

My Marketing Path by Geri Dreiling

“Begin with the end in mind.” Although the adage is often associated with self-help guru Stephen Covey, authors should also embrace the maxim when approaching marketing. When you prepare a tentative plot summary or construct a rough outline, you should also consider how you’ll be promoting your book.



Geri Dreiling

This article will briefly share the marketing path for my second novel, *Crime Beat Girl*. The highlights include:

- Identifying a target audience
- Creating a spreadsheet
- Ranking marketing campaign goals
- A/B testing ads

Target audience identification is the first and most essential step in the process. It will influence several marketing decisions and may even impact your plot development.

Consider the demographic make-up of your genre’s readers: gender, age, education, and socioeconomic status. You’ll want to pay attention to your genre’s psychographic profile: values, lifestyle choices, goals, and

7 pm, June 9
via Zoom

interests. Some of the sites that can help you build this profile include *Publishers Weekly*, Pew Research Center, Statista, and *Book Business* magazine. Scour social media to find reading groups, book clubs or the pages of authors famous in your genre.

From this information, you can even develop two or three reader personas. One reader persona might be Amy, a busy suburban working mother in her mid-thirties. She likes to read during soccer practice and just before going to sleep. Another example could be Marcy, the mid-fifties empty nester who enjoys hiking, gardening, and book club gatherings.

You may even find yourself reflecting on the personas during the writing process, particularly when you’re stuck: What would Amy or Marcy think of the latest plot twist? The reader personas will play a part in evaluating book covers. And finally, when it comes to social media outreach and

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Join us on June 9 and “Navigate Your Marketing Path to Success” with Geri L. Dreiling,

author of the award-winning novels *Crime Beat Girl* and *Erasing the Past*. Dreiling’s eclectic background includes being an award-winning alt-weekly journalist, a lawyer who represented clients in criminal defense matters, and service 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.

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 Write a Memoir that Wins Over Readers and Publishers

presented by Nellwyn Lampert

Join the St. Louis Publishers Association on July 14 and learn “How to Write a Memoir that Wins Over Readers and Publishers,” featuring Nellwyn Lampert.



Will anyone want to read my story? *Nellwyn Lampert*

This is a question most aspiring memoirists have asked themselves at one point or another, and it often leaves writers paralyzed, wondering if their story is worth telling.

Author and editor Nellwyn Lampert will outline the four-pillar framework for aspiring writers who seek to write memoirs with meaning and purpose. Nellwyn identifies the key points memoirists need to address in order to write reader-focused books that sell.

Everyone has a unique and powerful story to share; the key is in figuring out how to tell that story so it has a meaningful impact on readers. Nellwyn will identify the essential

questions authors should ask themselves before they finish their first drafts. She will also explain two simple strategies writers can use to find clarity and confidence in their projects to prevent writer’s block and self-doubt. Each of the four pillars in this framework will achieve a twofold goal: they will help authors find ease in their writing process and will help them better position their stories for sale to a publisher.

Nellwyn Lampert is an author, book coach, and nonfiction editor at The Puritan literary magazine. Her memoir, Every Boy I Ever Kissed, was published by Dundurn Press in 2019. Nellwyn holds an MFA in Creative Nonfiction from the University of King’s College and teaches online memoir writing classes at nellwynlampert.com. She is currently writing her second book.

UPCOMING EVENTS

via ZOOM

June 9, 7–8:30pm
Navigate Your Marketing Path to Success
with Geri Dreiling
<https://zoom.us/j/86782144399>

July 14, 7–8:30pm
How to Write a Memoir that Wins Over Readers and Publishers
with Nellwyn Lampert
<https://zoom.us/j/86782144399>

July 17, 9-11:00am
**Book Marketing Cornerstones:
Your Author Website
and Email Newsletter**
featuring Jane Friedman
Registration Now Open!!
www.stlouispublishers.org

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advertising, you'll want to go where your readers are. Once again, the Pew Research Center can offer insights into which social media channels appeal most to your audience and reader personas.

