



News & Views

▶ Empowering authors and publishers to create and market books

MARCH 2011

March 9 meeting at Brentwood Community Center Book marketing made easier

No matter what the genre, we all need information and resources to help us sell books. We hear a lot about online marketing and social networking these days, but the mainstays of book promotion are still powerful means to reach our readers.

The meeting will cover promoting books through traditional venues such as book signings, book reviews, interviews, etc. Our panelists have years of experience in connecting with their respective audiences through these efforts. Come hear firsthand how you can enhance and expand your marketing results by attending to these tried and true methods. Featured speakers:



Lynnette Schuepbach, author and publisher of several children’s books, including *Froggy Hollow*, *Cat Time*, *It’s My Turn!*, and *Mya’s Magical Math*.

Lynnette Schuepbach completed a Bachelor of Music Education and developed artistic and business skills by working as a teacher in the art and craft industries. She has appeared on several art and craft television programs and presented at the National Convention for Parents As Teachers. Lynnette has written and illustrated five children’s books and illustrated two others for a fellow author. All of the books enhance the educational process for parents and teachers through a Parent/Teacher guide in each book. She creates in watercolor, colored pencils, wood carving, wood burning and photography and is dedicated to encouraging creativity in education and all aspects of life.



Lizabet Nix, co-author of *Girlfriends on the Go: A Guide to Great Shoppes and Cafes...Right Here in St. Louis*.

After a rewarding career spanning from engineering to business management and healthcare administration, Lizabet launched an entrepreneurial venture with Mary Benninghofen and Marcie Bronowicz. They turned their passion and hobby of exploring

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“How to publish your book” workshops are back!

Celebrate **Small Press Month** with our FREE “How to Publish Your Book” workshop! At select Borders bookstores, experienced members of the St. Louis Publishers Association share their insights and explain the process of publishing step-by-step—from book concept to book sales—all in one info-packed evening.

Saturday, March 12 at 7 PM

Borders – Sunset Hills
10990 Sunset Hills Plaza, Sunset Hills, MO 63127
Phone: 314.909.0300

Saturday, March 19 at 7 PM

Borders – Brentwood
1519 S. Brentwood Blvd., Brentwood, MO 63144
Phone: 314.918.8189

Saturday, March 26 at 7 PM

Borders – Creve Coeur
11745 Olive Blvd., Creve Coeur, MO 63141
Phone: 314.432.3575

Bring an open mind and all your questions. You’ll get a good overview of the entire publishing process and have virtually unlimited Q&A time afterward. **Tell your friends!**

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Find SLPA on LinkedIn and Facebook!



Book marketing made easier ... *continued*

St. Louis into an informative, entertaining, and marketable book. With no prior knowledge of self-publishing or marketing and distributing books, *Girlfriends on the Go* was officially launched in 2002. Through creativity, ingenuity and teamwork, nearly 50,000 copies were sold over 6 years. They met many great people, learned a lot about the craft of writing, how to run a business and the importance of friendship and paying it forward while earning some income in the process.



Ann Seebeck, author of *Favorite Places to Go with Your Kids in St. Louis*.


Ann Seebeck grew up in St. Louis. When she married, she moved to San Diego, CA for 8 years. Upon her return to St. Louis, she had 2 small boys and wanted to show them all the wonderful places in St. Louis. Since there was not a current book that listed all the new places

in St. Louis, Ann Seebeck decided to take her children and research the wonderful city herself and write her own book of *Favorite Places to Go with Kids in St. Louis*. This informative book lists everything you need to know about over 200 places to go with your kids in the St. Louis area, including useful “Mom to Mom” tips. The first edition was published 22 years ago, and Ann Seebeck and her family are still researching and constantly updating the information! A new updated edition comes out each year.

SLPA meets on the second Wednesday of the month at:

Brentwood Community Center
2505 S. Brentwood Boulevard, Brentwood, MO 63144

Doors open for networking at 6:30 PM, meeting begins at 7:00 PM. The formal meeting concludes at about 8:30 with networking continuing after the meeting.

