



## How to Write a Memoir that Wins Over Readers and Publishers by [Nellwyn Lampert](#)

Many people dream of writing a memoir. Their instincts are telling them that they have an important and meaningful story to tell, but they get stuck—sometimes for years—on one question.

Will anyone care about my story?

Worrying over this question often discourages aspiring memoirists from ever picking up the pen—but it shouldn't! The answer to "Will anyone care?" is: YES! If you make them.

The real question is not whether your story matters, it's how to show others that it does.

I come from a big family of creative professionals, and I learned a lesson early in life that has since become a core tenet of my work and artistic philosophy:

We don't make art for ourselves. We make it for others.

7 pm, July 14  
via Zoom

This is why I believe in—and teach—reader-focused memoir writing. Focusing on the reader means thinking about your audience and your purpose from the get-go. It does not mean selling out or compromising your work to make it more commercial or to please other people. But it does mean thinking about what you have to offer the world—or even a single reader—with your story.



Nellwyn Lampert

Memoir is about something you know after something you've been through. From your unique life experiences, you've gained

*Continued on page 2.*

Join us on July 14 and learn "How to Write a Memoir that Wins Over Readers and Publishers" with [Nellwyn Lampert](#), 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](http://nellwynlampert.com). She is currently writing her second book.

### 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.

## Fire Up Your Website and E-Newsletter! Featuring [Jane Friedman](#) Saturday, July 17, 9:00-11:00am



**Jane Friedman**  
Publishing Industry Expert

**BOOK MARKETING WORKSHOP**

Your Author Website and Email Newsletter

Hosted by St. Louis Publishers Association

and engage readers—and you'll also learn about common website and email marketing mistakes.

**Don't miss this information-packed workshop with a renowned expert in indie and trade publishing.**

Register NOW at [stlouispublishers.org/events](http://stlouispublishers.org/events).

*Jane Friedman has an extensive resume as a writer and author, conducting workshops and speaking at major events such as South by Southwest, Book Expo America, and the Frankfort Book Festival. She has been featured on NPR, PBS, and many other media. She is the editor of The Hot Sheet, an industry newsletter for authors. Her latest book is The Business of Being a Writer (University of Chicago Press). Visit [janefriedman.com](http://janefriedman.com).*

With 20 years of experience in the publishing industry, [Jane Friedman](#) is well known for her expertise in business strategy for authors and publishers. We are excited that she will share her knowledge with us directly—online!

Whether your website is one day old or ten years old, you want the time and energy you've put into your site to pay off with more readers, more sales, and more opportunities for your books. Learn how your website and email newsletter (and a bit of social media) can work in concert to better reach

## UPCOMING EVENTS

via ZOOM

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](#)

**HURRY!**

[stlouispublishers.org/events](http://stlouispublishers.org/events)

August 11, 7–9:00pm  
**SLPA Vendor Showcase**

Featuring publishing professionals  
of all specialties (via Zoom)

valuable insights about what it means to be a complicated human living in a complicated world. Those unique insights are what you have to offer and they are the reason why people will not only want to read your story but care about it too.

No one else can tell your story, because no one else has lived your life. In our uniqueness, we all have something of value to offer others.

So how do we write a reader-focused narrative? We do this by writing with purpose.

Writing with purpose means that we have to spend time thinking about the bigger

picture in what I call the “pre-writing” phase. Pre-writing helps you get clarity on your project and your purpose, including what you have to offer readers. Prewriting is not about dictating a script you cannot deviate from, but it is about knowing your why, having a vision and direction for your book, and freeing you up so you can actually write.

In *How to Write a Memoir That Wins Over Readers and Publishers* I’ll take you through four key steps to take in your pre-writing process so you can write the meaningful memoir you know you have inside.

**SLPA Vendor Showcase**  
**Wednesday, August 14**  
**7:00pm – 9:00pm**

Save the date and join us for the return of our annual Service Provider Showcase. During this year’s event (via Zoom) you will have the opportunity to connect with publishing professionals who can help at every stage of your book project, including: publishers, book coaches, editors, graphic designers, printers, web designers, illustrators, and more!



## LAST MONTH’S RECAP Navigate Your Marketing Path to Success

Special thanks to **Gerri Dreiling**, author of the award-winning novels *Crime Beat Girl* and *Erasing the Past*, for sharing her marketing process with practical suggestions and step-by-step advice for successful results, regardless of your budget. Visit her at [geridreiling.com](http://geridreiling.com).



Gerri Dreiling

### Identify Your Target Audience

Pay attention to the demographics of readers in your genre. The Pew Research Center, *Publishers Weekly*, Statista, and *Book Business* magazine are great resources to help you get started. Social media can help you find book clubs, reading groups, and fan clubs. You can also follow successful authors in your genre to see how they connect with readers. Use all the information you find to create reader personas and help you maintain a focused marketing effort.

### Create a Spreadsheet to Stay Organized

Prioritize your goals, meet deadlines, and track the results of your work. Use different sheets for various tasks (book reviews/clubs, contests, social media promotions, ad campaigns).

### Rank Your Marketing Campaign Goals

Consider the POEM marketing approach (paid, owned, earned):

- Paid—book review clubs (KBookPromotions, Sandra’s Book Club, Readers’ Favorite) can connect your book to their readers for an independent review.
- Owned—give copies to friends, family, and personal contacts; encourage them to post a review.
- Earned—media exposure in local news or mentions on social media creates buzz. You can then share those on your own social media and create another owned marketing approach.

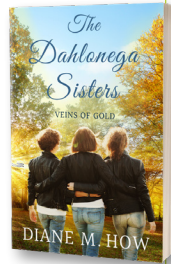
### A/B Ad Testing

Use a personalized market focus based on what you want (reviews, audience exposure, sales). Be willing to try different approaches for your ad campaigns, but make sure you keep track of important details (budget, start/end date, response clicks, sales). As you make adjustments to your ads, change one variable at a time so you can easily determine what had the most impact.

## KUDOS CORNER

**SLPA Member:**  
***Diane M. How***

A writing critique group at her local library sparked the desire for **Diane M. How** to pursue her passion for uplifting stories, beginning with her first release, *Peaks and Valleys*, a collection of short stories. Since then, the award-winning author has written poetry and short stories published in several anthologies.



A member of the [Missouri Writer’s Guild](#) and the [Saturday Writers](#), Diane is also the creator of a contemporary women’s fiction series. *The Dahlonaga Sisters: The Gold Miner Ring* was followed by *The Dahlonaga Sisters: Veins of Gold*, released in November. She is currently working on the third installment, *The Dahlonaga Sisters: Golden Adventures*.

Visit her at  
[authorianemhow.com](http://authorianemhow.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

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

