



The Psychological Conundrums of Social Media by Shayla Raquel

If you hate self-promotion, then stop promoting!
“Wait, what?”

When I think of self-promotion, I visualize these phrases on Facebook, Twitter, Instagram, and more:

- “Buy my book!”
- “Check out my book!”
- “Review my book!”

These phrases, which often clutter authors’ profiles, make the individual feel like they’re trapped at a car dealership with a slick, nickel-flipping salesman. But the nonstop “Read my book!” posts are not good marketing. That’s why when authors think of marketing, flashes of these cringy posts flood their mind.

Instead of self-promotion, start connecting!

- **Connect with your audience and get to know them:** Do you respond to people who took the time to comment on your posts? Do you take the time to find other people to connect with (hooray, hashtags!)? Do you ask questions, celebrate wins, encourage people? Or is it all about you?
- **Communicate by creating content:** Content *is* communication. What content

7 pm, November 9
via Zoom

will readers find on your profile? In other words, how are you communicating with these readers? And how often? If you write historical fiction, are you creating content that makes your online community feel like they’re in the 1850s?

- **Cultivate your relationships over time with consistency:** It takes time and commitment to grow a relationship, so give yourself grace. You need to be consistent if you’re going to brand yourself as an author online. Posting once a month or two isn’t consistent, so it’ll be harder to grow enriched relationships. Don’t give up after a month!

“If I market, I won’t have time to write. And vice versa.”

Who said these two things can’t come together in a beautiful marriage? When you write, market yourself. Snap a photo of your word count goal of the day and ask for people to cheer you on. Snap a video of you turning the pages of your spiral-bound book

continued on page 2.



Join us on November 9 for “Social Media for Authors: Build and Keep an Engaged Community,” featuring **Shayla Raquel**, and learn how to choose the best platform for your target market and personality.

Shayla is a self-publishing mentor, best-selling author, and public speaker who teaches on author branding, indie publishing, and the craft of writing. Her award-winning blog teaches new and established authors how to write, publish, and market their books.

Find Shayla at shaylaraquel.com.

Believe you can and you’re halfway there.

Theodore Roosevelt

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.

OFFICIAL NOTICE: Election November 9



The Annual SLPA Member Meeting will be held virtually during our November meeting. Instructions for completing your ballot will arrive via email on November 9. Members in good standing are encouraged to participate and vote to elect 2023 board members.

Polish Your Pitch: The One-Minute Book Marketing Challenge with Bob Baker

Practice your book-pitching skills and get valuable feedback during our December 14 meeting. Your ability to clearly communicate who you are and what your book is about will lead to more publicity, more readers, and more sales. As a self-promoting author, you need to learn this skill. Learn how to hone your “elevator speech” at this special book marketing session hosted by SLPA past president and marketing master Bob Baker.



Bob Baker helps musicians, authors, and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of several books, including the highly acclaimed *Guerilla Music Marketing Handbook* (which appeared in the movie *School of Rock*, starring Jack Black). Visit Bob at FullTimeAuthor.com and Buzz.Factor.com.

UPCOMING EVENTS

via ZOOM

November 9, 7– 8:30pm
Social Media for Authors:
Build and Keep an Engaged Community
with [Shayla Raquel](http://ShaylaRaquel)
<https://zoom.us/j/86782144399>

December 14, 7– 8:30pm
Polish Your Pitch:
The One-Minute Book Marketing Challenge
with [Bob Baker](http://BobBaker)
<https://zoom.us/j/86782144399>

from Staples that you're going to proofread with that lovely red pen. Host a live writing sprint on YouTube to get others involved as you push through your rewrites. Show off excerpts of your writing before it's ever published (dialogue, fight scenes, romantic moments).

The best way to brand yourself as an author is to literally show people what it's like to be one.

If you look really deep inside, what's *probably* happening is more psychological . . .

Here are some of the lies that bounce around authors' minds:

- "No one wants to hear from me."
- "What I have to say isn't important."
- "I'm not popular enough."
- "I'm boring."
- "I'm no [insert famous author name]"

But what is the *truth*?