Our regular meetings are free to Members.
 Guests – \$10.00 at the door, cash or check only. 

What's ahead?

April 13 – Beyond the blog: Increasing your internet presence: Having a blog is an excellent way to introduce your audience to your writing style and promote your book. However, many other opportunities exist on the Internet, such as virtual book launches, eblasts, blog tours, social networking, Amazon review campaigns, online media kits, article placement, and more.

Where can you sell your book?

by Joanna Penn

If you are going to publish your book by any means, you will also want to sell some copies.



This can be the last thing on a writers mind! You want to create and produce—not be a salesman. **But being an author is also being a small business person so you need to know about sales and marketing as well.**

Where you sell your book is dependent on:

- Whether you are published or self-published
- If you have stock or you are using print-on-demand
- How much effort you are willing to put in

The places you can sell at are:

- **Large chain bookstores e.g. Borders:** Mainly for published books with centralized purchasing. They must hold stock so no self-published print-on-demand books.
- **Small independent bookshops:** Mainly for published books, but may take local authors or a few self-published books. You can approach bookstore owners directly and ask them to stock your book, or use a distributor.
- **Online bookstores for print books like Amazon.com:** All books are equal online if you have a professional looking page. You can sell your own print-on-demand only print book or ebook at an online bookstore.
- **Online bookstores for ebooks like Smashwords or Clickbank:** Just load your files and you'll be ready for sale.
- **Internet sales through your own website:** You can sell your books yourself online if you have your own back end processing system.
- **Bulk sales:** You can sell multiple copies of your book to companies, libraries, universities.
- **In person sales:** You can sell your book in person as “back of the room” sales when you speak, or to your existing business clients. You can take your book to markets, book fairs or networking events where people might be interested. 

Joanna Penn is an author, blogger, speaker and business consultant based in Australia. Her books include *How to Enjoy Your Job*, *From Idea to Book*, and *From Book to Market*. Visit her website at thecreativepenn.com

How to find potential buyers in special markets

by Brian Jud



If you want to sell 10,000 books through a bookstore, you must get 10,000 people to go there and buy one. If you want to sell 10,000 books in non-bookstore markets, you find one person to buy 10,000 of them. Before you can start selling, you must have the names of people to whom you will sell. *Prospecting* is the process of searching for people who can buy your books in large quantities. A *prospect* is the person in a company that may buy from you.

Miners searching for gold know that to be successful they have to prospect where the gold is most likely to be found. Follow their example by narrowing down your likely buyers as much as possible. Define your target reader and list the benefits your content provides to them. Divide your readers into groups with similar needs, and then search for the names of potential customers in each segment.

How to search

You can prospect in person or indirectly, since there are techniques to fit any personality. Here are some of the most widely used ways to find the names of potential customers.

1. The telephone may be your most productive prospecting tool. Write a script to guide you through your calls. It is not something you read word-for-word, but a list of the points you should bring up, and the order in which to discuss them. Use the prospect's name often, and identify yourself and the reason you are calling. Always check to make sure you have called at a convenient time. List questions you can ask to get and keep the prospect involved in the call and lead the conversation toward its logical conclusion.

In most cases your telephone calls will be answered by voicemail. The likelihood of you getting a return call is directly proportional to the quality of the message you leave. Create a 20-second voice-mail message that includes your name, a brief attention-getting statement, why you are calling, the reason it will benefit the recipient to return your call, your contact information and the best time to call you.

2. Networking is an organized way to making links from the people you know to the people they know, expanding your base of prospects. It is the personal process of connecting with others to find opportunities. Network online using www.linkedin.com to identify people who can connect you to target companies and key individuals.

3. Prospect at trade shows. Find a list of conventions for your target segments at www.biztradeshows.com. You do not have to exhibit at each, but attend them to learn about the industry and talk with the exhibitors and attendees who may be potential customers.

4. Advertising can generate leads economically. For example, associations need content for their newsletters. Allow them to excerpt from your book in exchange for free advertising. When considering advertising, evaluate each medium on its cost-per-thousand (CPM). You may find it efficient to reach a large number of people quickly.

