



Using NetGalley to Promote Your Book

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. I will explain 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.

**7 pm, September 8
via Zoom**

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 a Master of Science in Operations Research from Stanford University and a BS from Union College.

Join us on September 8 and gain an understanding on "Using NetGalley to Promote Your Book," with professional speaker and freelance writer [David Strom](#). As a previous speaker for the St. Louis Publishers Association, he shared his expertise on book marketing and technologies. David has lived in St. Louis since 2006.

Visit him at strom.com.

ZOOM INSTRUCTIONS:

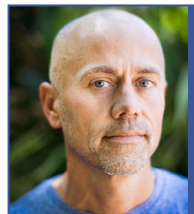
Sign-up is free. You can join from your smartphone, computer or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone. Click on this link for the meeting: <https://zoom.us/j/86782144399>. Meeting ID is 867 8214 4399. Password is 668448.

Securing Audiobook Rights: What Writers Need to Bring an Audio Book to Market

presented by Matt Knight

Join the St. Louis Publishers Association on October 13 to learn about "Securing Audiobook Rights: What Writers Need to Bring an Audio Book to Market," presented by Matt Knight. Audio rights used to be the ugly stepsister of publishing rights, often thought of as throwaway rights included with a group of other secondary rights in a publishing deal. Now, audio books are a billion-dollar market, which makes audio rights a hot marketplace ticket for a writer.

Whether you're an audiobook producer, a publisher, or a traditionally or self-published author in the market to produce your audiobook, join us on October 13th for a breakdown of the rights needed to bring an audiobook to market.



To read the full article about "Securing Audiobook Rights" visit the blog on the SLPA website at: <https://www.stlouispublishers.org/blog/10953365>.

Matt Knight is a San Francisco-based writer and intellectual property lawyer. His writing crosses two genres: near-future fiction that explores the misuse of modern technology and the dark side of human nature, and women's fiction focused on love, crisis, and personal growth. He holds a BS in pre-med from Pfeiffer University, an MS in biochemistry from the University of Texas Southwestern Medical School, and a JD from the University of Houston Law School. Various careers seasoned his life in North

A writer's job is to imagine everything so personally that the fiction is as vivid as memories.

John Irving

UPCOMING EVENTS

via ZOOM

September 8, 7–8:30pm
Using NetGalley to Promote Your Book
with [David Strom](#)
<https://zoom.us/j/86782144399>

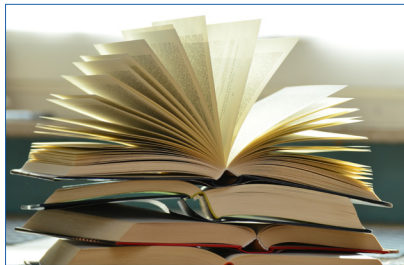
October 13, 7–8:30pm
Securing Audiobook Rights: What Writers Need to Bring an Audio Book to Market
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<https://zoom.us/j/86782144399>

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Securing Audiobook Rights continued.

Carolina and Texas – chemist for the EPA, researcher of urinary bladder cancer, editor of the Houston Law Review, and clerk for the Civil District Court of Texas – before culminating in a fifteen-year career in California as a biotech patent litigator specializing in genetic engineering

His publications have appeared in the New York Times, San Diego Union Tribune, IBPA Independent Magazine, and the Houston Law Review, as well as his publishing law blog, Sidebar Saturdays. Matt's GPS coordinates are split between San Francisco and Maui. When he finds snippets of spare time, you can pinpoint him swimming laps, surfing waves, painting a canvas, or unleashing his inner Julia Child. Visit Matt at mattknightbooks.com.



A book is made from a tree. It is an assemblage of flat, flexible parts (still called “leaves”) imprinted with dark pigmented squiggles. One glance at it and you hear the voice of another person, perhaps someone dead

for thousands of years. Across the millennia, the author is speaking, clearly and silently, inside your head, directly to you. Writing is perhaps the greatest of human inventions, binding together people, citizens of distant epochs, who never knew one another. Books break the shackles of time—proof that humans can work magic.

Carl Sagan



LAST MONTH'S RECAP

St. Louis Publishers Association Vendor Showcase

Special thanks to the fifteen vendors who shared their expertise with local writers during our first-ever virtual showcase. The breakout rooms featured a variety of publishing professionals, including: book coaches, editors, graphic designers, web designers, illustrators, publishers, printers, marketers, and more. Stay tuned for another event in the Spring of 2022!

For a full list of the vendors website URLs, please visit: stlouispublishers.org/events.

1. **Art by Shelley** / Illustrator – Shelley Dieterichs
2. **Carolyn Vaughan Designs** – Carolyn Vaughan
3. **Comma Queen Editing** – Karen Tucker
4. **Editwright** – Andrew Doty
5. **Mission Possible Press** – Jo Lena Johnson
6. **Nehmen-Kodner Book Design** – Peggy Nehmen
7. **Paw Paw Poets Publishing** – Jo Schaper
8. **Pen & Publish** – Jennifer Geist
9. **Successful Improvements** – Kerri Holloway
10. **Ruth E. Thaler-Carter** – Editing, proofreading, publishing support
11. **BookEval.com** – Catherine Rankovic
12. **Kevin Desrosiers** – Coaching on Speaking to Promote Your Book
13. **Nate Hoffelder** – Web Design, Coaching, and Maintenance
14. **Maria Rodgers O'Rourke** – Editing with the “Story Grid” Method
15. **Blog-Your-Book** – Michael Daehn

KUDOS CORNER

SLPA Member:
[Georgie Herz](#)

Children's author and illustrator **Georgie Herz** has spent the past few years creating a book series that includes *Jess Likes to Jump* and *Jess Joins Friends and Family* (featured in the [SLPA November 2019 newsletter](#)).



Her newest release, *Hurdles: Bounding Through Life's Obstacles*, was written specifically for adults, allowing her to share the emotions of conquering life's hurdles through poetry and art. Using drama and humor, Georgie hopes to inspire those who fear high hurdles to have the strength to clear them. On September 4th she will have a book signing event at 6 North Café.

For purchase information, email her directly at georgene@att.net.



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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