



## Building a Better Book Brand

an interview with [Cathy Davis](#)

**7:00 pm, October 14**  
**via Zoom**

In today's publishing landscape, having your story stand out among a sea of books is a challenge, but communicating what makes you and your story unique is a great place to start. Our featured speaker this month will reveal why this is so important. Here's an introduction to what she will cover in her presentation:

### *How should authors brand themselves to sell more books?*

The first thing I tell authors is don't plan your retirement based on book sales because **it's not about how well your book sells...it's ALL about how well your book sells YOU!**® We work with speakers, trainers, and consultants who want to publish their book, and help them build a strong brand foundation using their book as a key cornerstone of their marketing plan.

If you are a fiction author, you should cater to your audience and their interests. For non-fiction authors, focus on what makes your viewpoint unique (professional expertise, personal experience, observations) to help you stand out.

### *What is an Author Brand Platform?*

Your Author Brand Platform is visual, verbal, and virtual. It's how people perceive you. As an author, the first book you publish is the most important because it creates the foundation for your brand and serves as your public introduction. First impressions are important. You want to get it right the first time.

My main goal is to identify your "golden thread," which is the specific message about your personal brand. You want to weave that golden thread into all of your messaging (book descriptions, website, social media, blogs, marketing materials, bio).

### *Why do authors need to develop their brand?*

If you want people to buy more books, help them get to know you first. Establish a relationship, so that people know, like, and trust you, then they can decide if they want to buy your book. Consider these four things first, before you publish: (1) know your audience (what motivates

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Join us during our October 14 monthly meeting for "Building a Better Book Brand," featuring Cathy Davis. Cathy will talk about how to begin building your brand and will share examples of both fiction and non-fiction authors.



Cathy Davis

*Cathy Davis is a #1 Amazon International Bestselling Author and the Founder/CEO of Davis Creative Publishing Partners, which helps speakers, trainers, consultants, and experts use the power of publishing as a marketing tool to grow their businesses while reaping the benefits of publishing for both personal- and business growth.*

Visit Cathy at [daviscreative.com](http://daviscreative.com).

### ZOOM INSTRUCTIONS:

Sign-up is free. You can join from your smartphone, computer or tablet. If it's your first time, 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.

### Special discounted rate for SLPA membership through Dec 31, 2020!

From October 1 to December 31, 2020, you can join (or renew your annual membership) for the special discounted rate of \$30. This covers your membership for one (1) calendar year from the date of payment. If you've already renewed your dues in 2020, this \$30 special rate will apply to your renewal in 2021. Visit <https://www.stlouispublishers.org/join> and <https://www.stlouispublishers.org/benefits>.

### Fine Tune Your Platform and Get Immediate Feedback facilitated by SLPA Board Member Jo Lena Johnson

Gain clarity and immediate feedback on your message and author platform during our next monthly meeting on November 11. It's easy to be creative, but your message should be clear. What you think and what people actually hear or read from you may be two different things. Make sure as you're writing your book, selecting the title, and describing your book, that you speak directly to your audience.



*Interested in participating? SLPA members will have first consideration but space is limited, so reserve your slot early by sending an email to [president@stlouispublishers.org](mailto:president@stlouispublishers.org). Facilitated by Jo Lena Johnson, Book Coach and Publisher of Mission Possible Press.*

### UPCOMING EVENTS

via ZOOM

**October 14, 7-8:30pm**  
**Building a Better Book Brand**

by [Cathy Davis](#)

<https://zoom.us/j/86782144399>

**November 11, 7-8:30pm**  
**Fine Tune Your Platform and**

**Get Immediate Feedback**

with [Jo Lena Johnson](#)

*(meeting ID link will be provided in November.)*

**November 14, 8am-12pm**  
**How to Publish Your Own Book**

with [Warren Martin](#), [Andrew Doty](#), [Peggy Nehmen](#), [Jo Lena Johnson](#), and [Bob Baker](#)

<https://tinyurl.com/ya45ag2z>

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

them to buy books and how can you fulfill that need?), (2) find your voice, (3) share your story, (4) make a difference. These are important because they all relate to the underlying message of your book and your personal brand.

You want people who love what you do to buy your books so they can spread the word. Remember, you are selling your brand (your message), not your book!



**ONLINE WORKSHOP**

**How to Publish Your Own Book**  
 Saturday, November 14, 2020 • 8 am – 12 pm  
 REGISTER NOW: <https://tinyurl.com/ya45ag2z>

SLPA ST. LOUIS PUBLISHERS ASSOCIATION

**NOTICE:** Nov. 11 is the Annual SLPA Member Meeting. Members in good standing are encouraged to participate and vote to elect 2021 board members. Further details to come during the Oct. 14 meeting and again by email. To submit a nomination, contact SLPA President, Warren Martin, at [president@stlouispublishers.org](mailto:president@stlouispublishers.org).

### LAST MONTH'S RECAP: "A Speaker Who Writes Shares with Writers Who Want to Speak"



Carol Weisman

Special thanks to **Carol Weisman**, author and Certified Speaking Professional, for a fun and engaging look at how writers can expand their platform during our Zoom meeting on September 9. Visit her at [boardbuilders.com](http://boardbuilders.com) or call (314) 863-4422.

Your success as an author can extend beyond book sales to include speaking engagements plus the opportunity to sell more products and services. The best marketers are the ones who speak the most. Be willing to market yourself and what makes you unique.

#### Form your marketing plan

- Start with your audience, focus on who will have an interest in your type of book
- Research your genre/topic, including your competition (and their speaking fees)
- Consider additional resources you have to promote your book (other books you've written, social media, mailing lists, Constant Contact, blog)
- Spread the word, put your books on every communication you send (email signature, social media profile)
- Adjust for speaking virtually (interact with participants before your presentation begins, facilitate the meeting)

**Corporate audiences** want to hear how to increase sales and productivity, how to develop talent, and how to work across ethnic and gender lines.

**Associations and professional organizations** are interested in skill development, humor and entertainment, management, work-related procedures, and research.

You can speak to **clubs, religious groups, and fraternal organizations** about having a better quality of life or about humor, family, and self-improvement.

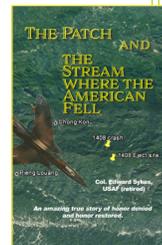
Whenever possible, sell the room. For example, include copies of your book for early registrants to the event as part of your speaking fee and bring extras to sell at a discount.

## KUDOS CORNER

SLPA Member:  
**Edward Sykes**



After retiring from the United States Air Force, Colonel Edward Sykes, aka the World's Greatest Fighter Pilot, began his next adventure in his 70s. With the release of his first book, *The Patch and The Stream Where the American Fell*, Sykes shares the unwavering courage of fighter pilots from the Vietnam War and his quest to keep our nation's promise to its warriors: "Leave No Man Behind," and bring home the unrecovered remains of a fallen brother.



The action continues stateside with scheduled events to share his story, including: [a recent interview on KNSS Radio in Wichita](#), plus book signings around Veteran's Day in Derby, Kansas, and at the [McConnell Air Force Base](#). December plans include a book signing at the Kansas Aviation Museum.

Visit Ed at [aircapitalpress.com](http://aircapitalpress.com)



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, current discount \$30

Visit: [stlouispublishers.org/benefits](http://stlouispublishers.org/benefits).

#### SLPA NEWS & VIEWS

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