



## YouTube for Authors How to Attract Readers and Sell More Books Using Video

By: Bob Baker, SLPA Board Member



You've probably heard that video can be a powerful way to communicate your story and message. It's the most highly engaging format consumed online, and YouTube is the undisputed top destination for video on the planet. But how can the average author use this powerful platform to reach readers and sell more books?

At our September 11 meeting, prolific author Bob Baker will demystify YouTube, sharing how he

built his YouTube channel to 84,000 subscribers and 7 million total views. His most popular video has 1.7 million views and his channel gets more than 20,000 new views per day. Even though he's been on YouTube for 13 years, most of this growth came in just the past two years. Don't worry. You don't have to reach those numbers to make the most of YouTube. In his 75-minute presentation, Bob will reveal the lessons he's learned and share his top tips on using video more effectively.

Bob Baker is a past president of the SLPA who 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 the



highly acclaimed *Guerrilla Music Marketing Handbook* (which appeared in the movie *School of Rock*, starring Jack Black). Bob's other books include *The Empowered Artist*, *The Guerrilla Guide to Book Marketing*, *The Passion Principles*, *55 Ways to Promote & Sell Your Book on the Internet*, *Unleash the Artist Within*, and more.

Check out Bob's free blog, podcast, video clips, and more at:

[FullTimeAuthor.com](http://FullTimeAuthor.com) &  
[TheBuzzFactor.com](http://TheBuzzFactor.com)

### Book Clubs: What Every Self-Publisher and Author Should Know October 9 at The HEIGHTS

Book clubs originated to bring together people through the common enjoyment of reading and discussion. How can you as an author present your book to be featured on their reading list? Selection criteria can vary greatly, even within your local area. Explore the realities beyond common perceptions, understand why members join particular clubs, and gain valuable information to help get your title into their group. Hosted by [SLPA at our October 9 meeting](#).



*Mark your calendar!*

### Official Notice

The Annual SLPA Member Meeting will be November 13, 2019. Members in good standing are encouraged to attend and vote to elect 2020 board members.

To submit a nomination, contact the SLPA President Warren Martin, at [president@stlouispublishers.org](mailto:president@stlouispublishers.org)

### UPCOMING EVENTS

**Sep. 11, 7:00pm–9pm**  
@ THE HEIGHTS  
**YouTube For Authors**  
By [SLPA Board Member, Bob Baker](#)

**Oct. 9, 7:00pm–9pm**  
@ THE HEIGHTS  
**Book Clubs: What Every Self-Publisher & Author Should Know**  
Hosted by [SLPA](#)

**Oct. 16, 6:00pm–9pm**  
@ **Earthbound Brewing**  
**Happy Hour with the SLPA**  
Free to attend. No registration needed.  
<http://www.earthboundbeer.com>

**Nov. 16, 8:00am–12pm**  
@ **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.**

## SLPA at the STLSPEX

SLPA members and volunteers attended the 6th annual St. Louis Small Press Expo (STLSPEX) held at the St. Louis Public Library Central downtown on Saturday, August 17. The entire day was a lively showcase featuring diverse literary creativity from zines, comics, and poetry, to indie publishers, artwork, and unique gifts. To learn more, visit <http://www.stlspe.com>.



SLPA at the St. Louis Small Press Expo, August 17

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

**November 16 at 8:00am-12:00pm**



In this four-hour workshop, you'll learn the realities of independent publishing, including how editing and design can make your book look great, plus print options, sales channels, eBook production, and marketing tips. If you missed the workshop offered in the spring, here's your chance to gain valuable information to help you get published.

Presented by [St. Louis Publishers Association](http://www.stlouispublishers.org).

**at St. Louis Community College—Meramec**

**Register here:** <http://bit.ly/2kw6s64>  
**314-984-7777**

**Course number:** WRIT-704 Section: F05

**Date:** Saturday, November 16, 2019 **Time:** 8:00am - 12:00pm

**Location:** Meramec – Social Science Bldg., MC-SO 108

**Fee:** \$39



## LAST MONTH'S RECAP SLPA Vendor Showcase 2019

Our annual event featured SLPA member service providers to help with every stage of your book project, from initial idea to finished publication. For a complete listing of vendors present: [www.stlouispublishers.org/event-3461158](http://www.stlouispublishers.org/event-3461158)



## KUDOS CORNER

### SLPA Member Xu Fangfang

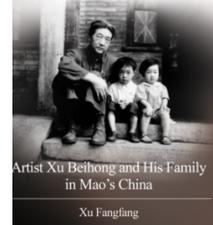
Since her previous Kudos Corner feature (February 2019), [Xu Fangfang's](#) biography about her late father, *Galloping Horses: Artist Xu Beihong and His Family in Mao's China*, has taken her across the globe. Over the summer, she visited Visva-Bharati University and was featured in an article by the [TIMES OF INDIA \(July 21\)](#).

On September 4, she held a discussion with graduate students of Contemporary Chinese Art at the University of California, Berkeley. Next is a trip to the Asia Society Hong Kong Center to perform two Chinese piano pieces and discuss her book on October 3.

Visit her website:

<https://beihongchinaarts.com/>

### *Galloping Horses*



## 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

Editor: [Kerri Holloway](#)

Designer: [Carolyn Vaughan](#)

Webmaster: [Kevin Ericson](#)

