy. With limited time to write, it felt insurmountable. Even at the halfway point, it felt daunting despite my progress. Whenever I found extra time to write, some distraction presented itself or some obstacle appeared and the time dissipated.

I responded by writing in little spurts. If an idea struck me at any time, I'd jot it down no matter how messy (it could be cleaned up later). Every creative burst contributed to the manuscript, and I kept plugging away

7 pm, March 10
via Zoom

in short bursts whenever possible to complete the book; one word, one brick, at a time.

However, I didn't apply these practices to my marketing and promotional efforts which started with a bang, but I expected a bigger bang. When the initial wave subsided and sales trickled off, I was again dejected. Through research and training on book promotion and publicity, I was sure there was some magic publishing trick to sell a million books in a week, but I couldn't find that trick.



Patrick Long

Continued on page 2.

Join us on March 10 and experience "The Memoir Process: Turning Tragedy Into Triumph," with SLPA member Patrick P. Long (featured in our [August 2020 newsletter](#)).

Patrick P. Long is a widower and father of four young kids. He lives in St. Louis where he was born and raised. While pursuing his lifelong ambition of being a writer, Patrick has earned his living as a systems engineer and database architect.

Visit Patrick at patrickplong.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.

Blog-Your-Book and Supercharge Your Website

presented by [Michael Daehn](#)

Join the St. Louis Publishers Association on Wednesday, April 14 and learn how to "Blog Your Book and Supercharge Your Website" from veteran digital marketer Michael Daehn. Michael published his first book, *The Seven Keys to Marketing Genius*, over a decade ago. He just recently broke it down into individual blog posts and added the posts to his website.

The results were overwhelming. By turning his book into blog posts, and sharing those posts to social media, he saw his month-over-month website traffic triple.

After realizing how much creating blog posts from his book helped his website, he decided this would be a good way to help other authors do the same for their books. He now offers Blog-Your-Book services within his full-time business of building websites and email campaigns. "There are a lot of authors like me that have written books primarily to



Michael Daehn

themselves."

Michael Daehn, MBA, is an award-winning digital marketer and an expert at helping you get more customers from your website. With over 30 years of marketing experience, Michael has written six books and served as a professor of business at various universities. He has worked with Disney, Nordstrom, Joyce Meyer Ministries, and many others.

Learn more at michaeldaehn.com.

promote their business. This is another way to leverage the hard work of writing a book by enhancing your website and social media presence. My goal is to show people how this works so that they can do this

UPCOMING EVENTS

via ZOOM

March 10, 7-8:30pm
The Memoir Process: Turning Tragedy Into Triumph

featuring [Patrick P. Long](#)
<https://zoom.us/j/86782144399>

April 3, 8am-12pm
How to Publish Your Own Book

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

[Click here to register!](#)


[Details on page 2](#)

April 14, 7-8:30pm
Blog-Your-Book and Supercharge Your Website
with [Michael Daehn](#)
(meeting ID link will be provided on the website in April)

Memoir Process continued from page 1.

Eventually, I realized that promoting my book was much like writing it, which required patience and persistence to keep doing the little things each day. I discovered that being a guest on a single podcast would not help me sell 50,000 books overnight, but speaking on that podcast still provided important benefits. Each task was one brick in the overall structure, and I needed to keep stacking bricks.

Just as it takes months or years to write a manuscript, I discovered it takes months or more to build a network and platform and accumulate sales. Another realization was how manageable it could be. Each little task is relatively simple, and there is a lot of repetition. Once I established my messaging and methods, I kept finding new people to connect with and opportunities to share my story. I don't need to keep reinventing the wheel, I just need to keep my wheel rolling.



ONLINE WORKSHOP

How to Publish Your Own Book
Saturday, APRIL 3, 2021 • 8 am – 12 pm
REGISTER NOW: <https://tinyurl.com/3sa97p9k>

SLPA ST. LOUIS PUBLISHERS ASSOCIATION

→ REGISTRATION CLOSES 3 BUSINESS DAYS PRIOR TO THE START DATE ←



LAST MONTH'S RECAP: Improve Your Writing and Sell More Books Using Beta Readers

Special thanks to **Cherie Postill**, author of *How to Train a Beta Reader and Sell More Books*, for an incredible presentation on how authors can use beta readers to make their writing even better. **Visit Cherie at cpostill.com to download a free copy of her manuscript questionnaire.**

Just like companies beta test new products with a small group of consumers before a mass release to the public, you should do the same for your manuscript before publication:



Cherie Postill

Where to find beta readers

- Tell everyone you are a writer, and the type of book(s) you are writing. Make it easy for them to remember you.
- Reach out to other writers, book clubs, libraries, and social media fan groups in your genre.

How to use beta readers

- Qualify them. Choose people who read books regularly and love your type of book.
- They should represent your target audience and the ideal reader for your story.
- Never ask a beta reader for a critique without a questionnaire and tool kit. They will take it seriously and provide the specific information you need.
- Thank them for sharing feedback and stay in touch.

Benefits of using beta readers

- Receive precious insights from your target audience, including book comps and key words they would use to describe your book.
- Gain reviews and referrals to increase your target audience.
- Build your mailing list for future communication and promotions.
- Mention their names in the acknowledgments of your book (continual thanks).

Critiques are not the same as reviews. Critiques provide valuable insights before the book is published so you can make changes that will improve your manuscript. Reviews are the public evaluation of the final product. Readers have high expectations when purchasing a book and they can be unforgiving. Beta readers will highlight weaknesses and validate strengths in your manuscript which will help to shape it into the book that readers will love.

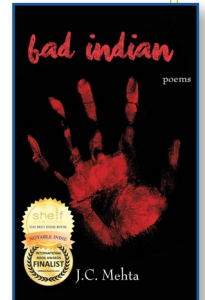
KUDOS CORNER

SLPA Member:
Jennifer Geist

Owner of [Pen & Publish, Inc.](#)

Jennifer Geist presents the latest release from [Brick Mantel Books](#)—an imprint of [Pen & Publish, Inc.](#) dedicated to publishing literary fiction and poetry—*Bad Indian: Poems* by J.C. Mehta.

Jessica Mehta is Aniyuwiya, a citizen of the Cherokee Nation, an artist, poet, and author of several award-winning books. As a popular speaker and panelist, she has accepted poetry residencies across the country and internationally. Since its release, *Bad Indian: Poems* has been named a [2020 Shelf Unbound Top Notable Indie](#) and also an [International Book Awards Finalist for 2020](#).



For more information visit
brickmantelbooks.com/bad-indian.



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.](#)

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Editor: [Kerri Holloway](#)
Designer: [Carolyn Vaughan](#)
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