



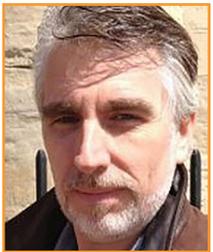
Put Your Book on Amazon—the Easy Way!

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.

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. Don't miss out on a great opportunity to gain timely information and helpful tools for your success. Check out the article from our 2019 Scholarship Winner Joanne Adams (featured in the [SLPA August 2019 newsletter](#)). The SLPA is a local affiliate. To apply, you must be a current member of both the SLPA and the IBPA.



Deadline is November 30, 2019.

Visit: <https://www.publishinguniversity.org/scholarship>

Official Notice – Election November 13

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



Pitchapalooza: The One-Minute Book Marketing Challenge

Hosted by the SLPA

Come to the **December 11** meeting ready to practice your book-pitching skills and gain valuable feedback. Make no mistake: your ability to clearly communicate who you are and what your book is about will lead to more publicity, more readers, and more sales. As a self-promoting author, you need to acquire this skill. Learn how to hone your “elevator speech” at this special session. One by one, authors will take the hot seat to describe their book in one minute. A panel of experts will critique each pitch and make suggestions while audience members are encouraged to offer feedback, as time allows.



Current SLPA members will have first preference to offer their pitch, then we'll take volunteers from the audience in the remaining time. Whether you get direct feedback or observe the advice given to other authors, this is a great opportunity to polish your in-person book description.

UPCOMING EVENTS

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

Space is still available

REGISTER AT:

<https://bit.ly/2PNuHHJ>

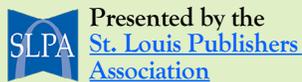
WRIT:704 Section: F05 • \$39.00

Dec. 11, 7pm–9pm

**Pitchapalooza: The One-Minute
Book Marketing Challenge**

Hosted by the SLPA

Saturday, Nov. 16
8am - 12pm



HOW TO PUBLISH YOUR OWN BOOK: WHAT YOU NEED TO KNOW!

Register for our morning workshop and learn the realities of independent book publishing:

- Editing and design
- Print options
- Sales channels
- E-book production
- Marketing tips

Register today!

<https://www.stlcc.edu/ce>

314-984-7777

Course number: WRIT-704 Section: F05 Fee: \$39

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



LAST MONTH'S RECAP: Book Clubs – What Every Author and Self-Publisher Should Know

Thanks again to **Gina Gibbons**, director at the [Brentwood Public Library](#), **Damita Morris**, leader of the [Shalom Church City of Peace](#) Book Club Ministry, and **SLPA board member Jo Lena Johnson** for an eye-opening discussion. Special thanks to **John Grayshaw**, director of the [Middletown Pennsylvania Public Library](#) and founder of the 5,000 member Science Fiction Book Club on Facebook. Although not physically present, he contributed valuable insights.

Reasons to Join

- Be a fan first! People join clubs because of a shared interest in reading and active discussion.
- High interest books often feature gripping narratives, drama, relationship tension, or popular topics.
- If a library selects your book, it will purchase several copies for the permanent catalogue.

Invitation/Selection Criteria

- Research! What did the club read in the past 1-2 years? Does your book fit in that group?
- Selection may come from member recommendations or the leader may present to the group for a final vote. Reach out to the leader for details.
- Libraries prefer high-quality, professional looking books. A verifiable review source increases your chances for consideration.

- Most clubs make their selections early, for the entire year (3-12 months out, plan accordingly).

Common Problems That Lead to Rejection

- Inundated with self-promoting authors or book marketers.
- Members not interested in group discussion about other's work.
- Promoters only join to push their own agenda.
- Bad behaviors equivalent to self-centered conversation hogs, a major turnoff.

Need feedback for your work? Join a writer's club (submit your book for critique, read other authors work, and do the same for them). For beneficial results, demonstrate a sincere interest in the purpose of the group—whether it's a book club or writer's club—and actively participate without self-promotion.



Front Row: SLPA Board Members Kevin Ericson, Kerri Holloway, guests Gina Gibbons and Damita Morris. Back Row: SLPA Board Members Andrew Doty, Warren Martin, Michael DePung, Pat Dorsey, Linda Austin, Jo Lena Johnson

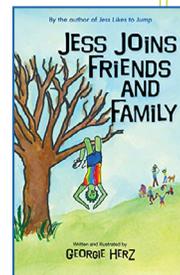


Guest commentary from John Grayshaw

KUDOS CORNER

SLPA Member
Georgie Herz

Retired physical education teacher Georgie Herz never set out to become an illustrator of children's books. She just wanted to create a character outside the typical princess or superhero. "Jess" is green and wears unisex clothing to appeal to all children, regardless of race or gender. The engaging stories include fun activities and catchy rhymes that young readers enjoy. The newest release, *Jess Joins Friends and Family*, continues the adventures from her first book *Jess Likes to Jump*, which was featured on [St. Louis Public Radio](#) and [KMOV News Channel 4](#). Recently her books were showcased at 6 North Café in Ballwin.



For more information visit:

<https://jessbooksbygeorgie.wixsite.com/jessbooks>



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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