



## The Importance of Getting Great Book Reviews

*By Peggy Nehmen, SLPA Board Member*

Getting reviews for your book can be a conundrum. So true! Both newbie and seasoned authors are frequently stymied by the process. If you want to proactively seek reviews, [The Book Review Companion](#) by David Wogahn is an excellent guidebook to help you. Written for traditionally published and self-published authors, this book is well organized with succinct chapter summaries. Starting off, Wogahn explains “Why Reviews Matter” and covers important guiding principles including “Don’t Stop Seeking Reviews” and “Seek Ideal Readers First.” Another important chapter, “Policies, Ethics and Rules of the Road,” will let you know what is permitted on Amazon. Make sure to read “Be careful if you plan to ask family or close friends to review your book.” Also covered is a wide range of sources and strategies. Each source tells you how to get started and has a summary recap. Other chapters include finding book bloggers, how to get endorsements, and turning your ARC (Advance Reader Copy) into a marketing tool.

**Disclaimer:** This is a voluntary book review. I follow book marketing expert David Wogahn. His emails, blogs, and books are very insightful for authors. Last year, he asked me to be on his beta reader team (an unpaid test reader who gives feedback of an unreleased book) for his next release. I agreed, read his ARC, and replied with my feedback. “I would like to share your book with my authors after you publish. Please keep me posted.” Then I totally forgot about it. Recently, I received an email announcing his latest release, [The Book Review Companion](#). Since I’m a book designer, I thought this would be worthwhile information for my authors and ordered a copy. My name appeared in the preface! I did not remember I was part of a large group of beta readers.

My personal copy is filled with highlighting and dog-eared pages. People actually do read reviews. I highly recommend Wogahn’s advice and detailed instructions to help authors get great reviews for their books.

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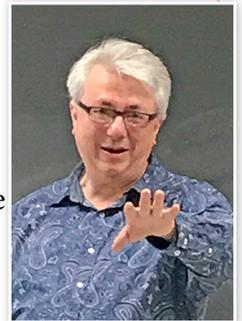
## Pitchapalooza

### The One-Minute Book Marketing Challenge

Moderator: [BOB BAKER](#)

Come to the December 11

meeting ready to practice your book-pitching skills and gain valuable feedback to hone your elevator speech/book description!



## Your Book is Published! Now What?

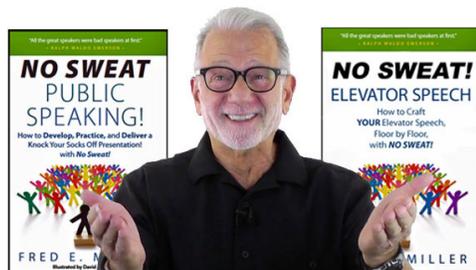
(How to Promote Your Work as an Author)

*By Fred E. Miller of “NO SWEAT! Public Speaking!”*

Your great book is finally published. Congratulations! Now what?

That depends on several things: what you’ve done prior to this event and what you want to accomplish. If the book is only for friends and family, you’re finished when you purchase, autograph, wrap and deliver those special presents. Take pride in your achievement.

For most of us, the goals are different. We want to promote our business, or a cause, and usually ourselves. Being a published author is an excellent way to gain credibility for publicizing all those things. I published my first book in 2011 and have been using it and other tools to beat the drum for my public speaking and coaching business *before* “NO SWEAT Public Speaking!” even went to the printer. Since then, I’ve written “NO SWEAT Elevator Speech!” and “NO SWEAT Fear of Public Speaking!”



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## UPCOMING EVENTS

**Dec. 11, 7pm–9pm**

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

@ THE HEIGHTS

[By SLPA Board Member, Bob Baker](#)

**Jan. 8, 7pm–9pm**

**Your Book is Published! Now What? (How to Promote Your Work as an Author)**

@ THE HEIGHTS

[By Fred E. Miller](#)

**Feb. 12, 7pm–9pm**

**Confessions of a Kidlit Author: Mistakes, Failures, and Other Mishaps that Led to Publishing Success**

@ THE HEIGHTS

[By Jody Feldman](#)

Originally posted at <https://www.n-kcreative.com/the-importance-of-getting-great-book-reviews/>. Reprinted with permission.

**Peggy Nehmen** is the Membership Chair for the SLPA Board. Together with her husband and partner, Gary Kodner, she owns **Nehmen-Kodner**, a St. Louis based design studio. She has over thirty years of experience and provides branding and marketing for self-published authors and organizations. Meet her in person at the check-in table for SLPA monthly meetings or visit [www.n-kcreative.com](http://www.n-kcreative.com).



During the January 8 monthly meeting, I'll share my "Three-Legged EXPERT Stool," created to maximize speaking, writing, and promotion together as a solid marketing platform.

**Fred E. Miller** is a speaker, best-selling author, and international presentation coach whose books have achieved global sales and rave reviews on Amazon. He is a local TEDx Talk coach and his podcast channel is one of the Top 25 (online) Public Speaking Podcasts. Businesses, individuals, and organizations hire him because they want to improve their networking, public speaking, and presentation skills. His sessions teach how to develop, practice, and deliver "Knock Your Socks Off! Presentations and Elevator Speeches" with NO SWEAT!

Visit <https://NoSweatPublicSpeaking.com/>

## KUDOS CORNER

### SLPA Member **Ned Lips**

In the summer of 2017 Ned Lips sat down to write the story of Sarah, who escaped a violent marriage only to find herself thrust into an imaginary world where everything manmade had disappeared, all while discovering her true strengths among other women survivors. Over 220,000 words later, the end result became a novel series. *Reset* was first published in December of 2018, followed this year by the prequel *First Steps* in August and *Entwined*, the newest title released in November. All are available in both hard copy and e-book. Visit: <https://nedlips.com/>



## LAST MONTH'S RECAP: Put Your Book on Amazon—the Easy Way!



Special thanks to SLPA board member **Pat Dorsey** for the live demonstration showing exactly how easy it is to upload a book onto Amazon. During our November 13 meeting, he walked through the entire process step by step while actually publishing **Leigh Brackett's *Stark Planets: Stirring Off-World Epics from the Undisputed Queen of Space***

*Opera*, the latest release from Legendary Planet. As an author, you can upload as many titles as you'd like.

Here are some tips to get you started:

### SET-UP

- First, create a Kindle Direct Publishing author's account (separate from your personal Amazon account to eliminate the possibility of future technical issues).

- Next, make a cheat sheet in a separate Word doc to save time. Include all the info you'll need to copy and paste, such as contributors, keywords, descriptions, ISBNs, etc.

### UPLOADING

- ISBNs—purchase them yourself to maintain permanent ownership; you'll need a separate ISBN for each version of a single title, i.e. softcover, hardcover, e-book, audiobook.

- Interior pages—use a PDF for hard/soft copies, use a Word doc or MOBI for e-books.
- Missing info or want to make changes? You can save your work and come back to it later.

### PARTICULARS

- Pricing and Royalties—don't choose Expanded Distribution (may limit availability of your titles).
- Digital Rights Management—don't use this option (possible lock out issues for some types of e-readers).
- Public Domain—ok to use, as long as you show proof (choose U.S. territory for American titles).



## 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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