5. Associations offer other prospecting opportunities. Search their websites and contact the membership chair to use your book as a fundraiser or a premium to increase membership. Explore <http://www.weddles.com/associations/index.cfm> for associations related to your topic and work each website for the bookstore manager, program director and meeting planner who may hire you to speak to their association or become its spokesperson. Find a database of over 85,000 non-profit organizations at www.guidestar.org.

6. Get prospects to come to you (called "Expert Pull") when you increase your visibility and reputation as the expert in your field. Stimulate word-of-mouth communication through personal presentations, by publishing articles and writing a blog on your subject. The publicity you get from winning awards or getting positive reviews can stimulate attention among potential buyers, too. These honors also give you credibility when you make your personal calls.

7. There are many sources of leads for corporate prospects. Read their annual reports and visit their websites. Search the NAICS (formerly SIC) database (<http://www.census.gov/epcd/www/naics.html>). This is a government system that classifies companies by the type of products or services they offer. Find free access to the *Thomas Register of American Manufacturers* at www.thomasregister.com. Discover information about corporations at www.hoovers.com.

9. Explore <http://www.usnpl.com/>, a free directory of newspapers worldwide with links to many newspapers' web pages.

10. Search the web for potential buyers. A free device that searches all search engines (and eliminates duplicate sites) is at www.copernic.com. Join forums and discussion groups to increase your visibility and extend your reputation as the expert in your field.

11. Reach large numbers of people via postcards, letters and email. List brokers such as USAData (<http://www.usadata.com>).

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How to find potential buyers ... *continued*

com/) sell consumer leads, business leads, new homeowner lists, physician lists and specialty lists for accountants, boat owners, churches, insurance agents, new parents, voters and many other categories.

12. Get referrals from your customers. Ask your customers for the names of other buyers who could use your book as a promotional tool.

13. Read trade magazines in your target industries. Familiarize yourself with each industry by reading the articles. Look at the ads for names of companies that could be prospects. Write an article for the magazine for Expert Pull. Find links to major magazines in the US at http://en.wikipedia.org/wiki/List_of_United_States_magazines

14. Conduct webinars and seminars. The key to a successful seminar is offering a solution to a problem that your target market really wants to solve. Webinars can be done inexpensively. The costs for in-person seminars are comprised of room rental, refreshments, audio-visual equipment, and promotion. Teleseminars are the least expensive, with the only costs being conference phone line rental and promotion.

15. Dissect each major segment. For example, libraries represent a target market of almost 120,000 locations. But that segment can be divided into many sub-segments. In addition to the 16,000 public libraries, there are libraries in colleges, as well as public and private schools. Libraries serve prisons and armed forces personnel. And special libraries include corporate, medical, law and religious libraries.

16. Build a prospecting element into your website. Put benefit-laden descriptions of your titles on your website, and make your catalog easy to download. Make sure there is a *contact* link on every page. Gather names by offering something for free. Add *call* or *email* links, and reply to people quickly.

17. Apply these sales-prospecting techniques for finding contacts at radio shows using <http://www.radio-locator.com/>

Searching for prospective buyers of fiction


Many of the techniques described above apply to fiction, too. But authors of fiction have even more opportunities. People read novels while traveling, vacationing or as a convenience in the case of hotels, hospitals and navy personnel onboard ships. Search for buyers at cruise ships, passenger trains, travel agents/sites, bus tours, airlines, limousine services, restaurants, B&Bs and others as appropriate to your title. Suggest your book as a premium or

gift to be given to people for doing business with one of these companies.

When to contact

At this point you have lists of names, but not all are equally interested in your content or able to purchase your books in large quantities. Go through your lists to disqualify those who cannot buy (no need or money). Finally, rate the remaining prospects according to their ability to buy your books and rank them in descending order.


Prospecting for new business is similar to exercising. It is good for you and it will produce positive results if you do it routinely. Do something every day. Prospecting takes time, but if your sales pipeline is always filled with potential customers, then you are in for a future of positive revenue flow.

