



Writers Who Speak to Sell More Books

by [Kerri Holloway, SLPA Board Member](#)

One of the best ways you can entice people to purchase your book is to tell them about it. No one can speak about your book better than you. Even if you lack experience speaking in public, you already have an advantage as a published author, which is an admirable accomplishment. Here are five things to consider on your way to becoming a writer who speaks:

How to Prepare

Have a few talking points ready, such as your background, what inspired you to write, key points or discoveries within the story, what you learned in the process, and what's next for you (events, upcoming books). Bring copies of your book to sell along with printed contact information (bookmarks, business cards, etc.).

When to Speak

Don't wait until your book is published to begin speaking about it. You can discuss it before, during, and after your release through announcements, a launch event, and subsequent

7:00 pm, September 9
via Zoom

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.

speaking engagements to maintain momentum.

Who to Tell

Start with your personal network, where you'll have a familiar audience. Your first few times can be as simple as a conversation over lunch or a cup of coffee. Besides friends and

Continued on page 2.

Looking for more information on how to get started? Join us during our September 9 monthly meeting for "A Speaker Who Writes Shares with Writers Who Want to Speak...and Sell More Books!", featuring Carol Weisman.



Carol Weisman

[Carol Weisman](#) is the author of eleven books on fundraising, governance, and philanthropy which have sold well over 100,000 copies. As a CSP* she has travelled across the U.S., the United Kingdom, Australia, and East Africa.

Visit her at carolweisman.com.

*A CSP is a Certified Speaking Professional, the highest earned award from the National Speaker's Association. To earn a CSP, a speaker must complete a minimum of 250 paid speaking engagements in five years, for at least 100 clients and at a minimum of \$250,000.

Building a Better Book Brand

Blog excerpt by Cathy Davis

Join the St. Louis Publishers Association on October 14 at our next monthly Zoom meeting for "Building a Better Book Brand," featuring Cathy Davis.

If You Build It, They Will Come...



Cathy Davis

The one question we get asked the most is: "How do I sell more books?" The tricky part is that you need to ask this question before your book ever gets published. Building your Author Brand Platform is one of the most crucial steps in developing your non-fiction book, yet it usually gets skipped by most authors. In their eagerness to "get published," an author will fast-forward through editing, hire a book designer, and

upload their book for publishing before they ever think about selling.

Your book is a key marketing component for building credibility. Much like a glossy annual report for the corporate entity, your book becomes a huge metaphorical billboard for you and your small business. You don't want to cut corners or skip steps. Important factors to consider when building your Platform:

- Who is your audience?
- What motivates them to buy books?
- What do you offer that they cannot get elsewhere?
- How does your book highlight your area of expertise?
- How will you monetize the content of your book within your business?
- When does your target audience get motivated to buy your book? Is there a seasonal demand?

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UPCOMING EVENTS

via ZOOM

September 9, 7:00 – 8:30pm
A Speaker Who Writes Shares with Writers Who Want to Speak...and Sell More Books

with [Carol Weisman](#)
<https://zoom.us/j/86782144399>

October 14, 7:00 – 8:30pm
Building a Better Book Brand
by [Cathy Davis](#)

(meeting ID link will be provided on the website in October)

"Writers Who Speak" continued from page 1.

family, reach out to writers' groups, personal book clubs, neighbors, coworkers, community organizations, civic groups, and your place of worship.

Where to Speak

Keep your eyes and ears open for upcoming events related to your genre and look for partnership or sponsorship opportunities related to a cause, event, or community support. Reach out to your neighborhood library, bookstores, local media, blogs, and video conferences. Consider participating on an author panel.

"Building a Better Book Brand" continued from page 1.

When you treat the marketing of your book just like a business, you increase your odds exponentially for attracting new clients and growing your business.

Originally posted at <https://daviscreative.com/2020/07/08/if-you-build-it-they-will-come-why-an-author-brand-platform-is-crucial/>. Edited for length. Reprinted with permission.

Why Speaking is Important

Speaking will increase your exposure and create publicity, making it easier for people to find you. The more you speak about your book, your comfort level and confidence will improve. First-time authors and SLPA members Vivian Gibson ([featured in our May newsletter](#)) and Patrick Long ([featured in our August newsletter](#)) successfully applied these methods and continue with speaking engagements including interviews and virtual events. With preparation and some practice you can do the same.

Cathy Davis is a #1 Amazon International Bestselling Author and the Founder/CEO of Davis Creative Publishing Partners, a branding, design, and publishing firm that provides concierge publishing services for authors throughout the U.S. and a handful of foreign countries.

[Visit Cathy at daviscreative.com.](#)

KUDOS CORNER

SLPA Member: Cherie Postill

With a sincere dedication to her goal of developing lifetime readers, middle grade novelist C.L. Postill is currently working to complete the first installment of her fantasy adventure series.



As a board member with the St. Louis Writers Guild, she spent a week in July as the director of their [virtual summer camp for young writers in 4th-12th grade](#). It was so successful they will host the event again next year, adding a second camp to accommodate both younger writers and teens.

In October, Cherie will be a featured presenter for a Facebook Live event based on her upcoming release, *How to Train a Beta Reader and Sell More Books* (November 2020).

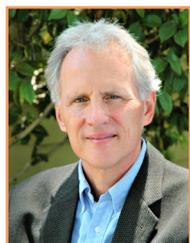
Visit Cherie on Twitter and Instagram for more details:

twitter.com/postillc
instagram.com/cheriepostill/



LAST MONTH'S RECAP: Book Reviews: Step One on the Road to a Successful Book Launch (and Ultimately Sales)

Special thanks to **David Wogahn**, author and president of AuthorImprints, for a revealing presentation during last month's Zoom meeting on August 12. Visit David at davidwogahn.com.



David Wogahn

Book reviews are a great way to bring awareness for your work by increasing rankings that can help to boost sales. Endorsements on the cover or within the opening pages are more impressive coming from a person/organization with name recognition or professional credentials.

You have multiple options for acquiring valuable reviews, but first recognize the difference between customer reviews direct from readers (Amazon, Goodreads, NetGalley, other retailers) and editorial reviews that give a more formal evaluation (Kirkus, Foreword Reviews, Publishers Weekly, bloggers, other authors, subject experts).

All review sources use one or more of these three approaches: sales (selling copies), money (marketing budget), and contacts (working your list of sources). Create and maintain a mailing list and prospect in friendly territory first. Reviews are an effective marketing tool. Be sure to reserve space in your budget for them.

Myth #1. You cannot pay for reviews. FALSE.

You can reach out to a potential reviewer and offer to send a free copy of your book in exchange for a review. Although you have no control over what they write, most people who accept your offer of a complimentary copy will read your book and provide honest feedback.

Handle negative reviews carefully. If it violates the terms of service on the sellers site contact the service host, otherwise don't respond defensively. Other shoppers will notice.

Myth #2. You cannot give people your book and ask them to review it. FALSE.

You are more likely to receive a review if you purchase a copy of your book for them. Ask for their preferred format, send a gift certificate to cover the cost, and they can provide their review with a verified purchase. Do this as early as possible, preferably 60 to 90 days before the release.



Meetings on the second Wednesday of the month

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

Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year](#)

Visit: stlouispublishers.org/benefits.

SLPA NEWS & VIEWS

Editor: [Kerri Holloway](#)

Designer: [Carolyn Vaughan](#)

Webmaster: [Kevin Ericson](#)

