



October 12 meeting: Irresistible: Unusual strategies for creating buzz and demand for your book on and offline



Writing and publishing your book were hard work yet without the proper marketing strategy, your books will end up collecting dust in your basement. In this program, **Lethia Owens** will share creative and unusual strategies for generating buzz and demand for your book. With a clear and easy to follow process, you can begin selling more

books online, in the back of the room and through various distribution channels.

If you would like to submit specific questions to Lethia prior to the program, please post your question on her facebook wall—<http://Facebook.LethiaOwens.com>.

Lethia is a personal branding and social media strategist, and is ranked #8 among the Top 30 Brand Gurus in the World. She is the founder and CEO for a highly successful speaking, coaching and consulting firm based in St. Louis. Lethia is an international authority on building your IRRESISTIBLE brand. She is not only a 7 time author and 3 time Amazon best selling author, she is also a certified personal branding and social media strategist who leads people toward greater professional and business success that helps them:

- ▶ Build an Irresistible brand that attracts more opportunities, resources and profits
- ▶ Turn their gifts, talents and passion into their competitive advantage in the marketplace
- ▶ Discover what makes them different and leverage it to help them become more valuable and profitable

Mrs. Owens continues to be a sought-after personal branding and social media strategist working with many of America's top Fortune 500 companies and enterprising entrepreneurs around the world. With 19+ years in technology and

Continued next page

Novel Ways to Promote Your Novel

by Patricia Fry



For most authors of fiction, the very idea of promotion is distasteful. It's not uncommon for novelists to break out in hives or develop a nervous twitch when faced with the reality of marketing their books.

As a published author, you know that you must promote your book and you scurry to find your comfort zone. You'll sign up with Amazon.com, of course, put up a Web site and solicit reviews through the traditional mags and sites. Those of you with more nerve will try to arrange book signings and, uh—maybe attend a few local book festivals. And mostly, you're met with disappointment.

But there is so much more that you can do to draw attention to your book—to let readers know that it exists. Here are a few ideas that you may not have thought of: (And they don't even require that you develop the persona of a hard-selling hawk.)

1: Promote to organizations and sites related to a topic or theme that's even loosely woven throughout your book.

For example, let's say that your novel features a bird that makes occasional appearances in a few chapters. This might be a crow that appears just before the wicked woman is sighted, a hawk that, when spotted, gives the main character courage or a canary that lives with the protagonist and drives him crazy. Contact birding organizations, bird rescue and rehab Web sites, sites for bird fanciers, bird experts, sites dedicated to specific bird types (canaries, wild birds, parakeets, exotic birds, for example) and

Continued next page

In This Issue

1. Irresistible: Unusual strategies for creating buzz and demand for your book on and offline

1. Novel Ways to Promote Your Novel by Patricia Fry

2. SLPA seeks 2012 board nominations

3. Now is the time for you to WRITE by Jeffrey Gitomer

4. Publishing University 2011 in review by Dr. Steven Haymon, EDD

5. Book learning


5. What's Ahead: November 9, 2011 – Ebooks Demystified

Irresistible: Unusual strategies ... *continued*

leadership roles for corporate and not-for-profit industry leading organizations, Lethia applies her insights and talents to helping professionals and business owners stand out and get noticed. Find out more at <http://www.LethiaOwens.com>.

SLPA meets on the second Wednesday of the month: Brentwood Community Center 2505 S. Brentwood Boulevard, Brentwood, MO 63144

Doors open for networking at 6:30 P.M. and meeting begins at 7:00 P.M. 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. 

SLPA seeks 2012 board nominations


Every October, we present a slate of nominees for election to our board. At the November meeting, all board positions are elected by the membership. The all-volunteer board keeps our organization operating to fulfill the SLPA's mission of helping members produce quality products and market them effectively.



If you've found the SLPA to be helpful to your publishing endeavors, why not give back? Consider serving on the board of directors. We meet once a month to plan programs, develop marketing opportunities, and handle administrative tasks. Board members also are the public face of the SLPA.

Board positions are:

- President
- Vice-president
- Secretary
- Treasurer
- Membership chairman
- Communications manager
- Publicity manager
- Webmaster
- Display coordinator

To nominate yourself or someone else, send an e-mail to board president Bob Baker at president@stlouispublishers.org. Questions? Contact a current board member. You can find their name and contact information online at www.stlouispublishers.org/boardMem.php. 

We're on LinkedIn and
Facebook... are you?



Novel Ways ... *continued*

other authors who are promoting books related to birds.

