



## Be Your Own Bookish Advocate

by Emily Hall Schroen

As a small business owner for nearly a decade, my livelihood depends upon customers coming into Main Street Books to buy books.



Emily Hall Schroen

The number of people who walk through the shop door every day directly correlates to my total sales at the end of the day, which can have a big impact on many other things I must do to keep my business running—paying my booksellers, hiring new employees, keeping up with rent and utilities, purchasing new books and sidelines for my shelves, and, of course, putting food on my own table. And although Main Street Books is a storied institution with a 30-year history in Downtown St. Charles, we get many customers a week who tell us they “never knew there was a bookstore down here!” How can this be?

7 pm, July 13  
via Zoom

Well, my writer friends, I have a secret to share with you.

I am terrible—terrible—at self-promotion.

Because that’s what draws people to Main Street Books. Social media, an online presence, word of mouth, and advertising are all an integral part of any business. But what if, like me, you don’t really like to toot your own horn?

Why would I brag about my store, even though it’s one of the only indie bookstores in St. Charles County? Why would I talk my business up, even though we have a great selection and host wonderful events?

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Join us on July 13th for “Wherever Books are Sold: A Guide to Forming Lasting Partnerships with Independent Bookstores,” featuring Emily Hall Schroen, owner of Main Street Books in St. Charles, Missouri.

Emily holds a BA in English from Truman State University and sits on the board of the Midwest Independent Booksellers Association. Main Street Books is an independent bookstore in the heart of Historic St. Charles and has been serving the community for 29 years.

Visit [mainstreetbooks.indielite.org](https://mainstreetbooks.indielite.org).

## TikTok and BookTok That Won’t Stop: The Hot Social Media Influencer Platform Taking the Bookish World by Storm

presented by Desireé Duffy

Join the St. Louis Publishers Association on August 10 for “TikTok and BookTok That Won’t Stop: The Hot Social Media Influencer Platform Taking the Bookish World by Storm,” presented by Desireé Duffy.



Desireé Duffy

You’ve heard all about BookTok on TikTok by now and how authors, publishers, and the literary world are using this creative platform in exciting ways to promote books. You may be wondering how you can get involved, and whether TikTok is just a fad or if it has staying power you can take advantage of.

More than just a social media platform, #BookTok and #TikTok are communities for creatives to express themselves. The right kind of promotion can help authors and publishers build audiences and fanbases. The big questions, though: Is it right for you? Will it work for your genre? What is the best way to find influencers on TikTok? How should you develop TikTok content that gets results?

Find out how to collaborate with creators on #BookTok, get book reviews, and engage readers during this interactive webinar. (Dancing optional.)

### Key takeaways for attendees:

- Pros and cons of developing your own TikTok profile and advice on getting started
- Knowing the community and making authentic connections
- How to develop a hotlist and contact popular #BookTok creators
- Finding creators and influencers on #TikTok that align with your genre and brand
- Letting go and being creative on this interactive and fast-paced platform

Desireé Duffy is the founder of Black Château, a marketing and public relations agency; Books That Make You, a Webby Award-winning multi-media brand that promotes books through its website, events, and show; and The BookFest® Adventure, a biannual livestream event that brings together booklovers from around the world. Visit [blackchateauenterprises.com](https://blackchateauenterprises.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.

## UPCOMING EVENTS

via ZOOM

July 13, 7– 8:30pm

Wherever Books are Sold: A Guide to Forming Lasting Partnerships with Independent Bookstores with Emily Hall Schroen  
<https://zoom.us/j/86782144399>

July 16, 9am–12pm

How to Sell Books by the Truckload!

Featuring Penny Sansevieri  
Details on Page 2  
**REGISTER NOW!**

August 10, 7– 8:30pm

TikTok and BookTok that Won’t Stop with Desireé Duffy  
<https://zoom.us/j/86782144399>

## SPECIAL BOOK MARKETING WORKSHOP



### How to Sell Books by the Truckload PLUS: Bookstagrammers, Influencers and more!

Saturday, July 16, 2022 • 9am–12 pm  
ZOOM → DETAILS AT: [stlouispublishers.org](http://stlouispublishers.org)

**Penny Sansevieri**  
CEO, Author Marketing Experts



Don't miss this information-packed workshop with a renowned book marketing expert! **BONUS PERK:** Penny will have a special offer to purchase two of her best-selling marketing books for the price of one!



## LAST MONTH'S RECAP How IBPA Can Help You Publish Like a Professional

**S**pecial thanks to **Christopher Locke, author and IBPA Director of Membership & Membership Services**, for a detailed review of the benefits and resources offered to authors and independent publishers. Christopher has published two novels so far in his YA trilogy, *The Enlightenment Adventures*. Visit him at [christopher-locke.com](http://christopher-locke.com).



Christopher Locke

### Pre-Publication

- **Educate yourself and network with IBPA resources:** webinars, podcast, *IBPA Independent* magazine, PubU, Resource Center, Member Roundtable; \$30 membership discount on an IBPA membership if you're also a member of an affiliated regional publishers association (like the SLPA)
- **Publishing options:** all-in-one (BookBaby, Gatekeeper Press) or hire freelancers
- **Freelancer tips:** IBPA Publishing Standards, IBPA Supplier & Services Discovery Database
- **Set realistic expectations:** costs, responsibilities, timeline

### Publication

- **Purchase your own ISBNs:** IBPA members get a 15% discount at Bowker
- **Upload to multiple retail sites:** booksellers and libraries won't order from Amazon
- **Distribution options:** all-in-one, IngramSpark (IBPA members get free title set-up and free revisions), Kindle Direct Publishing (KDP)
- **Marketing:** start 3-6 months before publication; market to bookstores, libraries, retail stores, direct to consumers; IBPA members get pre-recorded interviews to distribute to NPR and 100 local radio stations, plus a listing on Booky Call
- **IBPA expert help:** media outreach program, metadata overview, NetGalley program

### Post-Publication

- **Trade reviews** (directed at industry professionals): *Kirkus Reviews*, *Publishers Weekly*, *Library Journal*, *Booklist*, *Foreword Reviews*
- **Reader reviews** (directed at consumers): Goodreads, NetGalley, Amazon, book bloggers
- Set realistic expectations for awareness and sales
- Continue marketing efforts for ongoing exposure

Visit [ibpa-online.org](http://ibpa-online.org) for more information.

*Bookish Advocate continued from page 1.*

I have to be humble! I have to be happy with what I have, and folks will find their way to the store on their own... hopefully.

I'm here to tell you that this strategy is not going to work.

You, like me, are effectively running a business. You have a product to sell—your book. You have to ensure your own livelihood by making sure readers out there know about you. You have to be loud, present, and confident. In short, you have to be your own bookish advocate.

One of the best ways to make sure your book is visible and available to potential readers is to place it in an indie bookstore. These are accessible and convenient locations for people to discover your book, and placing your book in an indie bookstore is also a way for two local entities—the bookstore and the author—to support each other.

When I speak to you on July 13th, I will be taking you through the process of approaching a bookstore, getting your book stocked, and preparing for a book signing, all while shouting from the rooftops about your wonderful new story. You are your most passionate cheerleader, and if you never stop hyping up your own book, more and more people will take notice.

All it takes is realizing that it's okay to toot your own horn.



Meetings on  
the second  
Wednesday of  
every 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.](http://stlouispublishers.org/join)

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

### SLPA NEWS & VIEWS

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