• Someone, or many someone's, in your life made you believe that you weren't worthy, that you weren't smart, that you weren't interesting, that you weren't enough.

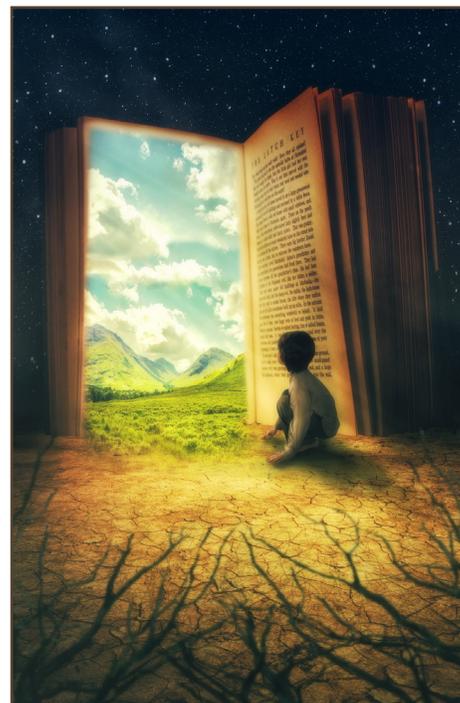
• I can teach you all day long how to brand yourself as an author, but I can't undo what awful people have made you believe about yourself.

• When you feel like using social media to connect and communicate with your audience is too difficult to commit to, is it really because "no one wants to hear what I have to say," or is that a lie you were told from someone in your past?

Take time to dig deep into these feelings, find the triggers, and remind yourself of the truth.

Before you post, ask yourself these questions:

1. Am I being authentic?
2. Am I ignoring the lies in my head?
3. Am I posting value (educational, encouraging, or entertaining)?



A book is a magical thing that lets you travel to far-away places without ever leaving your chair.

Katrina Mayer



LAST MONTH'S RECAP Author Resources Right at Your Fingertips



Kevin Ericson



Andrew Doty



Peggy Nehmen

Special thanks to **SLPA Board Members Kevin Ericson, Andrew Doty, and Peggy Nehmen** for an information packed meeting. Contact either of them at stlouispublishers.org/board.

SLPA membership benefits include: archive of previous recordings and slideshows from our monthly speakers, free listing of your published books and publishing related business on our website, discounted membership fees in the Independent Book Publishers Association (IBPA), discounted registration to special events, and more! Visit stlouispublishers.org/benefits.

Writing Resources

- Stylebooks—CMOS, AP, MLA, USGPO
- Readability—hemingwayapp.com and wordcounttools.com
- *The Elements of Style*, by William Strunk Jr. and E.B. White
- *Smashwords Book Marketing Guide*, by Mark Coker
- *How to Train a Beta Reader and Sell More Books*, by Cherie Postill
- "12 Useful Websites to Improve Your Writing" by Johnny Webber

Publishing Set-up Basics

- Purchase ISBNs from Bowker at myidentifiers.com
- Book Industry Study Group Subject Headings for a full list of book categories
- Print on demand publishing: KDP, IngramSpark, Draft2Digital
- Create your (free!) author profile on Amazon Author Central and Goodreads

Discussion Groups, Podcasts, and Influential Experts

- Facebook Groups—Build Book Buzz, IngramSpark, The Book Shepherd
- Podcasts—Writing Excuses, Sell More Books Show, The Creative Penn
- Experts—Jane Friedman, Bryan Cohen, Judith Briles, Mark Dawson

Associations and Miscellaneous

- IBPA, EFA, VLAA, Alliance of Independent Authors, Nonfiction Authors Association
- Agent search—querytracker.net and manuscriptwishlist.com
- Bookpage.com, free monthly publication and recommendation guide
- Permissionsgroup.com, copyright and legal permissions consulting
- Writerbeware.blog, updated lists of scams across the publishing industry



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](http://Membership is $60 per year).
- Visit: stlouispublishers.org/join
stlouispublishers.org/benefits

SLPA NEWS & VIEWS

Editor: Kerri Holloway
Designer: Carolyn Vaughan
Webmaster: Kevin Ericson

