



## ▶ “Help, I’m Stuck!!” — How to Get Started on the Stuff You Really Want to Accomplish



By Jill Farmer, Author, Speaker, Life Coach

“Jill, I want to do this, I just can’t seem to get started.” I hear it from my clients all of the time. They have a pretty good idea of what they want to do. They just can’t seem to begin.

**So, we always start by investigating their “WHY.”** If you take a look at the reason you want to do something, whether it’s writing a book, or marketing your book, or doing publicity for your book, you’ll get the clearest picture of why you’re having trouble getting started.

Often, when I ask clients why they are doing something, their answers sound something like this:

“Because, I don’t want to miss out on my chance.”

“Because, I’m afraid people won’t find out about my work.”

“Because, I’m worried I won’t sell as many copies as other people.”

Notice the pattern? Everyone is trying to motivate from what they don’t want.

**Transforming Your “WHY”** — Motivation that comes from harsh self-criticism isn’t really motivation. It is beating yourself up. It causes us to avoid doing. It makes us likely to busy ourselves with less meaningful tasks.

Shifting your WHY to something that encourages, supports, and expresses kindness fires up a completely different part of your mind, the part that is great at:

- 1) Problem solving 2) Resource gathering 3) Future planning

These are all the components that make getting important projects done a lot more likely.

### WHY?

Old Version = Because I don’t want to miss out on my chance.

New Version = Because I believe in my creativity and ideas and I want to create an outlet to share them.

### WHY?

Old Version = Because I’m afraid people won’t find out about my work.

New Version = Because I want other people to enjoy and learn from what I’ve created.

### WHY?

Old Version = Because I’m worried I won’t sell as many copies as other people.

New Version = Because I believe in what I’ve written and I’d love to tell my story to a wider audience.

**WHY** do I want you to get started on your book, marketing or publicity? Because your unique message is too important to stay bottled up in a place of self doubt and judgment.

### Go forth and get started!

Jill Farmer is the author of “There’s Not Enough Time: And Other Lies We Tell Ourselves” to be published in the fall of 2012. She’s a speaker, life coach, enlivener, mom, retired TV reporter and lover of tea and great boots.

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## ▶ The One Critical Attribute to Bring to Your Media Appearance



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The challenges for authors in getting our messages across to potential readers during a radio, television or web appearance are just as daunting as those of the Resident Assistants I recently addressed at Washington University. Authors, like RAs, hope to earn the respect and attention of their stressed, under-rested (and sometimes inebriated) peers. It’s an overwhelming prospect, but there is hope, if you remember the three Cs of Communication (and one important secret, which I’ll reveal at the end of this article).

**The three Cs of Communication**—clarity, consistency and congruency—can guide you through any sort of media appearance, so keep them in mind as you prepare for your interview:

**Clarity.** There are two parts to clarity: intention and message. What is your intention for this interview? You want to be clear about your purpose—that is, what do you hope will happen as a result of your media interaction? The obvious answer would be that you want to sell some books, but sometimes that isn’t the best use of the opportunity. Try to build a relationship with your audience before trying to sell books. For instance, if the appearance is an online print interview that will allow people to click right through to your website, perhaps you can offer something free, like a book excerpt, a fun quiz tied to the subject matter of your book, or a report with some compelling (and related) information. Use the interview to build credibility, raise awareness of a service that you offer, or create material for your website. All of these purposes can ultimately lead to book sale opportunities while also creating new possibilities for your business and your brand.

Once you’ve determined your purpose for the media appearance, formulate a clear message you want to communicate to the audience. You’ll want to offer some clear, compelling content for the interview that makes potential readers want to know more about you and your book. Focus on one main theme using a few simple talking points that your audience will remember, act upon and tell others about!

**Consistency.** When you have identified a clear message, stick to it. Politicians repeat the same sound bytes over and over (sometimes, even failing to answer a question) because consistency works. If you want people to remember something, you need to repeat it and be consistent in your messaging. Decide what you want the buzz to be around your book, and then be sure to drop key words or phrases into every book appearance. For instance, if you want people to describe your book as “that steamy murder mystery with the unicorns,” then say “the unicorns in this steamy read are what really set it apart from other murder mysteries.”

**Congruency.** Congruency is the match between what you say in your book and how you are perceived to live your life. This one is most important for self-help authors but may also be relevant for fiction writers if their books have some sort of philosophical or moral message. Is your media persona congruent with your book content? For instance, if your book is about personal style, then you don’t want to

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## ► News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books. Visit the SLPA website at [www.stlouispublishers.org](http://www.stlouispublishers.org) to find the live links!

### CREATING

#### “Concept: Choose, Don’t Mix”

By Doron Meir

August 11th, 2012: “Never force good ideas to combine. Ideas that fit together will attract each other naturally . . .”

<http://www.mechanics-of-inspiration.com/concept-choose-dont-mix/>

### PRODUCING

#### “Your Guide to 11 Kinds of Wordpress Blog Pages”

By Joel Friedlander

August 10th, 2012: “What’s the difference between a blog page and a blog post . . .”

<http://www.thebookdesigner.com/2012/08/10-wordpress-blog-pages/>

### MARKETING

#### “Why Agile Marketing is the Future of Digital Advertising”

By Simon Ward

August 14th, 2012: “As opposed to a one-off logo or piece of design, a brand needs to be actively nurtured. As an asset, it needs constant management . . .”

<http://www.imediainconnection.com/content/32448.asp> 

## ► What’s Ahead: October 10, 2012

Learn more about *Marketing Genres Other than Nonfiction* at the October SLPA meeting. Our speaker, **Kristina Makansi** is a historical/mystery (with a heavy dose of romance) writer with a passion for all things Ancient Greece. She is founder of Blank Slate Press, whose mission is to discover, nurture, publish and promote the most exciting authors in the greater Saint Louis region. Kristina has over twenty years of freelance copywriting, editing, and design experience.

Visit [www.stlouispublishers.org](http://www.stlouispublishers.org) for more information! 

## ► The One Critical Attribute to Bring to Your Media Appearance *continued from page one . . .*

appear frumpy on television. Live what you write about, to the best of your ability. If there are major discrepancies between what you write and how you live, be prepared to discuss those in an interview (and if appropriate, you can talk about your struggles in a humorous, self-deprecating way).

**Presence—the secret media edge.** Even if you forget the three Cs, remember Presence, and you’ll do all right. Presence is showing up in the moment. It is the ability to set aside your ego worries about how you look and sound and instead focus on your connection with yourself, your host and your audience.

**Presence is in the present—you have to be here now.** Don’t worry about what to say next or what you said just a moment ago. Presence is about trusting that Everything You Need Is Right Here, no mat-

## ► 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. 

## ► SLPA Meetings

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. 

## ► Questions about SLPA?

### Contact Membership Chair:

Kim Wolterman, [membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

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