



## Book Clubs: What Every Author and Self-Publisher Should Know

*With Gina Gibbons and Damita Morris; facilitated by SLPA board member Jo Lena Johnson*

If you enjoy reading—no matter the type of book or genre—there’s a book club for you. Whether organized through the local library, place of worship, community center, or as a group formed among co-workers and friends, the common thread all book clubs share is bringing people together who enjoy reading and want to engage in meaningful conversation. As an author, how can you receive an invitation to be interviewed and have your book featured on their reading list? **At our October 9 meeting, we’ll explore what you should know about book clubs: rules about self-promotion, invitation and selection criteria, membership benefits, and more.**



**Gina Gibbons** is the director at the [Brentwood Public Library](#). Previously she worked at the St. Louis County Library in the ordering department, on a school bookmobile, and in the reference department of the late,

great Tesson Ferry branch as an assistant manager. For the past ten years she has facilitated the Brentwood Book Club, which covers multiple genres in both fiction and non-fiction. It averages about 15 members and meets the second Tuesday of each month. The Resolutions Book Club meets

every other month, covering books about how to create good habits while breaking bad ones, in pursuit of achieving personal goals set during the beginning of the year.

**Damita Morris** is a retired supply chain professional with degrees in Sociology and Business Administration. As a charter member of the [Shalom Church City of Peace Book Club Ministry](#)



that began in 2011, she has served as its leader for the past six years. Their mission is “To

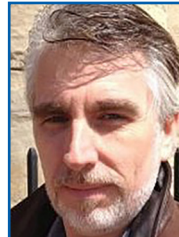
inspire reading and the discussion of literary works that vary in genre, while building knowledge and providing an atmosphere that promotes unity and a sense of community while having fun.” The Shalom Book Club has 20 members on its active roster and meets on the third Monday of the month, February through November.

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### Put Your Book on Amazon—the Easy Way! By: *Pat Dorsey, SLPA Board Member*

You’ve finished your book! Now you’re ready to show it to the world. Writing your book—that’s the hard part. But putting your book on Amazon, as an e-book or paperback? You can do that in a few hours.

Put your book where your audience can find it. At the November 13 meeting, past [SLPA vice president Pat Dorsey](#) will show exactly how easy it is to upload a print book and an e-book with a live publishing demonstration. **As an author** he’s put many titles on Amazon, including *God’s Forge*, *4 Avery Plays*, *Mightier than the Sword*, the *Candle Game* series, the eerie collection of true firsthand accounts of local ghosts in *Haunted Webster Groves*, and the upcoming novel *The Champion Sky*. Come prepared to take notes and make a list of steps to get your book in front of the readers who’ll love it.



### UPCOMING EVENTS

**Oct. 9, 7pm–9pm**  
@ THE HEIGHTS  
**Book Clubs: What Every Self-Publisher & Author Should Know**

With Gina Gibbons, Damita Morris, [SLPA Board Member Jo Lena Johnson](#)

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

**Nov. 13, 7pm–9pm**  
@ THE HEIGHTS  
**Put Your Book on Amazon—The Easy Way!**  
By [SLPA Board Member Pat Dorsey](#)

**Nov. 16, 8am–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 Happy Hour at Earthbound Brewing**  
6 to 9 pm • October 16, 2019  
2724 Cherokee Street

ST. LOUIS PUBLISHERS ASSOCIATION

Share a drink and make some friends

Come have a drink and meet fellow writers and others in the self-publishing community. No registration required. No cost to attend. Food and non-alcoholic beverages will be available for purchase.

## How to Publish Your Own Book: What You Need to Know November 16, 8am–12pm



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](#) at [St. Louis Community College—Meramec](#)

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

Course number: WRIT-704 Section: F05 Fee: \$39  
Location: Meramec – Social Science Bldg., MC-SO 108

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SLPA board member [Jo Lena Johnson](#), the AG Resilience Coach, is a certified mediator, international trainer, acclaimed author, founder of [Absolute Good Training and Life Skills Management](#), and publisher of [Mission Possible Press](#).

### IBPA Pub U Scholarship

The Independent Book Publishers Association (IBPA) is now accepting applications to the IBPA Publishing University Scholarship Program for the conference in April 2020. The SLPA is a local affiliate and members in good standing are encouraged to apply. The deadline is November 30, 2019. Visit: <https://www.publishinguniversity.org/scholarship>

### Official Notice — Mark your calendar!

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)



### LAST MONTH'S RECAP: YouTube for Authors



Thanks again to [SLPA board member Bob Baker](#) for sharing valuable tips to use video more effectively. Visit him at: <http://fulltimeauthor.com/> and <https://bob-baker.com/buzz/>. Everyone goes to YouTube in search of *something*. Establish a consistent process so people can find your videos as a match for their search.

#### Define Your Goals

Do you want to increase your reach and impact readers? Make money? Build your mailing list? Or do you just want to have fun? The *why* directs your *how*.

#### Research

Study popular sites that interest you. What do you like/dislike? What do they have in common (titles, graphics, music, script templates)? Use a key word search on your topic to see if it matches what you had in mind, if not, adjust.

#### Setup

Pay attention to details and be consistent (thumbnails, title themes and images should complement each other). Establish a template for each video—title, intro, invite to subscribe, content, call to action (like, share, purchase, register), reminder to subscribe.

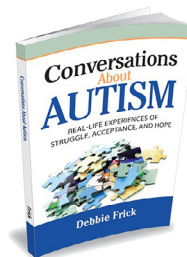
#### Action Steps

Publish often and regularly (once a week or every other weekend). Try different titles to see what brings the best response. Double down on what works and revise what doesn't.

## KUDOS CORNER

SLPA Member  
[Debbie Frick](#)

What began in 1994 as personal research to better serve a student with autism spectrum disorder became a lifelong pursuit of serving families through programs for children with special needs. Over twenty years later, now-retired educator Debbie Frick wrote *Conversations About Autism: Real-Life Experiences of Struggle, Acceptance, and Hope*, which shares the heartfelt words of thirteen families and their experiences of having a child with autism.



Upcoming discussions and book signing events are scheduled for:

Oct. 4: 6 North Café  
Oct. 26: Barnes and Noble,  
Chesterfield

For further details, visit:  
<https://conversationsaboutautism.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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