

We're Moving
April 8th
 NEXT SLPA MEETINGS MEETS AT
 RICHMOND HEIGHTS COMMUNITY CENTER,
 THE ANGUS ROOM • 8001 DALE AVE.

WEDNESDAY, April 8, 2014 • 7PM

Editors: The Secret Ingredient in Every Successful Book

by Janette Lonsdale

Editing is one of the most important steps in the book publishing process. It is what makes a good manuscript great and a great manuscript outstanding.

Whether you are at the top of the bestseller list or just thinking about jotting down some notes for your first book, the path from draft to finished product is about writing, rewriting and revising.

Editors are the professionals who guide you through that process. It's their job to look for strengths and root out problems. They will point out what's sketchy, long-winded, confusing or unconvincing so that when your book is finally in the hands of your eager readers, it is the best it can be.

All writers need an editor. If you don't know why... or what kind of editor you need... or where to find one... or what editors do... or how much editors charge, come to our April meeting. We have invited two expert editors to answer your questions and explain their craft.

MEET APRIL'S PANELISTS

Bobbi Linkemer is the author of 18 books under her own name, as well as a ghostwriter, book coach, and editor. She has guided many authors



Bobbi Linkemer

through the process of writing, publishing, and promoting their nonfiction books. A professional writer for more than 45 years, Bobbi has been a magazine editor, corporate communicator, and marketing manager. Her clients range from Fortune 100 companies to individuals who have a message to convey.

Visit her Website at: WriteANonfictionBook.com.



Janette Lonsdale

Janette Lonsdale is a content strategist and the owner of The Red Stairs, a boutique content consultancy dedicated to the planning and development of content. Through The Red Stairs, Janette offers ideation, planning, ghostwriting, editing and localization (American/British English). She specializes in print and digital documents that amplify business and marketing activities. Janette's background includes Journalism, PR and product development for an international publishing house. She has been on the board of the St. Louis Pro Chapter of the Society of Professional Journalists since 2012 and joined the SLPA board this year. She's also a member of the American Copy Editors Society.

Janette can be found at TheRedStairs.com

Every Writer Needs an Editor!

By Bobbi Linkemer

Writing is a tough craft. Writing a book is even tougher. By the time you're finished and have reread it countless times, you may think you've caught all the mistakes and are ready to publish. You would be wrong, and that is precisely why you need an editor. Editors are objective, neutral and dispassionate. They see the flaws, but they also see the strengths.

There are several stages of your writing in which you might need an editor to help you:

- Clarify your concept
- Plan and organize your material
- Think globally about how the parts fit together

- Read for content, consistency, and style
- Craft a catchy title
- Check for grammar, punctuation, and typos

Here are three editors you should consider.

1. Developmental editors

The best time to work with a developmental editor is at the beginning of the process. Developmental editors help you plan and organize your material in a logical, convincing manner. What is your message? How can you break it down into

(Every Writer continued on page 2)

SPECIAL WORKSHOP...

June 20, 9 a.m. to noon

SAVVY MEDIA RELATIONS FOR AUTHORS: THE NEW RULES OF PROFITABLE SELF-PROMOTION

The SLPA presents **Joan Stewart** (aka The Publicity Hound) for this special workshop. Learn how to become a sought-after expert, using free and inexpensive tools. Joan will also reveal how the lines between old and new media have blurred, and what this means for authors. More details coming soon.

Westborough Country Club, Kirkwood

Every Writer continued from page 1)

its component parts? What do you need to know, and where can you find that information?

2. Content editors

Content editors look at the big picture: writing style, structure, flow of ideas, language, and accuracy. Is the “voice” consistent? Did you cover everything you needed to cover, or is your manuscript suffering from overkill? Are your facts correct? Is the book coherent?

3. Copy editors

Copy editors check for grammar, punctuation, and typos. They catch mistakes you and everyone else have missed. Do you have agreement in tenses and between nouns and pronouns? Are you hooked on semicolons? Are you careless with your sentence structure? The very last person to see your book before it goes off to an agent or publisher is your copy editor.

Just remember: Every writer needs an editor! No exceptions.

~ BACK BY POPULAR DEMAND ~

“HOW TO PUBLISH YOUR OWN BOOK: WHAT YOU NEED TO KNOW”

Saturday, April 18 • Workshop at Meramec Community College • 8 a.m. to 12 p.m.

Presented by the St. Louis Publishers Association • Class # WRIT 704 • Fee \$39

Registration code – 201505 50204 • Social Science Bldg. 109 • Call 314-984-7777

Coming Up Next Month on May 13th

AUTHOR FEUD

Join us for a fun evening of “Author Feud” as Peggy Nehmen and Cathy Davis, two professional book designers and members of SLPA, test the SLPA “brain trust” for book design best-practices.

Based upon the “Family Feud” format, Peggy and Cathy will test the audience’s knowledge of professional book design. The audience member guessing the #1 “Survey Says” answer for each category walks away with exclusive bragging rights for 2015!

Where Did You Get That Book?

Visit, shop and get to know independent bookstores around the Lou.

The Book House, Inc.
7352 Manchester Rd
St. Louis, Mo. 63143
(314) 968-4491
www.bookhousesfl.com

Left Bank Books
399 North Euclid
St. Louis, Mo. 63108
(314) 367-6731
www.left-bank.com

Main Street Books
307 South Main Street
St. Charles, Mo. 63301
(636) 949-0105
www.mainstreetbooks.net

The Novel Neighbor
7905 Big Bend Blvd.
Webster Groves, Mo. 63119
(314) 738-9384
www.thenovelneighbor.com

Rose’s Bookhouse
8935 Veterans Memorial Parkway
O’Fallon, Mo. 63366
(636) 272-5857
www.rosesbookhouse.com

StLBooks
100 W. Jefferson Ave.
Kirkwood, Mo. 63122
(314) 821-3823
www.stlbooks.com

Webster Groves Bookshop
100 W. Lockwood Ave.
Webster Groves, Mo 63119
(314) 968-1185

Subterranean Books
6275 Delmar
St. Louis Mo. 63130
(314) 862-6100
www.subbooks.com

USED BOOKS:
Dunaway Books
311 South Grand
St. Louis, Mo 63118
(314) 771-7150
www.dunawaybooks.com

Hammond’s Books
1939 Cherokee Street
St. Louis, Mo. 63118
(314) 776-4737
(800) 776-4732
www.hammondsbooks.net

THE BOOK CORNER

“Jump-Start Guide for Independent Publishing”

by Margaret Cook

The “Jump-Start Guide for Independent Publishing” is a summary of years of publishing wisdom learned at SLPA meetings. This handy how-to guide will help you publish your book affordably and quickly.

The Jump-Start Guide includes just enough information to bring your writing project to market. Easy to follow directions and right to the point information helps you move quickly to publication on any budget.

Independent publishing is now easier than ever. This book will remove the typical obstacles with practical examples and easy to follow directions. The e-book formatting instructions have helped dozens of authors efficiently publish high quality e-books on Kindle Direct Publishing.

Margaret Cook is a SLPA member since 2007. Learn more about Margaret at AllSheWrit.net

Questions About SLPA?

Contact membership chair:

Peggy Nehmen

membership@stlouispublishers.org

SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Angus Room
8001 Dale Ave.
Richmond Heights, MO 63117

Doors open for networking at 6:30 p.m. and meeting begins at 7 p.m. The formal meeting concludes at about 8:30 p.m. with networking until 9 p.m.

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

SLPA NEWS & VIEWS

Editor: Janette Lonsdale

Designer: Cathy Wood

Webmaster: Kevin Ericson