Your social media channel focus, and any planned ads on social media, should be noted in a marketing campaign spreadsheet. It can be a simple Excel document. I like to create several pages to include reputable book reviewers, book review clubs, book marketers, giveaway advertising, and book contests for your book. The spreadsheet serves as a blueprint for your marketing and is a place where you can record the outcomes of your efforts.

As your book nears a publication date, clarify your primary and secondary marketing goals. Are sales the most important goal or would you prefer to focus on garnering reviews? While authors often want both, it is helpful to rank these two objectives. Authors launching the first in a series of books may wish to emphasize reviews. More established authors with a catalog of books might want to aim for hitting the top 100 on Amazon. Moreover, your initial goal could be reviews then switch over to sales as your book matures.

When it comes to BookBub or Amazon ads, you'll probably need to create multiple ads for the same book. This effort takes time and requires monitoring. However, once you've come up with a winning formula, you can start and stop the campaigns as you see fit.

I used this approach, beginning with the end in mind, for my second novel, *Crime Beat Girl*. For my first novel, *Erasing the Past*, I preferred the "if you build it, they will come" philosophy. I can confidently say that *Crime Beat Girl* was much more successful critically and commercially. And I'm following the effective marketing strategy for my work-in-progress third novel, *The Poison Dart*.



Saturday, July 17, 9-11:00 AM
REGISTER: www.stlouispublishers.org

LAST MONTH'S RECAP How to Independently Publish Your Children's Book

Special thanks to **#1 best-selling-author Sheri Fink**, for an excellent presentation jam-packed with insider tips to get the best results for your self-published children's book. **Visit Sheri at sherifink.com.** Set your target release date and work backwards from there. Allow enough time to complete the entire process (editing, illustrations, layout, cover design, proofs, etc.).



Sheri Fink

Finding and Working with an Editor

Search for one who has experience in your genre. You want to have a good working relationship with them. Ask for referrals from other children's authors.

Finding and Working with an Illustrator

Experience is a broad scale. During the interview, share the story synopsis and discuss how you want the images to feel. Ask for referrals from at least two clients and ask for a sample sketch (some designers charge a fee for samples). If you will need someone to create illustrations, set the layout/format, and design the cover, try to find a designer who offers all of those services.

Long-term considerations

- Avoid having a royalty arrangement (negotiate before signing a contract).
- Request your own copyright in perpetuity from your designer for the artwork in all forms.
- If you want additional designs (coloring pages, promo materials, posters, etc.), have those items covered in a separate contract.
- Request your artwork in all formats (main characters in PNG files, completed book in both high-resolution and low-resolution PDFs).
- If you need an attorney, search for one who specializes in the publishing industry and ask for referrals from other children's authors. Laws vary by state, so find one in your local area.

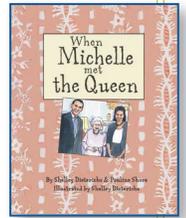
Your budget must include these five items at a minimum, so get the best that you can afford: (1) illustrations, (2) editing, (3) ISBNs, (4) copyrights, (5) publishing/print costs. And of course, don't forget to account for taxes!

KUDOS CORNER

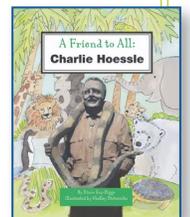
SLPA Member:
Shelley Dieterichs

Shelley Dieterichs

is a multi-talented artist and illustrator. Her work appears in children's books, greeting cards and personalized custom gifts. She is the illustrator and co-author (along with Pauline Shore) of *When Michelle Met the Queen*, detailing the link across time between the families of Michelle Obama and Queen Elizabeth II.



Her newest release provided the illustrations for *A Friend to All: Charlie Hoessle*, a book written by Diane Key-Biggs about the former director of the St. Louis Zoo.



She is producing **A Dog of a Year** and **A Catty Year** 2021 calendars and also illustrating a children's book entitled *I Love My Beautiful*.

Visit her at artbysshelley.com
and her online store
goodbuddynotes.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
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