

## Crowdfunding Rule #1

by Andrew Doty

Crowdfunding strategies must be versatile; different circumstances will always call for different tactics. Even narrowing the focus down to just books still leaves a lot of possible variables and management approaches. But with so many factors to keep in mind, that makes the Big Truths all the more important to know. So while the FULLY FUNDED panel discussion shines little lights into all the dark corners of crowdfunding, I asked the panelists to briefly illuminate their top-level truths:

“  
*If you could give just one piece of advice to authors about crowdfunding, what would it be?*  
 ”

Here are their answers:

**SUSAN HACKER STANG:** There is much helpful advice to give. But if I could give only one piece of advice, it would be this. Before embarking on a crowd-funding campaign, think about who will be the likely supporters of your project, (family, friends, colleagues, those who follow you on social media). Then assemble a comprehensive list of all those potential supporters. It may be an email list for those who are not on social media and social media platforms for those that are. Keep in mind that either all or almost

all of your backers will be people you know; it is a rare campaign that goes viral and attracts strangers.

You should begin talking about your project with enthusiasm months before launching your campaign. Then, a bit before the launch, start posting and sending emails to your defined community, explaining that you have decided to crowdfund the project. Tell them why you have made this decision. Tell them how Kickstarter or whatever site you plan to use works, what they will receive, why this is so important to you. How they should be on the lookout for the launch announcement.

By the time you launch, you need to be ready to alert this whole group immediately. Have your announcement post and email ready, so that as soon as you launch, you can add the actual link to the campaign, and announce away!

**JAMEY STEGMAIER:** Don't listen to people who boil crowdfunding advice down to one piece of advice. It's a lot more complicated than that. Seek advice from experienced creators and detailed resources that delve into every aspect of the process, not just the highlights. If you're crowdfunding your dream project, your true passion, it's worth the time and effort.

*(Crowdfunding continued on page 2)*



Susan Hacker Stang



Jamey Stegmaier



Bill Perry



At the October meeting, author **Kim Wolterman** will explain what a business plan for authors includes and why it is an important tool for authors of any genre. Whether you are a “pantser” or a “plotter” when writing, you can use a business plan to focus your book on success.

## What's Your Plan: Why You Need a Business Plan for Success

by Kim Wolterman

As writers, we are used to planning. We plan when to write and what we are going to write. But many of us do not plan what we are going to do with our writing, other than the fact that we want to write a book. However, if we actually want to sell our books, then we need to come up with a plan to make that happen. When you choose to publish a book, you are making a decision to go into business.

*(Success continued on page 2)*

## UPCOMING EVENTS

**SEP 24: PEG MCCLURE COLOR PENCIL DRAWING DEMONSTRATION AT MUSEUM OF THE DOG ARTIST REGISTRY DEMO DAYS**

**OCT 12: HAVING A BUSINESS PLAN WITH KIM WOLTERMAN**

**OCT 14–15: ST. LOUIS SMALL PRESS EXPO**

**OCT 21–22: LIT IN THE LOU**

**NOV 5: SELF-PUBLISHING WORKSHOP: HOW TO PUBLISH YOUR OWN BOOK: WHAT YOU NEED TO KNOW @ MERAMEC CC**

**NOV 9: SELF-PUBLISHER OR TRADITIONAL PUBLISHER?**

**DEC 14: PITCHPALOOZA**

(Crowdfunding continued from page 1)

**BILL PERRY:** First, do something you love. Do a project that touches your heart: that you care about. Do a project that, if it flops, it will really hurt; that way you know it is something worthwhile, and others will be able to see that too.

Second, communicate. Talk to everyone

in the world about your project, online and in person, in every venue and through every channel possible. Let everyone know how excited you are about your project. That will spread your enthusiasm and spark that oh-so-necessary interest in your project. And it will help you to meet new people and get new ideas for spreading the gospel of your project.

(Success continued from page 1)

If you decide to independently publish, then you are making a decision to go into business for yourself – the business of writing, producing, distributing, and selling books.

Writing a business plan for your book will help you solidify what your book is about, pinpoint your target market, identify competing books in the marketplace, and develop your marketing strategy. With that in mind, it is beneficial to begin this process early, preferably before you have begun to write the book. The business plan can help ensure that you are writing a manuscript that is designed with your target reader in mind and improves on those currently in the market.

At the next St. Louis Publishers Association meeting on Wednesday, October 12th, Kim Wolterman will explain how the creation of a business plan for your book can help pave the road to successful book sales.

St. Louis Publishers Association Monthly Meeting: 2nd Wednesday of the Month  
The Heights: Richmond Heights Community Center, in The Argus Room  
8001 Dale Ave., Richmond Heights, MO, 63117

Doors open at 6:30pm; meeting begins at 7:00pm

Monthly meeting cost: FREE for members, \$10 for non-members (guest fee will be deducted from membership cost if you join at the meeting)

For more information, visit our website at: <http://www.StLouisPublishers.org>

## Museum of the Dog Artist Registry Demo Days and Dogs of St. Louis Artists

by Peg McClure

Freelance illustrator and SLPA member Peg McClure will be demonstrating colored pencil drawing on September 24 from 11:30am to 2:30pm at this summer's Artist Registry Demo Days at the The American Kennel Club Museum of the Dog in Queeny Park. Some pieces of McClure's art will also be featured in the upcoming Dogs of St. Louis Artists: An Artist Registry Exhibition at The Museum of the Dog, which will run from September 8 to February 19. McClure's "Domesticated Dogs" are also available as prints from Redbubble: [www.redbubble.com/people/pegmclurellc](http://www.redbubble.com/people/pegmclurellc).

For more info and Artist Registry names, visit <http://www.museumofthedog.org/>.

American Kennel Club Museum of the Dog,

1721 South Mason Rd., St. Louis, MO 63131, phone: 314.821.3647

## How to Publish Your Own Book: What You Need to Know

A SELF-PUBLISHING WORKSHOP

WHERE: Meramec Community College • WHEN: Saturday, Nov. 5 • TIME: 8 AM–12 PM

FEE: \$39 • COURSE: WRIT:704 – Code: 201625 70576

TITLE: How to Publish Your Own Book: What You Need to Know

REGISTER ONLINE AT: <http://www.stlcc.edu/ContinuingEducation/Classes/index.asp?Cat=XWRT>

## Did you know?

The SLPA showcases its members' books, events, and services in our newsletter and on our website!

- To list your book or service on our website, visit <http://stlouispublishers.org/page-803008>.
- To view member books, visit <http://stlouispublishers.org/page-1855672>.
- To see member services, visit <http://stlouispublishers.org/page-1855661>.
- And to submit news, announcements, or articles, send an email to Andrew Doty at [editor@stlouispublishers.org](mailto:editor@stlouispublishers.org).



MEMBERSHIP DUES  
\$60 in 2016

### 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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