



SLPA Vendor Showcase Featured SLPA Service Providers

Our showcase will be on Zoom with breakout rooms to easily navigate for your specific needs. Connect with publishing professionals including: book coaches, editors, graphic designers, web designers, illustrators, publishers, printers, marketers, and more. This event is free and open to the public. This year's featured vendors:

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|--|---|
| 1. Art by Shelley / Illustrator
Shelley Dieterichs | 9. Pen & Publish, Inc.
Jennifer Geist |
| 2. Carolina VonKampen Editing
Carolina VonKampen | 10. Successful Improvements
Kerri Holloway |
| 3. Carolyn Vaughan Designs
Carolyn Vaughan | 11. Ruth E. Thaler-Carter
Editing, proofreading, publishing support |
| 4. Comma Queen Editing
Karen Tucker | 12. BookEval.com
Catherine Rankovic |
| 5. Editwright
Andrew Doty | 13. Kevin Desrosiers
Speaking/Interviewing/
Podcast Guest Coach |
| 6. Mission Possible Press
Jo Lena Johnson | 14. Nate Hoffelder – Web Design,
Coaching, and Maintenance |
| 7. Nehmen-Kodner Book Design
Peggy Nehmen | |
| 8. Paw Paw Poets Publishing
Jo Schaper | |

**7 pm, August 11
via Zoom**

Attend our **SLPA Vendor Showcase** on August 11 and meet publishing professionals who can help with navigating your author journey. For a full list of the vendors website URLs, please visit: <https://www.stlouispublishers.org/events>.

“Ideas are cheap. It’s the execution that is all important.”

— George R.R. Martin

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.

UPCOMING EVENTS

via ZOOM

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

Featuring publishing professionals of all specialties (via Zoom)

<https://zoom.us/j/86782144399>

September 8, 7–8:30pm
Using NetGalley to Promote Your Book
with David Strom

<https://zoom.us/j/86782144399>

Using NetGalley to Promote Your Book by David Strom

Join the St. Louis Publishers Association on September 8 for “Using NetGalley to Promote Your Book,” presented by David Strom.

One of the best ways to promote your book is by reaching new readers with pre-release copies, and thanks to a service called NetGalley, you can add this to your toolbox.

I have been using NetGalley as a reader for the past several years: the idea is that I can read new books that interest me for free, provided that I review them and post my reviews on Amazon and other book selling sites. In this presentation, I will show you the author’s point of view. Yes, it does cost to make your pre-release “galleys” available—but the fee is a very reasonable \$450 per book, or \$200 if you are a member of IBPA. In this presentation, I will show you how NetGalley works, what kinds of books are best for the service (including audiobooks) and the best time to take advantage of it as part of your book marketing efforts.

David Strom is one of the leading experts on network and Internet technologies and has written and spoken extensively on topics such as IT security, VOIP, convergence, email, cloud computing, network management, Internet applications, wireless and Web services for more than 30 years. He is the author of two non-fiction books Internet Messaging (Prentice Hall, 1998) which he co-authored with Marshall T. Rose, and Home Networking Survival Guide (McGrawHill/Osborne, 2001). David has written hundreds of magazine articles and blog posts for a variety of IT vendors such as Avast, RSA, IBM, HP Enterprise, and Kaspersky. He has an MS in Operations Research from Stanford University, and a BS from Union College. He has spoken at SLPA in the past on book marketing and technologies and has lived in St. Louis since 2006.



Visit David at strom.com.



EVENT HIGHLIGHTS

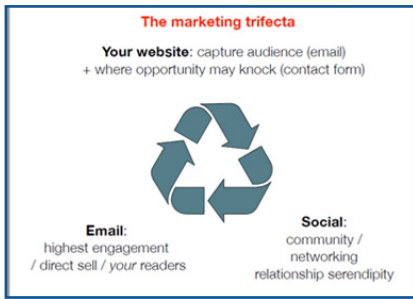
Book Marketing Cornerstones: Your Author Website & Email Newsletter

with Jane Friedman, Publishing Industry Expert

SLPA's first-ever virtual workshop on July 17 was an excellent opportunity for authors to gain valuable tips with examples of how to improve their platform and reach more readers. Registered guests received private access to the live recording, plus the presentation slides and Q&A from the Zoom chat box. For more information visit janefriedman.com.



Begin with the marketing trifecta:



Your Website

An easy point of contact. Personalize it to share your story and build your platform. Feature your book cover(s) with a brief description and link for purchase. If your book isn't published yet, you can have a website with 1-2 pages where you introduce

yourself, share writing samples, and describe upcoming events.

Your Email Newsletter

The most powerful tool available to authors. You have complete ownership of the content. Use it to engage your audience. Content can be original stories, media consumption (cool things you've read or learned), news and events, or Q&A. It can also be blog-based. What's most important is consistency: format, appearance, and frequency (at least once a month).

Your Social Media

Focus on engagement, not number of followers. Use the apps where your audience is active. Visit Serpstat to find where your target readers come together and visit SparkToro to find influencers in your genre.

KUDOS CORNER

SLPA Member: Cherie Postill

As a marketing professional, speaker, and author of the nonfiction guide for writers, *How to Train a Beta Reader and Sell More Books*, **Cherie Postill** has shared her insights on how beta readers can improve your writing as a presenter for the St. Louis Publishers Association, Hannibal Writers Guild, the Saturday Writers, and the Gulf Coast Writers Association.



She will be one of the featured speakers during the Women Writing the West Conference, October 7-9. A board member with the St. Louis Writers Guild, Cherie spent two weeks as the director of their virtual summer camp for young writers in June. Her debut fiction novel, *Cory Summers and the Wrath of Naytas*, is scheduled for publication in Fall 2021.

Visit Cherie at cpostill.com.



LAST MONTH'S RECAP How to Write a Memoir that Wins Over Readers and Publishers

Special thanks to **Nellwyn Lampert**, author, book coach, and nonfiction editor at *The Puritan* literary magazine for an exceptional presentation explaining how to share your personal story in an authentic way that readers will enjoy and cherish. Visit Nellwyn at nellwynlampert.com.



Nellwyn Lampert

Make your readers the #1 priority.

The story is about you. The book is about the reader. Begin by asking yourself: *Why do I want to write this book?* Keep your why at the forefront as you write. It will guide you along the entire writing process and help to determine your themes, reader takeaway, narrative arc, and target audience.

Know your Why (thematic meaning)

What big ideas or questions do you want readers to think about? What have you learned from your life experience that will be of value to readers?

Know your Who (audience takeaway)

Learn about their demographics, background, fears, dreams, values, beliefs,

concerns, and interests. Write your book directly to them. This will also help you decide which parts of your personal story to include in the book.

Know your Comps (competing and complementary titles)

Feeling stuck? Read a book that seems to be similar to your memoir so you can compare and take notes. You'll be surprised by how much they differ. Your story and your voice are completely unique.

Write an Outline

Provides structure and direction. Use it as a guide, not a dictator. It will bring clarity to your writing.



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
stlouispublishers.org/benefits

SLPA NEWS & VIEWS

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