



Snappy, Sassy, Sometimes Salty... Your Book Pitch Must Be!

by Judith Briles

Quick: When someone asks you what your book is about, do you stumble finding the words to describe it? You are not alone – most authors fail miserably in delivering the “hook” that gets the listener’s attention and buy-in. They don’t get that they have to be a little different – well, maybe a lot different – to get the attention of the book buyer. To say, “You-hoo! I’ve got something to say, worth sharing...”

Did you know that most movie scripts are pitched within a 15-second time frame? Sometimes in 15 words or less? Ruthless editing for words... your words, which I know are awesome, yet you may be bubbling over with too, too many words. And you lose your audience. Too, too soon.

Think short, to the point, a little pithy, to catch the attention. Think like a one-line description that *TV Guide* might use to describe a show or movie. You want your buyer to think/say “say what...” and “tell me more...” Then your dialogue can open up when they start probing.

Pitches that connect have several elements: They:

1. Use alliteration and/or rhymes
2. Create a visual for the reader/listener
3. Have something that is familiar or has a familiar ring to it
4. Are snappy and succinct
5. Contain a sense of fun or a-ha!



Judith Briles

Take the *Harry Potter* series, loved by millions around the world.

If the author had pitched her boy wizard as:

1. “A nerdy kid who was orphaned as an infant and was taken in by relatives who couldn’t stand him. Eventually, he was finally rescued by a group of other misfits and found his true self.”

Or...

2. “Harry Potter is a fantasy series about a young wizard and his two friends as they fight the forces of Evil and the corrupt Lord Voldemort while students at Hogwarts School of Witchcraft and Wizardry.”

Which makes you say, “Tell me more!”? Which gets your attention? Snappy, sassy, sometimes salty... your book pitch must be!

Judith Briles, a.k.a. The Book Shepherd, has shepherded more than 1,000 authors and created 500 best-sellers and award-winning books. She’s knowledgeable and entertaining and has personally authored 35 books that have been translated to 16 languages, sold a combined 1,000,000 copies, and generated in excess of \$5,000,000 in revenues from combined book sales and speaking fees. As an advocate for authors, Judith knows publishing inside and out from both the traditional and independent sides. She hosts the podcast *AuthorU - Your Guide to Book Publishing* and is the founder of *AuthorU.org*. Visit her website at TheBookShepherd.com.

Marketing and Self-Promotion with Robert Yehling: 40 Years of Success

by Robert Yehling



Robert Yehling

By any measure, Robert Yehling has a very successful career in writing and publishing. He has authored 12 books and been a collaborator on eight others. (Three of his books, *Writes of Life: Using Personal Experiences in Everything You Write*, *The Write Time: 366 Exercises to Fulfill Your Writing Life*, and his new novel, *Voices*, which was just launched at the *Los Angeles Times* Festival of Books, were published by St. Louis’s own Open Books Press!) Yehling is the Editor in Chief for FX Group (a marketing firm which represents such esteemed awards shows as the American Music Awards, Billboard Music Awards, and Daytime Emmy Awards) and is founding editor of *The Hummingbird*

Review literary journal. He is an accomplished book editor of nearly 150 titles.

(Yehling continues on page 2)

EVENTS TO LOOK FORWARD TO IN 2017

- July 22, Judith Briles national speaker workshop
- April and November STLCC Meramec workshops
- monthly meetings at THE HEIGHTS
 - Gateway Con, June 16–18
 - Writers in the Park
 - St. Louis Small Press Expo
 - St. Louis Indie Book Fair
 - Missouri Writers Guild Annual Conference
- August 9, Vendor Showcase

LAST CHANCE TO REGISTER

APRIL 22 MERAMEC WORKSHOP

Registration is open for the SLPA's semiannual four-hour self-publishing workshop, "How to Publish Your Own Book: What You Need to Know," at St. Louis Community College – Meramec. To read more and register, visit <http://bit.ly/1Uatrgi> (the course number is WRIT:704, and the registration number is 201705 50049).