Finding prospects is only the first step. Now you must nurture and develop your leads into customers. 

Brian Jud is the author of *How to Make Real Money Selling Books* and now offers commission-only sales of nonfiction, fiction, children's titles and remainders to buyers in special markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001; (860) 675-1344; Fax (860) 270-0343: brianjud@bookmarketing.com or go to www.premiumbookcompany.com

Marketing your book – quick tips from iUniverse.com

1. Develop a strong online presence
2. Use your network to help you market and sale
3. Encourage word-of-mouth promotion
4. Think outside the big-box retailer
5. Select creative book signing themes and venues
6. Get your personal and professional networks involved.

<http://www.iuniverse.com/ExpertAdvice/MarketingYourBook/Default.aspx> 

"Words, once they are printed, have a life of their own."




— Carol Burnett,
American actress, comedienne, singer, dancer and writer

Time is running out!

by Kim Wolterman

As mentioned in the February newsletter, St. Louis Publishers Association is pleased to offer a fantastic learning opportunity to two of its publishing company members. As an affiliate member of the Independent Book Publishers Association (IBPA), we are able to provide scholarships that cover the registration fees to attend Publishing University in New York City, May 22-23, 2011. Sponsored by the IBPA, Publishing University is a two-day educational event for new and growing publishers. To be eligible for a scholarship you must be a member of both the St. Louis Publishers Association and the IBPA.

As the winner of last year's scholarship, I blogged about Publishing University on my blog <http://writeformation.blogspot.com/> and if you look at the May 2010 entries you can catch a glimpse of the exceptional speakers and sessions offered. If you are interested in applying for this year's scholarship, please send an email to kimwolterman@gmail.com and I will forward an application to you. All applications must be returned to me by March 12, 2011.

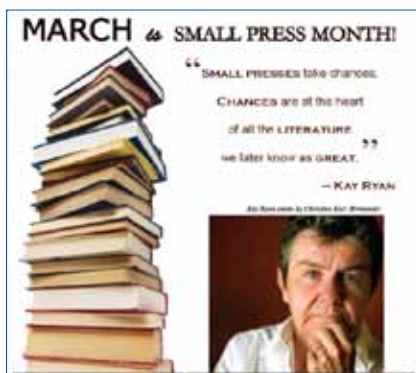
More information about Publishing University 2011 can be found at <http://thepublishinguniversity.com>. 

Celebrate national Small Press Month!

Small Press Month is a nationwide celebration highlighting the valuable work produced by independent publishers. Held annually in March, Small Press Month raises awareness about

the need for broader venues of literary expression.

From March 1-31, independent literary events will take place from coast-to-coast, showcasing some of the most diverse, exciting, and significant voices being published today.



For a list of 31 things YOU can do to promote your own book during Small Press Month, visit www.smallpressmonth.org or www.ibpa-online.org/custom/smallpressmonth/SmallPrsMth.aspx 

Book learning

“What will you take away from tonight’s meeting?”

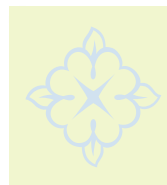
Members and guests of SLPA were asked this question following the February presentation **Getting your business into action** with speaker Kelly Alcorn. Here's what a few folks had to say:



“I was listened to, encouraged, given helpful suggestions – great, creative people to talk to.”
– Liz Moloney



“Informative, fun and activating. Tapped into the resources of our group, which clearly are rich.”
– Ann Unruh



“I think it's true that everyone has something they are good at, and they need other people to help them in the areas that they lack. Go find that team.”
– Sherrie Jackson

You are invited to submit items and articles to *SLPA News and Views*.

Next deadline: March 20
Don't be late – no kidding!

Get your news and articles in EARLY! Send your information, articles and announcements to Editor@stlouispublishers.org.

Questions about SLPA?

Contact **Membership Chairman:**
Linda Austin membership@stlouispublishers.org

SLPA News & Views is edited by: SLPA Communications Manager Kim Wolterman, kimwolterman@gmail.com and designed by Peggy Nehmen: pnehen@n-kcreative.com

