

## How to Write a Sizzling Synopsis

by [Bryan Cohen](#)

**S**truggling to find new readers? Do you hate writing blurbs? Do you want an easier way to summarize your novel and get more sales in the process? Author and copywriter [Bryan Cohen's](#) book descriptions have hit both the *Kindle Store's Top 50* and the *USA Today Bestseller list*. After writing hundreds of book descriptions for other authors and helping thousands with informative training, he has learned what all the best book descriptions have in common.

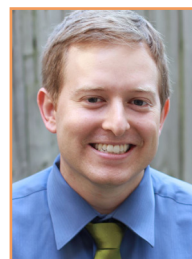
Let him show you exactly how to craft the copy you need to hook new readers. Through easy-to-follow tips and helpful examples in a variety of genres, Bryan will give you the tools you need to get a steady stream of online book browsers to click the 'Buy' button every single day.

**7:00 pm July 8 via Zoom**

During our meeting, you'll discover:

- How to simplify your plot to create a short, engaging synopsis
- Why using certain words can make customers fall in love with your story
- How to shed unnecessary subplots and make writing your blurb a joy instead of a chore
- Why you need a synopsis cliffhanger, and much, much more!

Join us during the **St. Louis Publishers Association meeting on July 8, at 7:00pm on Zoom** and learn how a compelling book description can make your book fly off the digital shelves. If you like informative



presentations, plenty of examples, and a touch of humor, then you'll love Bryan Cohen's look behind the scenes at how he creates copy that sells.

*Bryan Cohen is the founder of Best Page Forward, a copywriting agency for authors, and has written over 2,500 book descriptions for the author community. He's also a self-published author, with eight novels and over 100,000 copies sold. He's the co-host of the "Sell More Books Show," a podcast with over one million downloads.*

[Visit him at bryancohen.com.](http://bryancohen.com)

## Book Reviews: Step One on the Road to a Successful Book Launch (and Ultimately Sales)

by [David Wogahn](#)

**T**he challenge for every new book—especially those written by first-time authors with a small or non-existent network of eager fans—is to convince readers to add one more title onto their To-Read list. Readers are looking for proof that a book is worth their time and money. One of the best ways to help them decide is through book reviews.



Join the St. Louis Publishers Association on August 12 at our next monthly Zoom meeting for "Book Reviews: Step One on the Road to a Successful Book Launch (and Ultimately Sales)," featuring [David Wogahn](#).

Even before the pandemic struck, the importance of book reviews has steadily

increased, right along with the migration of bookselling from brick and mortar stores to online retailers. In online stores, those reviews become a permanent record of customer satisfaction and every book is just one click away from a comparable title.

Having reviews of your book posted by readers in the target audience adds value while raising awareness in four distinct ways: works as a social signal encouraging readers to learn more, adds gravitas and credibility, serves as a marketing tool, and impresses third parties such as the media and influencers who may help to promote your book.

During the August 12 meeting, Wogahn will explain:

- How reviews are important to your book's success
- How to get more book reviews
- How to avoid running afoul of Amazon's review policies

*Continued on page 2*

### ZOOM INSTRUCTIONS:

Sign-up is free. You can join from your smartphone, computer or tablet. If you've used Zoom before, it should connect right away. If it's your first time, simply sign up, follow the prompts and allow it to access your camera and microphone. Click on this link for the meeting: <https://zoom.us/j/86782144399>. Meeting ID is 867 8214 4399. Password is 668448.

### UPCOMING EVENTS

via ZOOM

**July 8, 7:00 – 8:30pm**  
**How to Write a Sizzling Synopsis**  
 with [Bryan Cohen](#)  
<https://zoom.us/j/86782144399>

**August 12, 7:00 – 8:30pm**  
**Book Reviews: Step One on the Road to a Successful Book Launch (and Ultimately Sales)**  
 with [David Wogahn](#)  
 (meeting ID link will be posted on website in August)

"Book Reviews" continued from page 1

- How to leverage good reviews
- How to handle negative reviews
- 10 sources for soliciting reviews
- Distinguishing between editorial and customer reviews, and editorial review best practices.

