



How Authors Can Connect with Readers and Inspire Sales Without Leaving Home

[April 8 via Zoom.us](#)

Just because the world is turned upside-down, doesn't mean you have to put everything on hold. You can still stay in touch with your readers, make book sales, and even generate new revenue streams during a global crisis.

Join the St. Louis Publishers Association on Wednesday, April 8 at 7:00pm for our first ever monthly meeting on Zoom. Bob Baker and Lou Bortone will take turns showing you how to stay active using social media and simple online video options.

If you've been slow to use social media before, now is the time to learn. And if you're not familiar with Zoom, it's a great platform to present live workshops, book readings, author Q&A's, consulting, or just connect

with friends. We'll also cover Facebook and Instagram Live, plus other easy video communication options. Don't worry, we'll keep things simple in case you don't consider yourself "tech savvy."

INSTRUCTIONS:

Sign up is free. You can join from your smartphone, desktop, laptop, or tablet. If you've used Zoom before, it should connect right away. If it's your first time, simply sign up and **click on this link for the meeting:** <https://zoom.us/j/253126531>. **If it asks for a Meeting ID, use 253 126 531.** Just follow the prompts and allow it to access your camera and microphone.



Lou Bortone

Lou Bortone, known as the "Video Godfather", has been a pioneer and thought leader in the video space since the launch of YouTube in 2005, helping thousands of entrepreneurs and companies create and leverage online video to build their brands and increase revenues. He spent 20 years in the television and entertainment industries, including stints as National Promotion Manager for E! Entertainment and Senior Vice President of Marketing for Fox Family Worldwide in Los Angeles. Lou is also an author and ghostwriter of six business books, including *Video Marketing Rules: How to Win in a World Gone Video*. Learn more at LouBortone.com.



Bob Baker

Bob Baker, past President of the SLPA, helps musicians, authors, and creative entrepreneurs use their talents to make a living. He wrote the highly acclaimed *Guerilla Music Marketing Handbook* (which appeared in the movie *The School of Rock*, starring Jack Black). Bob's other books include *The Empowered Artist*, *The Passion Principles*, *55 Ways to Promote & Sell Your Book on the Internet*, and more. Find him at FullTimeAuthor.com.

"I can shake off everything as I write; my sorrows disappear, my courage is reborn."
—Anne Frank

To our valued SLPA members:



In the short few weeks since our last monthly meeting, much in the world has changed with the spread of the corona virus. Although these are challenging times, we are using this opportunity to explore new ways to remain connected, beginning with the first of two monthly meetings on Zoom. **We encourage you to keep the conversation going in our Facebook discussion group at facebook.com/groups/STLPublishers/.** Please share how you've managed to continue your work and connect with readers through social media, webinars, virtual events or some other unique experience. We look forward to hearing from you.

—SLPA Board Members

UPCOMING EVENTS

April 8, 7pm–8:30pm via ZOOM.US
<https://zoom.us/j/253126531>
 Meeting ID: 253 126 531
How Authors Can Connect with Readers and Inspire Sales Without Leaving Home
 with [Bob Baker](#) and [Lou Bortone](#)

May 13, 7:00 – 8:30pm via ZOOM.US
Relaunch! How to Recharge Older Books to Boost Sales Today
 with [Dean Klinkenberg](#)
 (meeting ID link will be posted on website in May)

Relaunch! How to Recharge Older Books to Boost Sales Today by Dean Klinkenberg

Join the SLPA on Wednesday, May 13 at 7:00pm for our monthly Zoom meeting—“Relaunch! How to Recharge Older Books to Boost Sales Today”—featuring author Dean Klinkenberg. Do you have an older book that has been lost to time and just isn’t selling anymore?



Dean Klinkenberg

Or maybe you’ve learned a lot since one of your early books published and you’re wondering if there’s a way to apply new knowledge to help boost that older book? Dean Klinkenberg faced these same issues. In 2014, his first mystery, *Rock Island Lines*, received good reviews. Still, the book just wasn’t selling.

Dean will describe the steps taken to identify problems that limited potential sales

and what he revised, including the book’s cover, blurb, and the narrative itself. He’ll also include before-and-after examples of what changed and why, plus share preliminary data on how those changes helped since the re-release in 2019. If you’re considering freshening up an old book for a re-release—or even want a refresher on the core elements that drive book sales—this meeting is for you. **Zoom Meeting ID will be provided on our website in May.**

Dean Klinkenberg, the Mississippi Valley Traveler, is a former academic psychologist turned freelance writer with an abiding curiosity in the Mississippi River. He has published six guidebooks for travel along the Mississippi, and two Frank Dodge mysteries set in river towns. His work has also appeared in publications such as *The National*, the *St. Louis Post-Dispatch*, and the *Minneapolis Star Tribune*. For more information, visit: deanklinkenberg.com/

CANCELED

Saturday, April 25

[Workshop at
STLCC-Meramec](https://www.stlcc.edu/meramec)



“How to Publish Your Own Book: What You Need to Know”

Course number: [WRIT-704 P06](https://www.stlcc.edu/meramec)

OFFICIAL STATEMENT FROM STLCC: “Please note the College has closed all campuses for CE classes through May 18. Please check your email and the College website for updated information due to COVID-19. To reach us, please email cedropbox@stlcc.edu.”



LAST MONTH’S RECAP: Writers in the Lodge

On Saturday, March 7, the St. Louis Writers Guild—our sister organization—hosted the “Writers in the Lodge” conference, offering private consultations with editors (including SLPA member [Meghan Pinson](#)), pitch sessions with agents, and a special workshop for young writers. Featured presenters were literary agent [Kortney Price](#), speculative fiction author and graphic novelist [Guy Anthony De Marco](#), and SLPA Vice President [Andrew Doty](#). Discover how the St. Louis Writers Guild can help you at: stlwritersguild.org.



Writing In Someone Else’s Sandbox presented by [Guy Anthony De Marco](#)

“Fan fiction” writings are creative works based on popular movies or books (think *Twilight* or *Harry Potter*), allowing writers to flex their imaginative muscles and engage with other fans in a unique community. Much of this writing style is shared freely due to copyright restrictions, but agents watch for popular stories on websites and social media. They may contact the author to help with story spinoffs, movie sequels or TV series.

Book Editing for Self-Publishing Authors

presented by [Andrew Doty](#)

An editor’s role extends well beyond spell-check and correcting grammar to transform a manuscript into an organized and clearly written book. Looking for an editor? Start in your community (SLPA, St. Louis Writers Guild, writers’ and editors’ groups on Facebook and LinkedIn, etc.), ask local authors who they used,

and also check national groups with local affiliates. Rates vary based on the length and type of book, and on the amount of work needed. Self-edit as much as you can to lighten the load and save money. Ultimately, working with an editor is a two-way street. Both of you should be committed to producing your very best story.

Working with an Agent

presented by [Kortney Price](#)

Literary agents basically operate as a writer’s advocate, working to find the best publisher for your book and negotiate great terms for you, their client. They get paid by commission, earning a percentage of book sales, which means the more copies you sell, both you and your agent will benefit. Before approaching an agent, do your research. Find out what genres they represent, the types of books they’re looking for and the specific requirements for accepting queries. Taking these initial steps will place your query at the top of their request pile. The rest is up to you.



NOTICE: All member payments submitted on our website (annual dues, special events, etc.) will now process through Affinipay instead of PayPal. You will incur no additional fees because of this switch. The change is required by our hosting service, Wild Apricot. We appreciate your support.



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)

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