Of course, the same concept works for any subject; cats, dogs, horses, an amputee, a diabetic, a transvestite, twins, homelessness, the nightclub scene, Hollywood, competition swimming, golf, car racing, carnivals, regions (New Hampshire, Chicago, British Columbia, Seattle, Kansas City), the college scene, gambling, the corporate world...

What do you do once you find these organizations or sites? After carefully studying the site, email the operator or director personally and make some solid suggestions for how your book would fit in to their scheme of things. Ask for a book review. Offer to contribute articles to the site. Request inclusion on their Resource List or Recommended Reading page. Offer your book as a prize in an upcoming contest. Suggest and head up a contest that would help to promote your book.

2: Participate in appropriate message boards. Many dedicated sites have message boards where like-minded people can communicate, network and share. Locate some of them through a Google search. Look for message boards when you visit various sites. Using the bird theme again, rather than just diving in and saying, "Buy my new novel. There's a bird in chapter three," adopt a strategy. Bring an interesting story or some new information or facts to the forum. Say, for example, "I was surprised to find that Ventura was among the top three California counties when it comes to wild bird species. Is there anyway to find out what species are involved in this count? I'm particularly interested in this subject because I've just published a novel wherein I feature an unusual species of wild bird." Then sign your name and add the title of your novel and ordering information.

Maybe your book is set in a small town in Montana. Find regional sites and get involved in Montana, Idaho and Wyoming-related message boards. Write, for example, "Is anyone familiar with Darby, Montana? I'm the author of a brand new suspense novel set in this historic town. Read excerpts at (your Web site address)." And then include ordering information. Offer up some interesting trivia. Ask what others know about this place. Your main objective in participating in targeted message boards is to make friends, build a rapport and get exposure for your novel.

3: Solicit reviews in magazines that have an element related to an obvious or an obscure aspect of your novel.

You have probably contacted magazines and newsletters that typically review novels, but have you thought of approaching publications related to a lesser, but interesting aspect of your novel? Maybe your story includes a main character with Multiple Sclerosis. Seek out magazines and newsletters focusing on MS and those with an overcoming-disabilities-aspect. Perhaps yours is an ethnic novel. Solicit reviews in appropriate ethnic publications.

Continued next page

Novel Ways ... *continued*

Of course, if it has that bird in it, go after magazines that bird lovers read. And don't forget to take advantage of any regional aspect. There are a growing number of regional magazines these days. I located fifteen magazines for Ohio in just a few minutes time and about the same number for Texas.

How do you find specifically focused publications? Do a Google search. Use *Literary Market Place* and *Writer's Market* and thumb through *Gales Directory of Publications and Broadcast Media*. (All of these volumes are available in the reference section of your local library.)

4: Contact bookstores that specialize in a topic or theme present in your novel. I located ten bookstores specializing in bird or pet books in three minutes through a Google search. There are also bookstores dedicated to books on cooking and foods, cats, mystery, crime, fantasy/horror/science fiction, nature, economics and spiritual/religion.


5: Approach specialty stores. You might convince some pet store owners to carry your novel that includes birds, a cat or a seeing-eye dog, for example. If your book has a women's fashion element, consider designing a point of purchase display for willing managers of small clothing stores. If your book does well locally, you can use your success to entice stores in other cities to carry it. Maybe one of your characters thrives on daily espressos or there are a lot of scenes occurring in a coffee house. You know the next step—solicit space for your novel in Starbucks and the many copycat coffee shops sprouting up everywhere throughout the U.S.

6: Take advantage of your memberships and status. Are you a college graduate? Send news of your book to your college alumni magazine. The editors are always hungry for information about successful alumni. If you don't belong to Sam's Club, Costco or other such membership-oriented stores, sign up today! These mega-stores love to feature special members achieving interesting things in their widely circulated publications.

7: Build promotion into your novel.

If you are only in the idea stage of writing your novel, you are in luck because I'm going to give you the key to promotional success. Write a nonfiction hook into your story. How? Involve the American Diabetes Association, the American Heart Association or the National Mental Health Association by developing a character with diabetes, a heart condition or a mental illness, for example. Give a character a Harley, a tattoo or send him cruising on the Princess Line. Make sure that you have permission to use the name of the company or organization in your story. And, with the right angle and approach, you might be able to get them to participate in promoting your book. At the least, they might give you a positive endorsement.

Tap into what's hot—something that's in the news or an emerging trend, for example. Is anyone involving their characters in a life-threatening storm? What about writing a story set during an extreme heat spell? More and more people are developing enjoyable and satisfying online relationships—women are creating friendships and some couples are even getting married. Is this an intriguing trend that might entice readers to purchase your novel?

