



WEDNESDAY, February 12, 2014, 7pm

▶ What's Stopping You From Writing and Publishing Your Book?

What roadblocks are getting in the way of creating a book that is successful beyond your wildest dreams?

Are you being held back by:

- Family Obligations?
- Your job or small business?
- Technology issues?
- Money?
- A lack of time?

Or are you simply overwhelmed with everything?

How do successful authors like Jack Canfield, Dr. Seuss, Stephen Covey, and J.K. Rowling get so much done and achieve such phenomenal success?

How are they different from smart, talented, and passionate people who haven't seen that level of success yet? (HINT: It has nothing to do with money, staff, resources, connections, or anything that can be bought).

The difference is simple, and anyone can make the changes necessary to break through any roadblocks. Author and speaker Jeff Steinmann has researched and lived these principles. And now he wants to share them with you.

Come to the February 12 SLPA meeting if you want to learn:

- About all the tools, attitudes, and habits of the highest-performing people in the world.
- How to blow past family, job, technology, money, and time issues.
- The keys to charging ahead and leaving that feeling of overwhelm behind forever.

Are you ready to learn how to make your book more successful than you ever imagined? Then you won't want to miss this one!

Jeff Steinmann is the founder of the boutique lifestyle consulting company, Braveau Experts, and author of *How to Quit Working: A Simple Plan to Leave Your Job for a Life of Freedom*. He is a speaker and hosts a weekly podcast called "The How to Quit Working Show" that features lifestyle fanatics

(Steinman, continued at right



Jeff Steinmann

▶ Four Steps to Overcoming Obstacles

In a recent issue of *Inc.* magazine, Kevin Daum—an award-winning, bestselling author, marketer, speaker, and columnist—shared four ways to overcome the obstacles that get in the way of success.

According to Daum, there are three varieties of obstacles: external, internal, and habitual. External obstacles are those over which we have no control, such as the state of the economy, the stalemate in Congress, or hurricane Katrina. Internal obstacles, on the other hand, are things where we do have control. These might include how much money we have and how much we owe, how we manage or mismanage our time, and skills we need but haven't yet developed. Habitual obstacles are the ones we create for ourselves that keep us from achieving what we want. The only way past habitual obstacles is to break our own bad habits.

Before he wrote this article, Datum took a look at his goals and what was getting in his way. He went on a mission to dismantle his personal obstacle course, and he did it in four steps.

1. First, he mastered self-awareness, faced the obstacles squarely, and refused to blame anyone or anything else for their existence.
2. Second, he learned to manage his impatience, acknowledging that really difficult obstacles take more time to overcome.
3. Third, he focused on what needed to be done and dedicated the necessary time and energy to do it, despite outside distractions.
4. And, finally, he took a creative approach to overcoming the issues that were getting in his way.

Daum ended the article with this advice: "Take time to think things through and find creative solutions that bring fun and progress to the grind of obstacle removal."

(Steinman, continued from left)

who have rejected the idea of having a JOB and chosen to put what they want in life first.

Jeff's extensive knowledge of marketing, sales, business strategy, and technology, combined with his experience in building businesses, have made him a sought-after consultant to experts and gurus. Most of all, Jeff is a lifestyle fanatic himself, fiercely devoted to finding better ways to "do life."

<http://howtoquitworking.com>

▶ Book Review

How to Quit Working: A Simple Plan to Leave Your Job For a Life of Freedom by Jeff Steinmann (Towerview Press)

“You deserve a life that lets you get up each day and do exactly what you want, and you can have it.” This is the promise Jeff Steinmann makes in *How to Quit Working*. That sentence alone should compel you to rush to Amazon and buy it with one click. When an author describes his own book as “the smartest, most advanced, effective, streamlined, and proven system for creating and marketing a business you will find anywhere,” you have to figure (a) he has delusions of grandeur, or (b) he knows what he’s talking about.

I would vote for (b). Steinmann has definitely walked the walk. He had a successful, yet unsatisfying, career in corporate America, until he quit to launch his own business. After one disappointing attempt, he not only figured out how to create his desired lifestyle, he also built a company that would help others build theirs.

One part memoir, one part instructional manual, and several parts straight talk and humor, *How to Quit Working* is Steinmann’s answer to Thoreau’s haunting observation, “The mass of men lead lives of quiet desperation.”

Likening the design of an ideal life to a blueprint for a skyscraper, Steinmann guides readers through every step of planning, laying the foundation, erecting the building, and raising the spire. Interspersed among the information-packed chapters are first-person narratives by entrepreneurs who have “quit working” and created more fulfilling professional and personal lives.

Sample bits of wisdom from the author:

- The only thing we have that is worth anything is time. Create an income that never requires you to sell your time!
- Being a successful entrepreneur (or successful anything) is not about being smart. It is about how committed you are.
- Target your niche. Your niche is not “everyone.”
- To create your desired life, you must know and write down exactly what you want your life to look like.

If you think having the life you want sounds too good to be true, you haven’t read *How to Quit Working*. This book will change your mind!

— Bobbi Linkemer

SLPA meets on the second Wednesday of the month:

Brentwood Community Center
2505 S. Brentwood Blvd., Room 101
Brentwood, MO 63144
(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

▶ News You Can Use

The following is a selection of articles, resources, and information to help you WRITE, MARKET, and PUBLISH books.

WRITE

The 7 Qualities of High-Concept Stories

By Brian Klems

January 21st, 2014

“High concept? What the heck does that mean?”

<http://www.writersdigest.com/online-editor/write-better-the-7-qualities-of-high-concept-stories>

MARKET

Attract National Media & TV for Your Non-Fiction Book

By Joanna Penn

January 20th, 2014

“...the audience of this blog isn’t the target market for the book, so I would say that 90% of sales are due to the title alone.”

<http://www.thecreativepenn.com/blog/>

PUBLISH

Why Publishers Should Partner with Start-Ups

With Andrew Rhomberg

January 14th, 2014

“There are a number of challenges publishers face, according to Rhomberg, that are better confronted through strategic relationships with start-ups. A familiar one he cited is speed to market.”

<http://www.digitalbookworld.com/2014/why-publishers-should-partner-with-start-ups/>

▶ The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

Visit the SLPA website at www.stlouispublishers.org

▶ Questions about SLPA?

Contact Membership Chair:

Peggy Nehmen, membership@stlouispublishers.org

SLPA News & Views is produced and distributed by:

Editor: Bobbi Linkemer

Content Coordinator: Tim Hill

Designer: Cathy Wood

Members: Do have a new book you would like to announce?

For more information email Tim Hill mail to: communications@stlpublishers.org