GATEWAY CON VOLUNTEER OPPORTUNITY

June 16–18, the SLPA will have a table at **Gateway Con**, the new and exciting writing conference and convention hosted by the St. Louis Writers Guild. **We are looking for SLPA members to volunteer at our table; opportunities will be available for volunteers to sell their books at the convention.** To volunteer or learn more, contact Warren Martin at president@stlouispublishers.org.

Bulletin Board

- **ANN CONKLIN UNRUH** recently held a book signing at Christopher's in Kirkwood. The signing featured coffee for customers to compliment Unruh's book *Coffee is Cheaper than Therapy*, which can be purchased on Amazon at amazon.com/Coffee-Cheaper-Therapy-Conklin-Unruh/dp/0692524711.
- **DAVIS CREATIVE** will host a Lunch & Learn for non-fiction authors on Wednesday, April 26 from 11:30am – 1pm for \$15, which includes lunch. Registration is required and is limited to 10 guests to allow for more focused interaction. Read more at Meetup.com/St-Louis-Non-Fiction-Self-Publishing-Meetup.
- **PETER GREEN** will be holding book signing events at Left Bank Books on April 18 at 7pm and at Main Street Books in St. Charles on May 13 at 1pm. Read about Peter's latest book, *Radio, One Woman's Family in War and Pieces*, at peterhgreen.com/radio-military-family-history.
- Author **DAVID JOHN JAEGER**s recently traveled to Portland as the winner of the IBPA's St. Louis Publishers Association Affiliate Scholarship for the 2017 Publishing University. David plans to share what he learns at Publishing University by giving seminars, writing articles, blogging, and mentoring one on one. Expect a special report from David soon; until then, visit David's website at astrotheologian.com.
- **XU FANGFANG**, author of *Galloping Horses: Artist Xu Beihong and His Family in Mao's China*, will present on her father Xu Beihong's art and the experiences of their family and other artists and musicians throughout the Cultural Revolution on April 12 at Washington University (Brown Hall, Room 118) at 10am. For information, visit beihongchinaarts.com/galloping-horses/.

(Yehling continued from page 1)

Yehling has won ten Independent Publisher Book Awards. He presents workshops, keynotes, and seminars on writing at retreats, conferences, colleges and high schools throughout the country. Among the books Yehling has co-authored are *Just Add Water*, a biography of autistic surfing sensation Clay Marzo which was a finalist for the Dolly Gray Award; *Beyond ADHD*; and *When We Were the Boys: Coming of Age on Rod Stewart's Out of Order Tour*, a memoir with former Rod Stewart guitarist Stevie Salas.

At the May 10 SLPA meeting, Yehling will discuss his 40-year journey as a professional writer as well as his perspective and suggested methods on marketing and self-promotion. Join us for this excellent opportunity to get advice from a true expert.

THE BOOK CORNER

Radio, One Woman's Family in War and Pieces

by Alice H. Green and Peter H. Green

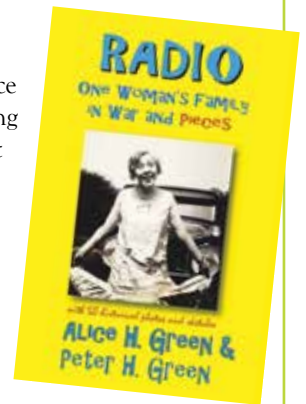
Gift Book – *History of a Strong Woman, Sprinkled with Humor*

This is a wonderful gift book. Alice Green's writing is fresh and at times laugh-aloud funny, parts of it reminiscent of *Cheaper by the Dozen*. Thornton Wilder

instructed Alice in creative writing...The section "We Bought a Crooked House" was hilarious.

—Paula B., Amazon reviewer

URL: peterhgreen.com/radio-military-family-history



MEMBERSHIP
\$60 in 2017

SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Argus Room
8001 Dale Ave.
Richmond Heights, MO, 63117
(Child care available at The Heights)

Doors open for networking at 6:30pm
Program begins at 7pm

The meeting concludes around 8:30pm
Networking until 9pm

Regular meetings are free to members.
Guests: \$10 at the door.



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