David Wogahn is the author of five books including "The Book Review Companion"

(featured in our December 2019 Newsletter), and is president of AuthorImprints, a publishing services company based in Carlsbad, California. He is a frequent speaker and trainer for organizations like the Independent Book Publishers Association (IBPA) and the Alliance of Independent Authors (ALLi).

[Visit him at davidwogahn.com.](http://www.davidwogahn.com)



**SLPA members: Let's Connect!**

For the past few months we've continued our monthly meetings on Zoom, with great attendance and helpful information. Since we're meeting virtually, our [SLPA Facebook Discussion Group](#) is a great opportunity to network and start meaningful conversations, right at your fingertips. Use it not only to post announcements and upcoming events, but also to share how you connect with readers, ask questions, and network with others in the St. Louis writing community. Beyond that, when interesting topics or questions arise, keep the conversation going.

The more people share information and respond to questions, the greater benefit you'll experience as a member of SLPA. We look forward to seeing your comments and joining the conversation at [facebook.com/groups/STLPublishers](https://facebook.com/groups/STLPublishers).



## LAST MONTH'S RECAP: Use Amazon Advertising Like a Pro

Special thanks to book marketing expert **Keri Barnum**, Executive Director of **New Shelves Books**, for an incredible behind-the-scenes lesson during last month's Zoom meeting on June 10. Visit Keri at [newshelves.com/barnum/](http://newshelves.com/barnum/). While over one million(!) books were published on Amazon in 2019, your book can stand out from the crowd with Amazon ads. Follow these three steps to success:



*Times*, and Goodreads (a great place to see reader profiles).

Resources like Twinword, Keyword Tool, Publisher Rocket and Book Rocket System are targeted for book sales and will help to find key words for your ad campaign (aim to collect at least 500).

### Advertise

Create your ad campaign through your Amazon author's account, according to the desired timeline and budget, including customizations for format, frequency, and page locations where they will appear. With manual targeting you set the bidding strategy. Keyword targeting has a broader approach and suggested bid amounts. Note: you can only purchase ads for books you publish.

### Analyze

You can analyze the results once your ad campaign ends using Amazon's administrative reporting, which gives an ACOS (actual cost of sales), detailing viewer clicks and conversion rates. Your ideal target of conversion to a purchase is 30-50%. Take note of what worked on your campaign and adjust for the next one to have even greater success.

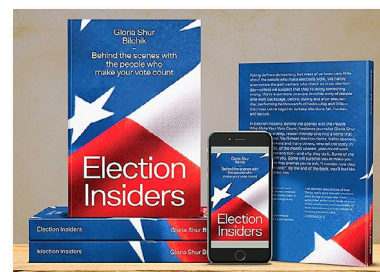
### Research

Determine your target group of readers using specific demographic dives (gender, age, income, interests, reading habits). The smaller your target, the more effective your efforts and money will be in reaching them.

Know who the comparable authors and titles are in relation to your book (list 12 books on your readers shelves right now). Start by searching the Best Seller lists in your genre from Amazon, *USA Today*, *The New York*

## KUDOS CORNER

**SLPA Member:**  
Gloria Shur Bilchik



Freelance writer Gloria Shur Bilchik is a self-professed election junkie and the principal contributor to the political blog Occasional Planet. Her decades of political activity vary from serving as a poll worker and campaign call center supervisor to volunteering on voter-registration drives. Her newly released book *Election Insiders: Behind the scenes with the people who make your vote count*, features an in-depth look at our voting process from real election insiders, including the St. Louis County Board of Elections. Since then she's received a 5-star review from Paul Gregorio, the former Commissioner of the U.S. Election Assistance Commission.

[Visit her at GloriaBilchik.com.](http://GloriaBilchik.com)



**Meetings on the second Wednesday of the month**

*In-person gatherings for monthly meetings are suspended due to COVID-19 restrictions. All meetings will be held online until further notice.*

### Monthly Meetings Admission

- FREE for Members
- Annual Membership – \$60 per year

### SLPA NEWS & VIEWS

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