Whatever your topic or thread of a topic which you've woven through your book, you can find organizations, publications and/or Web sites to support it. Tap into these resources to broaden the audience for your fantastic, soon-to-be successful novel. 

Patricia Fry is the author of 34 books, including her latest, *Promote Your Book, Over 250 Proven, Low-Cost Tips and Techniques for the Enterprising Author*, (Allworth Press, 2011) <http://www.matilijapress.com>.

Now is the time for you to WRITE

by Jeffrey Gitomer



More than a celebration of achievement, I am celebrating the MILESTONE of my 1,000th weekly column. Milestones are NOT goals, they're journeys. Mine started on March 22, 1992.

HERE'S THE SECRET: There is no secret. Pull back the green curtain and there's me on my MacBook Pro, feebly keyboarding along and multitasking all the while.

Here are my top 10.5 philosophies and strategies for writing:

1. Love what you're writing about. I'm passionate about my subjects of expertise. The more passionate you are the better writer you will be.
2. Have a world-class expertise about what you're writing about. Your life experiences will dictate the depth of your writing capability—the more, the deeper.
3. Create a voice in your writing, and make it your own. Create a personality within your writing that's both attractive and consistent. A voice that's appealing for others to read.
4. Write like you speak. If you write like you speak, you'll never have a minute of writer's block.
5. Make writing a discipline in your life. Make appointments to write. I have a Friday deadline. I've had one for 20 years. If you create a deadline and never miss it, your body of work will automatically appear, and grow steadily.

Continued next page

Now is the time ... *continued*

6. You may be a good editor, but you're not your best editor. Select someone who knows you and knows your voice and your personality, even your soul. Over the years, I have relied on editors to show me a better way, make my words clearer, make my syntax more consistent, keep me on my toes, and often wake me up. (NOTE: My editor, Jessica McDougall, will not write for me. Rather, she tells me what needs to be written.)

7. Use your table of contents as a guide for subject matter and content. As you progress through your work, keep your table of contents posted in front of you to stay on track and on target. Write a sentence or two next to each chapter.

8. Continue to observe the world in order to be flexible about your content. The same ideas you had two years ago (when you began your journey), may not be as relevant now. You have to be flexible enough to keep ideas current, especially if you are writing about a market or the economy.

9. Make certain that your writing is readable. I don't mean understandable. I mean engaging, readable, and likeable. Entertaining and informative. Short, sweet, meat.

10. When you have enough written, and you're ready to go to press, have your cover and your book designed and typeset before you present it to a publisher. Don't present a manuscript. If you do, you will look like everyone else. Present a book.

10.5 I have sold millions of books and you have not. While you may not agree with everything I have shared with you, you may have misunderstood the purpose of this writing. As I stated in the beginning, take what I have done and adapt the strategies to whatever is comfortable to you. I don't guarantee that my way will work for you; but I do guarantee that my way works. And every time you go into a store and see one of my books on the shelf, you see my strategies coming to life.


Decide first that you're going to begin—and then invest in whatever tools are necessary to make you a writer wherever and whenever the mood strikes you. Whether it's a digital recording machine, a laptop computer, even a recordable conference line, discover how you can capture your words and your thoughts the second you get them. Not the minute you get them, the second you get them. Often, if you wait more than a minute, the idea is gone, or the words are gone.

THE REALITY OF WRITING: Writing does not just lead to success; writing also leads to fulfillment. And if you do it right – over time, writing can lead to wealth. Not money, wealth.

If you believe that you have a book within you, I challenge you to get it out of you. Write it out of you.

THE 'START HERE' REALITY: Writing doesn't come out one book at a time; it comes out one word at a time. You don't write a book one chapter at a time, you write a book one word at a time.

I hope you will take my writing challenge to heart. And I hope you will look at the challenge as an opportunity for you to bring your words to life, your chapters to life, and eventually, your book to life—because it's your legacy—now and after life.

I found my calling. It didn't come to me. I came to it. It was a bolt of lightning that didn't make a sound. It struck me in the brain and went all the way through my heart. Sometimes you have to look for your calling. Sometimes you have to feel it. Callings are mostly silent. Go find yours. 

