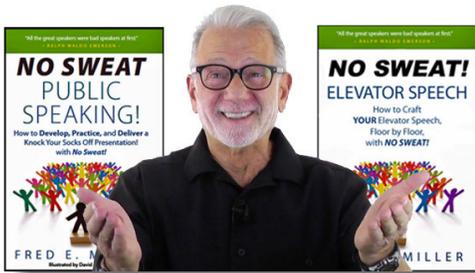


Your Book is Published! Now What? How to Promote Your Work as an Author

By Fred E. Miller of *NO SWEAT! Public Speaking!*



Your great book is finally published. Congratulations! Now what? That depends on several things: what you've done prior to this event and what you want to accomplish. If the book is only for friends and family, you're finished when you purchase, autograph, wrap, and deliver those special presents. Take pride in your achievement.

For most of us, the goals are different. We want to promote our business, or a cause, and usually ourselves. Being a published author is an excellent way to gain credibility for publicizing all those things. I published my first book in 2011 and have been using it and other tools to beat the drum for my public speaking and coaching business before *NO SWEAT! Public Speaking!* even went to the printer. Since then, I've written *NO SWEAT! Elevator Speech!* and *NO SWEAT! Fear of Public Speaking!*

During the January 8 monthly meeting, I'll share my *Three-Legged EXPERT Stool*, created to maximize speaking, writing, and promotion together as a solid marketing platform. You will learn how those three components work together, namely: Speaking—finding speaking opportunities, giving interviews, customizing elevator speeches; Writing—maximizing platforms including your website, social media, and more; Promotion—social media channels, Amazon profile and reviews, building a prospect list, and email marketing.

Fred E. Miller is a speaker, best-selling author, and international presentation coach whose books have achieved global sales and rave reviews on Amazon. He is a local TEDx Talk coach and his podcast channel is one of the Top 25 (online) Public Speaking Podcasts. Businesses, individuals, and organizations hire him because they want to improve their networking, public speaking, and presentation skills. His sessions teach how to develop, practice, and deliver "Knock Your Socks Off! Presentations and Elevator Speeches" with NO SWEAT!

Visit <https://NosweatPublicSpeaking.com>



As we organize the remaining events for 2020, we want to hear from our members. During our January and February meetings, we'll have comment cards available for you to share your thoughts: what you enjoyed, topics you'd like to see covered this year, and how we can help you accomplish your goals as an author. We will feature your responses during our March 11 meeting as we [explore the benefits of membership in SLPA.](#)

Confessions of a Kidlit Author: Mistakes, Failures, and Other Mishaps that Led to Publishing Success

By Jody Feldman

Jody Feldman's award-winning children's novels, *The Gollywopper Games* series and *The Seventh Level*, (HarperCollins/Greenwillow) have given her the opportunity to speak at national, regional, and local conferences for librarians, educators, and writers. On February 12, the SLPA presents *Confessions of a Kidlit Author: Mistakes, Failures, and Other Mishaps that Led to Publishing Success.*

As the featured speaker, Jody will share her personal experiences, born from decades of writing, submitting to agents and publishers, and receiving hundreds of rejection letters. Her first success came with the middle-grade novel, *The Gollywopper Games*, which landed on 26 state reading lists. Of these, she won



UPCOMING EVENTS

Jan. 8, 7pm–9pm
Your Book is Published!
Now What? (How to Promote Your Work as an Author)
@ THE HEIGHTS
By [Fred E. Miller](#)

Feb. 12, 7pm–9pm
Confessions of a Kidlit Author: Mistakes, Failures, and Other Mishaps that Led to Publishing Success
@ THE HEIGHTS
By [Jody Feldman](#)

Mar. 11, 7pm–9pm
Ask the Board (Membership Benefits)
@ THE HEIGHTS
By [SLPA Board Members](#)

Continued on page 2

the readers' awards (voted on by students) in both Georgia and Arizona. Although *The Gollywhopper Games* was slated to be a stand-alone title, its success prompted her publisher to issue contracts for two more books in the series, creating an opportunity to speak to and work with students in schools around the country.

A native St. Louisan, Jody holds a Bachelor of Journalism degree from the University of Missouri and is a founding co-chair of the J-School's 1908 Society. For more information, visit her website at jodyfeldman.com/, or follow her on [Twitter](#) and [Instagram @jodyfeldman](#).

The more that you read,
the more things you will know.
The more that you learn,
the more places you'll go.
-- Dr. Seuss



LAST MONTH'S RECAP: Pitchapalooza The One-Minute Book Marketing Challenge!

Thanks again to our moderator SLPA board member Bob Baker for a great job leading the audience through our annual book-pitching session on December 11. Visit him at fulltimeauthor.com and bob-baker.com/buzz/. Several authors, both veterans and first-time writers, tried their hand at giving a unique pitch in one minute or less. Everyone who participated received valuable feedback from audience members who asked questions and offered suggestions. Creative advice for some of the books featured included:

- MEMOIR—share the experience “this is my story”
- FANTASY—reveal through the eyes of your characters
- KIDS/ILLUSTRATED—begin with the story
- NOVEL/THRILLER—draw in with the suspense hook
- NON-FICTION/ADVENTURE—open with “have you ever...?”, describe a unique experience in your book
- NON-FICTION/OVERCOMING ADVERSITY— connect through a relatable example
- GUIDED JOURNAL—explain why it's unique, how it works, and the benefits



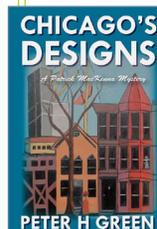
December 11 monthly meeting, Pitchapalooza

Each of these methods are great ways to engage people to ask questions about your book. Keep practicing (in the mirror, record yourself, and with family and friends) to improve your pitch and build confidence. No one can promote your book better than you!

KUDOS CORNER

SLPA Member [Peter Green](#)

As a retired architect Peter began a new career detailing his parents' personal stories during WWII, including: *Dad's War with the U.S. Marines* (Seaboard Press, 2005, later republished as *Ben's War with the U.S. Marines*, Greenskills Press, 2014), and *Radio: One Woman's Family in War and Pieces*. Since then



he's penned three releases of his Patrick MacKenna series: *Crimes of Design*, *Fatal Designs*, and in October of 2019, *Chicago's Designs*, a prequel to the series.

He's also the creator of a web resource for writers and independent publishers, *A Writer's Journey—10 Basic Skills Every Writer Should Know*.

Visit: authorpetergreen.com and greenskills.authorpetergreen.com



Meetings on the Second Wednesday of the Month

Monthly Meeting Admission

- FREE for Members
- Guests – \$10 at the door
- Annual Membership – \$60 per year (guest fee applied to membership if you join that evening)

Doors open for networking at 6:30pm
Program begins at 7pm

The meeting concludes around 8:30pm
Networking until 9pm

THE HEIGHTS: Richmond Heights
Community Center

The Argus Room • 8001 Dale Ave.
Richmond Heights, MO 63117
(Child care available at THE HEIGHTS)

SLPA NEWS & VIEWS

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