



Working with a Local Small Publisher

One of the most important decisions you'll have to make when publishing your book is HOW to publish it. Should you self-publish? Traditionally publish? Hybrid publish? Should you establish your own publishing imprint? Should you send your manuscript across the country to a major publishing house? Or should you look a little closer to home? For many authors, local small publishers offer the best balance of support and independence, providing access to all the required services involved in the book publishing process with a collaborative approach and a face-to-face, personal relationship.

At the next St. Louis Publishers Association meeting, a panel of professionals from Amphorae Publishing (Kristina Makansi, Donna Essner, and Lisa Miller) will explain the processes, requirements, benefits, and options associated with working with a local small publisher.

If you haven't yet decided how to publish your next book, this informative meeting is for you!

Donna Essner is the acquisitions editor for Amphorae Publishing and publisher at Treehouse Publishing Group. She has formerly served as an associate editor, assistant editor, and book production manager at Southeast Missouri State University Press.

Donna has written book reviews, short stories, poetry, essays, and two novels. Currently, Donna serves as treasurer for the Missouri Writers' Guild, is on the 2014 MWG leadership conference committee, is president of the Southeast Missouri Writers' Guild chapter, and recently joined the Heartland Writers Guild. She is also an active member in the Society of Children's Book Writers and Illustrators.



Donna Essner

Kristina Blank Makansi is a book designer for Amphorae Publishing and publisher at Blank Slate Press. She has worked as a copywriter, marketing coordinator, web and collateral designer, and editor. She is the author of *Oracles of Delphi* and co-author of *The Sowing and The Reaping*,



Kristina Blank Makansi

books one and two of the SEEDS trilogy, with her two daughters. She is a reviewer for the Historical Novel Society, serves on the boards of the Missouri Center for the Book and the Missouri Writers Guild, and is a founding member of the St. Louis Literary Consortium. Learn more about the rest of the Blank Slate Press team here: http://blankslatepress.com/about_bsp/.

Lisa Miller is Amphorae Publishing's business manager and publisher at Walrus Publishing. Lisa is a member of the Missouri Writers' Guild and a member of the St. Louis Writers Guild.



Lisa Miller

She worked as a technical writer for many years before becoming a managing editor for new media with Liguori Publications. After this, she taught composition at the University of Missouri-Saint Louis, Lindenwood University, and at Saint Louis Community College. Lisa has written an award-winning essay, "Still Falling Snow," which appeared in *Proud to Be: Writing by American Warriors* vol. 3, and has one book published.

Don't Miss This Great Event

SHAWN MANAHER WORKSHOP ON JUNE 25

(9am – 12pm) at the Westborough Country Club! **SHAWN MANAHER**, founder of Reading Deals and Book Marketing Tools, presents: "Grow Your Audience, Sell More Books: What a Marketing System Can Do for You."

\$25 for SLPA members, \$35 for SLWG members (with special code), \$45 for non-members • REGISTER ONLINE

<https://www.facebook.com/events/1595172770799485/>



UPCOMING EVENTS

July 13: WORKING WITH A PRINTER
(6:30pm at THE HEIGHTS: Richmond Heights Community Center Argus Room)

Aug. 10: VENDOR SHOWCASE
(6:30pm at THE HEIGHTS: Richmond Heights Community Center)

Sept. 14: CROWDFUNDING PANEL
(6:30pm at THE HEIGHTS: Richmond Heights Community Center Argus Room)

The Small Press Option

by Donna J. Essner

In With the bottom line always at the top of any of the “Big Five” publisher’s radar, the chance of landing a book deal is elusive at best. And we all know getting one’s foot in the door of a major publisher is not easy. First, an author must sell an agent on their book (a sometimes long-term endeavor which, honestly, may never pan out); then the agent must sell the idea to an editor. And if it doesn’t happen, then what?

Although many (most) writers set their sights on landing a major book deal with one of the five major publishers, there are other options available to authors. One, of course, is self-publishing. A self-published author takes on all things publishing: all the financial risk—including hiring an editor, interior designer, and cover designer—and managing all marketing, distribution, and sales. It’s a one-person show. Daunting, to say the least. For those authors who don’t want to go it alone, there is another option: submitting to a small, independent press.

Just like the big five, small press publishers have to sell books to stay in business. They, too, have sales goals. They, too, have to take on manuscripts they understand how to market and authors they know will work hard to promote their books. Otherwise, they couldn’t stay in business. After all, although writing is a creative endeavor, publishing is a business. But, the vision and focus of a small press is so much more than paying attention to the bottom line. Small presses have the opportunity for more flexibility. They are risk-takers. Hunters—not just for commercial or trendy works, but for books that live a long life, or that embody a message about which the press is passionate. Small presses often take on manuscripts that may stay buried

in slush piles with larger publishers, works that editors may love but that won’t be bestsellers, books the world needs to read.

As we all know, the wheels of publishing turn slowly. It’s a fact. Not a pleasant one, but true. So, while a self-published author may get a manuscript to market within weeks or months of completion, an author who signs with an agent may (after the manuscript is shopped around and, hopefully, purchased by an editor at a large publisher) see their book on a shelf within two years. With a small press, a writer’s career may jumpstart quicker. Often there is a narrower window from acceptance to publication. Part of this can be attributed to small presses accepting un-agented submissions, perhaps taking on fewer titles per year, which, in turn, allows the small press publisher to focus greater attention to each of their authors.

While marketing is a challenge (and even authors published with the Big Five must do most of their promotional legwork), with a small press you get to work with a team that is dedicated to your success and to wide distribution of your book (locally, regionally, nationally, and globally).

Another equally important bonus: an author doesn’t go it alone (financially, artistically, or emotionally), or bear the complete burden of bringing their book to life. Which brings the focus back to the bottom line. There is no magic publishing bullet. But working with a small press (or any publisher for that matter) who feels passionate about your manuscript and who believes in its—and your—ability to connect with and bring reading pleasure and passion to its target audience—can be a rewarding way to build a writing career.

THE BOOK CORNER

Battlefield Doc: Memoirs of a Korean War Combat Medic

by William J. Anderson

Edited by Linda E. Austin

Bullets flying, explosions turning night into day, the enemy charging in overwhelming waves. When soldiers are wounded in battle their first cries are for “Doc,” the Army medics or Navy corpsmen first responders trained to handle almost anything. William “Doc” Anderson was a medic on the front lines during the Korean War. What was it like saving and losing lives, and how was it for the soldier on the ground battling not only a relentless enemy but blazing hot summers, below-zero winters, and monsoon rain and mud. Doc writes not about history or politics or strategy, but about real experiences, the humanity and inhumanity of war. Available at: <https://www.amazon.com/Battlefield-Doc-Memoirs-Korean-Combat-ebook/dp>



Meet Your Potential Audience

Time to sign up for a table at SLPAs August 10th Vendor Showcase. If you would like to sponsor a table at our August Showcase sign up early for this very popular event..

Contact Warren Martin at president@stlouispublishers.org

MEMBERSHIP DUES
\$60 in 2016

SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Angus Room
8001 Dale Ave.
Richmond Heights, MO 63117
(Child care available at The Heights)

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

The meeting concludes about 8:30pm,
Networking until 9pm

Regular meetings are free to members.
Guests: \$10 at the door.



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