



## Fine Tune Your Platform and Get Immediate Feedback

facilitated by SLPA Board Member Jo Lena Johnson

It is easy to be creative, but your message should be clear. What you think and what people actually hear or read from you may be two different things. Regardless of how far you've progressed along the journey to publishing your book, you should be absolutely confident about the purpose of your book and the intended audience.

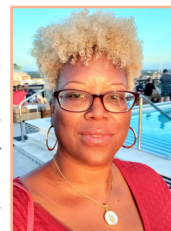
Make sure as you are writing your book, selecting the title, and describing your book, that you speak directly to your audience. Gain clarity and receive relevant advice for your message and author platform in real-time during our November monthly meeting.

**7:00 pm, November 11  
via Zoom**

Join the St. Louis Publishers Association on November 11 to "Fine Tune Your Platform and Get Immediate Feedback," facilitated by SLPA Board Member Jo Lena Johnson.

SLPA Board Member Jo Lena

Johnson, the AG Resilience Coach, is a certified mediator, international trainer, acclaimed author, founder of Absolute Good Training and Life Skills Management, Book Coach, and publisher of Mission Possible Press. She has taught 100,000 people worldwide with her no-nonsense and dynamic approach, with messages of how to effectively communicate, manage conflict, and maintain resilience. Visit Jo Lena at [missionpossiblepress.com](http://missionpossiblepress.com).



### OFFICIAL NOTICE — Election November 11



The Annual SLPA Member Meeting will be held virtually during our November 11 monthly meeting. Instructions for completing your ballot will arrive via email prior to the November meeting. Members in good standing are encouraged to participate and vote to elect 2021 board members.

To submit a nomination, contact SLPA President, Warren Martin, at [president@stlouispublishers.org](mailto:president@stlouispublishers.org).

### 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.

### Special discounted rate for SLPA membership through Dec 31, 2020!

From now through December 31, 2020, you can join (or renew your annual membership) for the special discounted rate of \$30. This covers your membership for one (1) calendar year from the date of payment. If you've already renewed your dues in 2020, this \$30 special rate will apply to your renewal in 2021. Visit <https://www.stlouispublishers.org/join> and <https://www.stlouispublishers.org/benefits>.

### UPCOMING EVENTS

via ZOOM

**November 11, 7-8:30pm**  
**Fine Tune Your Platform and Get Immediate Feedback**

with Jo Lena Johnson

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

**November 14, 8am-12pm**  
**How to Publish Your Own Book**

with Warren Martin, Andrew Doty, Peggy Nehmen, Jo Lena Johnson, and Bob Baker

<https://tinyurl.com/ya45ag2z>

[Details on page 2](#)

**REGISTRATION IS NOW CLOSED**

**December 8, 7-8:30pm**  
**SLPA Celebrates 25 Years!**

hosted by the SLPA

(meeting ID link will be provided on the website in December)

## The SLPA Celebrates 25 Years!

Join the St. Louis Publishers Association on December 9 as we celebrate our 25th Anniversary! Authors in the St. Louis region have been working together since the mid-90s to self-publish their books outside of traditional publishing. This was years before the days of print-on-demand and Amazon (read the first-hand account from Dan Malan, our Founding President, in the [August 2018 newsletter](#)). What began as the shared efforts of a small handful of writers has since flourished into a self-publishing community producing great works across a variety of genres.

This is our chance to show appreciation for how far we've come and to celebrate our many accomplishments. Share personal stories of your time with the SLPA (the skills you've acquired and the books you've published). Let's enjoy the memories together online until we can celebrate all together in person. Further details to come during our November 11 meeting. We hope to see you there!

ONLINE



## How to Publish Your Own Book

Saturday, November 14, 2020 • 8 am – 12 pm

REGISTER NOW: <https://tinyurl.com/ya45ag2z>



*“A writer, I think, is someone who pays attention to the world.”*

—Susan Sontag



## LAST MONTH'S RECAP: Building a Better Book Brand

Special thanks to **Cathy Davis**, Author and Founder/CEO of Davis Creative Publishing Partners, for sharing great examples of how to build your brand platform as an author during our Zoom meeting on October 14. Visit her at [daviscreative.com](http://daviscreative.com).

Establishing a relationship with readers is the first step to draw them in to read your book. Build your personal brand so people can get to know, like, and trust you, then they can decide if they want to buy your book. To begin, start by answering these three questions:



Cathy Davis

1. **WHO ARE YOU?** Find your voice.
2. **WHY ARE YOU HERE?** What makes you unique.
3. **WIFM (What's in It for Me?)** Why should people read your book?

### S.H.A.R.E.

People buy books for one or more of these reasons. Determine which category describes your book: (S) Solutions. (H) Hope. (A) Answers. (R) Relief. (E) Excitement.

### Cathy's 3-Legged Author Brand Platform

(Audience + N.O.W. + Relief = Your Author Platform)

- 1st Leg: **Who** do you help? **Who** is your reader?
- 2nd Leg: **What** are your reader's **N.O.W.** (Night Owl Worries)?
- 3rd Leg: **How** do you offer **Relief**?



Here's an example of how the 3-legged platform can draw people in to learn more about you:

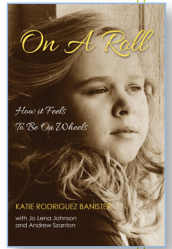
- 1st Leg: *I wrote a book about my life in construction.*
- 2nd Leg: *My book talks about all the schools I've built.*
- 3rd Leg: *My book highlights how to build better schools to foster a love of learning in students and teachers.*

Determine who is your target audience, focus on their needs, and make sure your communications speak directly to them. Remaining committed to these efforts will establish your brand as an author and set a strong foundation for success.

## KUDOS CORNER

SLPA Member:  
**Katie Rodriguez Banister**

Katie Rodriguez Banister became a quadriplegic after an auto accident at the age of 25. Since then she has developed into an author, motivational speaker, and disability educator. Her newest release, *On A Roll: How it Feels To Be On Wheels*, co-written with SLPA Board Member [Jo Lena Johnson](#) and Andrew Szanton, reveals the intimate journey of overcoming extraordinary challenges to become an advocate for people with disabilities and finding a great partner in her husband, Steve.



In her search for self-acceptance, love, and survival, she shares the importance of using humor, laughter, and finding the fun in life on a daily basis. This journey of coping, finding hope, and living full-out is an inspiring combination of self-reflection and bravery.

Visit Katie at [access4all.com](http://access4all.com).



Meetings on the  
second Wednesday  
of the 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, current discount is \$30.

Visit: [stlouispublishers.org/join](http://stlouispublishers.org/join)  
[stlouispublishers.org/benefits](http://stlouispublishers.org/benefits)

### SLPA NEWS & VIEWS

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