



## Your Most Important Marketing Piece

by Peggy Nehmen

Your book cover is your most important marketing piece. A professionally designed cover is the main focus of your brand and self-promotion materials. Utilize your graphic designer to create materials that engage and reach your target audience.

A graphic style complements your book cover and visually builds your brand. It's essential to be consistent across all media. As you promote yourself, your audience will recognize and identify you quickly. Here is a short list of effective ways to showcase your book cover.

**Business Card** - Make a great first impression. Feature your book cover. Include your name, phone number, email address, and URL. Add a

question, tip, or offer that leads people back to your website.

**Website** - Feature your book cover on the Home page. Display your author photo on the About page. Dedicate separate pages for testimonials, your blog, how and where to buy your book, and contact information. Be sure to add active social media buttons and consider offering an email sign-up box for newsletters or updates.

**Social media presence**, such as **Facebook, LinkedIn, Twitter, Instagram,** and/or **Pinterest** - (With FB, make sure you have a separate business page, in addition to your

personal page.) Ask your graphic designer to create a custom image that includes your book(s) for each site.

**Bookmarks** - A well-designed bookmark is a keeper! Readers will appreciate and use it, perhaps in your book. Bookmarks should include your book cover, name, publishing logo (if you have one), website, and how to purchase the book. Include your best blurbs/testimonials on the back side with a call to action and, of course, how to contact you.

*Originally posted at [n-kcreative.com](http://n-kcreative.com),  
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Edited for length.*

## Make Your Book Designer Happy

*Featuring Patrick Dorsey and Peggy Nehmen*

Getting ready to publish your book? Unless you're already familiar with layout and design, you're going to need a skilled designer to get your book in top shape for printing. Learn how to use MS Word to effectively lay out your manuscript for a designer to prepare for publishing. During our **April 10** monthly meeting, author/publisher Patrick Dorsey and designer/consultant Peggy Nehmen will share tips for a smooth, simple, and less expensive experience while preparing your book for publishing.



Patrick Dorsey has spent his writing career helping people and businesses tell their stories, as a technical/business communication consultant and owner of [Mightier Than The Sword Consulting](#) and as

an author and co-founder of indie publisher [Legendary Planet](#). His books include the Knights Templar adventure novel *God's Forge*, the eerie collection of true firsthand accounts of local ghosts in *Haunted Webster Groves*, and the upcoming novel *The Champion Skye*.

Peggy Nehmen is committed to successful design solutions and excellence. Her company [Nehmen-Kodner](#) provides book design, branding, and marketing for self-published authors, startups, and established companies. Peggy helps authors through the design process to produce customized book covers and interiors. Clients benefit from her keen sense of typography, printing, and production.



## UPCOMING EVENTS

**Mar 13, 7pm @ THE HEIGHTS:**  
**Easy Social Media Marketing for Authors**  
with Bob Baker

**April 10, 7pm @ THE HEIGHTS:**  
**Make Your Book Designer Happy**  
with Patrick Dorsey & Peggy Nehmen

**April 13, 8 am @ STLCC-Meramec:**  
**How to Publish Your Own Book: What You Need to Know**  
with Warren Martin, Andrew Doty, Peggy Nehmen, Jo Lena Johnson, and Bob Baker  
*See page 2 for details.*

## How to Publish Your Own Book: What You Need to Know

St. Louis Community College—Meramec

April 13 at 8:00am

Thinking about writing a book and want to know how to publish it yourself? Perhaps you've already written one and need direction for your next steps. The St. Louis Publishers Association presents a four-hour workshop covering the realities of independent publishing—how editing and design can make your book look great, options for getting your book into print, sales channels, eBook production and tips for marketing.

Register through St. Louis Community College.

WRIT:704. Section P05. Cost is \$39.

<https://tinyurl.com/ya45ag2z>



### Mark your calendars!

Coming Saturday, July 20th

Robin Cutler, Director of IngramSpark at Ingram Content Group will be here Saturday, July 20, 2019.

Details to come.

## KUDOS CORNER

SLPA member

**Elaine Spencer**

of [Monroe Street Press](#)



The [Big River Steampunk Festival](#) presents its Spring Faire on March 30–31 in historic Hannibal, Missouri. Monroe Street Press—specializing in quality reprints of 19th- and early-20th century fiction—will host a type-in demonstration for authors featuring vintage Victorian-era typewriters during the two-day event. Attendees will enjoy the unique feeling and experience of using elegant machines from a bygone era.



## LAST MONTH'S RECAP

### Getting Into Independent Bookstores

Our February 13 monthly meeting was at near capacity, thanks to our featured presenters, **Amanda Clark-Ball**, events and program manager at [The Novel Neighbor](#), and **Cameron Collins**, author of *Lost Treasures of St. Louis* and co-author of *St. Louis Brews: The History of St. Louis Brewing, 3rd Edition*. Both shared creative ways for authors and bookstores to benefit from unique events.

Biggest takeaway of the evening? The best option is to present an event idea that's a "win-win" for both you and the

bookstore. Consider partnering with another author in a related genre or offering the chance to share a new experience, such as:

Travel—provide refreshments from that region;  
Arts & Culture—invite artists, performers;  
Children—hands-on learning;  
Romance—wine tasting;  
Fantasy—cosplay;  
History/Local fun—take a field trip, be the tour guide.



## 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 7:00pm

The meeting concludes around 8:30pm  
Networking until 9:00pm

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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