



## Blog-Your-Book and Supercharge Your Website

by [Michael Daehn](#)

Michael Daehn 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 it to his website. "It's something I have wanted to do for a long time, but I never got around to it," said Daehn. "As a marketer, I know the value of adding that content to my website, but the task of turning my book into individual posts was tedious."

During the pandemic, Daehn was looking for ways to keep his 12-year-old son, Ivan, busy while helping him with the business. "Turning your book into blog posts involves a lot of copying and pasting, but it is not that complicated. I was able to show my son how to do it and let him work on his own, creating the posts for a few hours at a time."

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

7 pm, April 14  
via Zoom



Michael Daehn

month website traffic triple. "I knew it would be good for my site and search engine optimization, but the results were far greater than I expected."

When Daehn realized how much blogging his book helped his website, he knew it would be a good way to help authors like himself do the same thing. He has a full-time business building websites and email campaigns, and decided to add Blog-Your-Book as a service he can provide to others.

"There are a lot of authors like me that have written books primarily to promote their

*Continued on page 2.*

Join us on April 14 and learn how to "Blog-Your-Book and Supercharge Your Website" from veteran digital marketer Michael Daehn.

*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](http://michaeldaehn.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.

## How to Independently Publish Your Children's Book

by [Sheri Fink](#)

Join the St. Louis Publishers Association on May 12 and learn "How to Independently Publish Your Children's Book," presented by #1 best-selling children's author Sheri Fink. Discover how you can go from simply having an idea, to believing in that idea and taking the next step of starting your children's book. She'll offer tips on how to focus your narrative and how to stay motivated and encouraged throughout the writing process.

Sheri will also cover aspects of the illustration process, including how to find, vet, and hire an illustrator. She will discuss the author-illustrator relationship and how to pull all the different elements together to get ready for publishing. She'll share strategies on how you can effectively and affordably publish your children's book as an independent author.

Sheri will also help you choose the best indie publishing path based on your unique goals, using the approach she's used for her nine award-winning children's books

*Sheri Fink is an inspirational speaker, #1 best-selling author, and president of Whimsical World. She is best known for her beloved children's books, including The Little Rose and The Little Unicorn. Her mission is to inspire, delight, and educate children of all ages while planting seeds of self-esteem and high achievement.*

Discover more at [SheriFink.com](http://SheriFink.com) and [WhimsicalWorldBooks.com](http://WhimsicalWorldBooks.com).



Sheri Fink

## UPCOMING EVENTS

via ZOOM

**April 14, 7-8:30pm**  
**Blog-Your-Book and Supercharge Your Website**

with [Michael Daehn](#)  
<https://zoom.us/j/86782144399>

**MAY 12, 7-8:30pm**  
**How to Independently Publish Your Children's Book**

with [Sheri Fink](#)  
(meeting ID link will be provided on the website in May)

**July 17, 9am**  
**Your Author Website and Email Newsletter: Book Marketing Cornerstones**

by Jane Friedman  
Details on Page 2

Blog-Your-Book continued from page 1.

business, and 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 it themselves.”

For details on how to get started, visit

[www.michaeldaehn.com/blog/supercharge-your-website-by-blogging-your-book](http://www.michaeldaehn.com/blog/supercharge-your-website-by-blogging-your-book).



**Jane Friedman**  
Publishing Industry Expert

## SAVE THE DATE!

### Your Author Website and Email Newsletter: Book Marketing Cornerstones

Saturday, July 17, 2021 • 9 AM



“Write what disturbs you, what you fear,  
what you have not been willing to speak about.  
Be willing to be split open.”

— Natalie Goldberg



## LAST MONTH'S RECAP

### The Memoir Process: Turning Tragedy Into Triumph

Special thanks to SLPA Member Patrick P. Long, author of *Ordinarily Extraordinary: Love and Anger, Life and Death, Hope and Inspiration*, for sharing an honest look into navigating the process of writing, publishing, and promoting his story.

Visit Patrick at [patrickplong.com](http://patrickplong.com).



Patrick P. Long

#### Initial Outlook

Writing a memoir doesn't follow a one-size-fits-all process. Your memoir is your story, told from your perspective. Own your value and expertise. There is an audience who will benefit from what you share. It's ok to be honest and vulnerable. The process won't be easy, but ultimately the story is what matters.

#### Overcoming Challenges

Give yourself enough time to find your voice before you get started. Decide what “just write” means for you, whether that's setting a goal to write for a set block of time or a certain number of words each week. Write as the words come to you. Even if you write in small spurts, always be present and focused on the work to keep the process alive. Prioritize your to-do list and set realistic expectations, but don't quit!

#### Publishing

Your story has value. Invest in your work to produce top quality. Make room in your budget for professional help with editing, book formatting, and cover design.

#### Promotion

Stay realistically positive, but be aggressive and consistent. You set the bar. Every time you accomplish a goal, take a moment to appreciate your efforts. Try different types of promotion and see which works best for you (social media ads, podcasts, public speaking, interviews, writer's groups, etc.). Success leaves clues. Follow the work of others with comparable books and take note of their associations and networks. Reach out and ask for advice.

## KUDOS CORNER

SLPA Member:  
*Carin Shulusky*

For retired marketing executive **Carin Shulusky**, her first book, *In the Middle*, was both a work of passion and a joy to write. Released on her 70<sup>th</sup> birthday, it is based on her experiences and the overwhelming responsibilities of caring for her seriously ill mother while juggling her career and motherhood.



As a cancer survivor, Carin is waiting until her COVID-19 vaccinations are completed before scheduling any book signing events. In the meantime, she is currently writing her second novel, *My Lost Year*, detailing the highs and lows of a family's life during the pandemic. Also, a feature article about Janice Schoultz Mudd (creator of the cover art for *In the Middle*) is coming soon.

For more information visit

[carinshulusky.com](http://carinshulusky.com).



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)

#### SLPA NEWS & VIEWS

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