Jeffrey Gitomer is the author of *The Sales Bible*, *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Little Red Book of Selling*, *The Little Red Book of Sales Answers*, *The Little Black Book of Connections*, *The Little Gold Book of YES! Attitude*, *The Little Green Book of Getting Your Way*, *The Little Platinum Book of Cha-Ching*, *The Little Teal Book of Trust*, *The Little Book of Leadership*, and *Social BOOM!* His website, www.gitomer.com, will lead you to more information about training and seminars, or email him personally: salesman@gitomer.com.

Publishing University 2011 in review

by Dr. Steven Haymon, EDD

Please note; I really enjoyed the conference this year because it seemed as though there were a lot of publishing nuggets to be had. I also enjoyed the interactions with my fellow colleagues. I didn't experience being overwhelmed this year, because I believe the classes were scheduled to disseminate just enough pertinent information. The information was plentiful, as it related to what I felt, was important for my growth within the industry.

The luncheon and Key note Address, featuring Skip Prichard, President and CEO of Ingram Content Group, was the most outstanding nugget I received. He spoke on rating self, using Seven Virtues and Five Vices. He explained the Seven Virtues as: Imagination, Passion, Discipline, Purposefulness, Fortitude, Great, and Magnetism. He explained the Five Vices as: Complacency, Assimilation, Fearful, Not staying and Rearview Mirroring. Using his life experiences, humor, and didactic interactions, he explained what each concept was and the role they play as it relates to being successful within the publishing world.


Continued next page

Publishing University... *continued*

For the most part, I meandered through various sessions absorbing what I believe was pertinent for me. With no particular order, I perused 601. Library Marketing in the 21st Century. The speakers, Sharon Castlen and Martin Warzala intimated the importance of marketing to libraries. It was stated authors needed to make sure they positioned themselves with the right distributors, and good reviews are critical. They also talked about the different types of libraries that authors need to target; such public, military, universities, colleges, and schools.

302. Ten Tips for start-up Success, Frank Gromling, Mitch Muncy, and Rudy Shur. The speakers spoke on the needed principles which are important to be successful in the publishing industry. They talked about the requirements of educating self—through the available means, course work on the internet, universities, or community resources. Business plans were elucidated, as a requirement for success. Having capital to get done what is essential to further ones efforts. To be effective requires a competent sales force. Also mentioned was book scan, to track the sales of books. One speaker talked about Henry Ford and how he went bankrupt before he was able to become successful. A lot of his success was because of his accountant, who indicated, success have to be done with the efforts of others, beside self. The premise is; it is difficult to obtain success with the help of others.

401. Book Promotion in an “E” World, Kate Bandos, Mary Agnes Antonopoulos, Marika Flatt. The speaker talked about the various instruments available for book promotion including Linked In, Twitter, You Tube, Facebook, and Google, etc. They spoke on how to use these tools effectively to booster the visibility of publications. Other information that was shared was: Blog Talk Radio, Blogging, and even using ourselves to promote our writings. Jack Canfield was used as an example that promoted himself and became a successful author of the Chicken Soup of the Soul series. Successful branding of books was also discussed.

Other classes I enjoyed included: 501 Google EBook: How Publishers can Maximize EBook Sales-On-And Off-line, 801, LinkedIn, Twitter & YouTube for Publishers, and 604. Selling Direct: Building and Making of Your Customer List. 

Dr. Steven Haymon is the owner of Greater Insight Publishing, LLC and the author of *Stress: Climbing Out Of Its Pits with God*. Visit his blog at <http://stevenhaymon.blogspot.com/>.

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

Book learning

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

Members and guests of SLPA were asked this question following the September presentation **Public appearances as a book marketing tool**. Here’s what a few folks had to say:



Tara Brewer, MFA student at Lindenwood University, visiting as a member of Dianna Graveman’s Narrative Journalism class. After hearing about this idea in the meeting Tara intends to wear a badge that says: “Ask Me About My Book!”




John Emig, graphic and web designer, liked the advice about not over promoting yourself on social media. Instead, he says: “I’m going to promote other people’s cool websites that I find.”



Liz Pitman, says that when it comes to giving presentations, whether an author or a graphic designer and illustrator like herself: “I learned how important it is to tailor your talks to you audience.”

What’s ahead? November 9, 2011

Ebooks Demystified! There’s no denying that the way people discover, purchase, and enjoy books is going through monumental changes—especially when it comes to ebooks and digital technologies. It’s a new but rapidly growing opportunity that confuses a lot of authors and publishers.

In this session, Bob Baker and Kim Wolterman will demystify the subject by giving you the latest info on ebook sales, reading devices, and formats. They will also share their personal stories of converting their books to the various digital formats, what services to use, resources to help you with conversion, best practices, and much more. 

Questions about SLPA?

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

