

## Why I Chose Independent Publishing

by [Sheri Fink](#)

One of the biggest decisions today's aspiring authors make is whether to go the traditional route with a publisher (large or small) or to explore the independent publishing path. I chose to go independent, and many writers have asked me about my decision. So, here's the scoop: when I made a commitment to myself eleven years ago to bring *The Little Rose* children's book to life, I had limited experience with self-publishing and was beginning to understand the advantages and disadvantages of the variety of publishing options available.



*Sheri Fink*

I attended writers' conferences and networking events with writers. I asked both traditionally published and independently published authors about their experiences. I learned so much and decided to independently publish for several reasons:

1. **Passion and Speed** - I felt a burning need to get the uplifting message of *The Little Rose* to children quickly. I didn't have the time or patience to woo an agent, find a

[7 pm, May 12](#)  
[via Zoom](#)

publisher, go through the whole process, and then wait for a slot on their release calendar several years later.

2. **Control** - I wanted to be 100% happy with the final result of all of my hard work. I wanted to choose the right illustrator to bring my story to life and to influence the ultimate look and feel of my book. Even though I published independently, having a high-quality product was really important to me and I knew I could find the right partners to make that goal a reality.

3. **Entrepreneurial Spirit** - I've always been very entrepreneurial, and I was excited about the possibility of building a business around doing something that I absolutely loved. I also learned from other authors about the value of the rights tied in with a book and felt like I would be able to make those decisions for my brand better than a big publisher could. And my background was in marketing. I believed that I could leverage my knowledge and skills to be successful.

*Continued on page 2.*

Join us on May 12 and learn "How to Independently Publish Your Children's Book" with #1 best-selling author Sheri Fink. As an inspirational speaker and the president of Whimsical World, Sheri is best known for her beloved children's books, including *The Little Unicorn*, and *The Little Dragon*. Her newest book, *InstaGrateful: Finding Your Bliss in a Social Media World*, is an innovative self-help book on how to maximize passion, peace, power, prosperity, and panache in your life in today's hyper-busy, highly distracted social media world. **Discover more at [sherifink.com](http://sherifink.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.

## Navigate Your Marketing Path to Success

presented by [Geri Dreiling](#)

Join the St. Louis Publishers Association on June 9 and learn how to "Navigate Your Marketing Path to Success," presented by Geri Dreiling.

Writing a book is just the beginning. Whether an author has a book deal with a publisher or is self-published, most will need to be heavily involved in the marketing process. In this presentation, Geri Dreiling will share the marketing path for her novel *Crime Beat Girl*. Dreiling will discuss how she identified her target audience, set her campaign goals, and how she tracked her efforts and results. She'll share how she weighed the pros and cons of prioritizing sales or reviews after a book launch. Finally, Dreiling will discuss social media promotions and testing Amazon ads.



*Geri Dreiling*

*Geri L. Dreiling is the author of the novels Crime Beat Girl and Erasing the Past. Dreiling's background is eclectic. She is an award-winning alt-weekly journalist, a lawyer who represented clients in criminal defense matters, and she served a stint as the public information officer for the prosecutor's office in the City of St. Louis. Dreiling currently teaches media law and media ethics as an adjunct professor for Webster University and Maryville University.*

Connect with her at [geridreiling.com](http://geridreiling.com).

## UPCOMING EVENTS

via ZOOM

**MAY 12, 7-8:30pm**  
**How to Independently Publish Your Children's Book**  
with [Sheri Fink](#)  
<https://zoom.us/j/86782144399>

**June 9, 7-8:30pm**  
**Navigate Your Marketing Path to Success**  
with [Geri Dreiling](#)  
(meeting ID link will be provided on the website in June)

**July 17, 9am**  
**Book Marketing Cornerstones: Your Author Website and Email Newsletter**  
by Jane Friedman  
Details on Page 2

Independent Publishing continued from page 1.

4. **Happiness** – When I talked with other authors, the happiest ones tended to be the self-published authors. They had control over their destiny, their schedules, their agreements, their rights licensing, etc. That really appealed to me.

My best advice for authors who are exploring traditional vs. independent publishing is to talk with successful authors who have already done it. See what their experiences were like and what they would do differently knowing what they know now. Find out who's happy and why. Writing and publishing my first

book was one of the most challenging and rewarding things I've ever done.

Independent publishing is exciting and easier than it's ever been before (although it's still not an easy business), but it isn't the right solution for everyone. Only individual authors can truly decide what's right for them, their books, and their careers.

Read the full article about Adventures in Independent Children's Book Publishing at: <https://sherifink.com/adventures-in-independent-childrens-book-publishing/>. Reprinted with permission.

Don't miss your opportunity for an excellent webinar featuring Publishing Industry Expert Jane Friedman. **Registration opening soon!**



**Jane Friedman**  
Publishing Industry Expert

## SAVE THE DATE!

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

Saturday, July 17, 2021 • 9 AM



## KUDOS CORNER

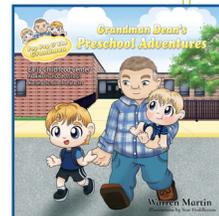
**SLPA Member:**  
*Warren Martin*

Award winning author and SLPA President **Warren Martin** (featured in our [June 2020 newsletter](#))

began his "Adventures with Pop Pop" series writing about quality time spent with his grandsons. The first book, *Grandman Dean Goes Big Shopping*, received numerous accolades in 2020, including the Purple Dragonfly Book Award, the Literary Titan Book Award, and the Military Writers Society of America Gold Medal Awards Finalist. Warren's newest release is *Grandman Dean's Preschool Adventures*, plus two companion coloring books.

Warren has also launched a Kickstarter campaign for the Pop Pop Doll Project, with a goal to donate dolls to St. Jude Children's Hospital and to St. Louis Children's Hospital.

For more information visit [adventureswithpoppop.com](http://adventureswithpoppop.com).



## LAST MONTH'S RECAP

### Blog-Your-Book and Supercharge Your Website

Special thanks to author and award-winning marketer **Michael Daehn** for a great presentation with step-by-step guidance on how to use your existing published book(s) to create blog posts. Transforming your published work into individual blog posts is a great way to add valuable content to your website and improve your ranking in web searches, which will increase your exposure to potential readers. For details on how to get started, visit [blog-your-book.com](http://blog-your-book.com).



Michael Daehn

#### Benefits

1. **Content**—creates individual pieces for sharing and syndication
2. **Guest Posts**—share on other people's websites (win-win support)
3. **Social Media**—add to your social channels, include a direct link to your website
4. **RSS Feeds**—syndicate to your feeds (Amazon author's page)
5. **Email Content**—your blog posts are perfect content to share in a newsletter

#### Progressive Results

**Blog Posts** created using excerpts from your book lead to **More Keywords** that will naturally appear in your well-written blog, which provide **Improved SEO** with each individual post recognized as original content by search engines, creating **More Traffic to Your Website**.

#### Ownership Value

Using social media accounts isn't enough. Having your own website is critical, giving you ownership and complete control over your content. If you create two to four blog posts a month, you can combine them into a monthly newsletter sent to your own email list. Be sure to mention the blog post is an excerpt from your book and end each blog post with a call-to-action (buy the book, subscribe to the newsletter, register for an event, etc.).



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)  
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