

An Author's Journey from Concept to Marketing

by Jill Farmer

Have you ever wondered what successful authors have done to become successful? What mistakes they made, what lessons they learned along the way to success, or how they were able to build a successful author platform and professional brand? At the April 12th St. Louis Publishers Association meeting, Jill Farmer will share her success story and lessons learned on her journey to becoming a successful author and entrepreneur.

For more than a decade Jill Farmer was an Emmy Award-winning consumer reporter and television anchor in St. Louis.

Her time management book *There's Not Enough Time... and Other Lies We Tell Ourselves* debuted as a bestseller in the Time Management category on Amazon, and in 2015, *The Washington Post* named Jill to its 21-Day Time Hacker team as one of the top time experts in the country.

Jill travels the U.S. delivering keynotes



Jill Farmer

and teaching her acclaimed time management program for some of the top corporations and organizations in the world. Jill has worked for organizations such as Washington University, St. Louis University, Enterprise, Edward Jones, Professional Women's Alliance, and many others.

At the upcoming SLPA meeting, Jill will share her success story and provide tips and advice on how she did it, including how she markets and how she built her brand. For more about Jill, visit her website at jillfarmer-coaching.com.

Recommended Resources for Authors

by Andrew Doty

The internet provides an overabundance of information — good, bad, and utterly useless — on just about every topic, and publishing advice is no exception. There are endless options for successful publishing, and the best strategies are often unique to each author's needs and desires. As a publishing consultant, I frequently find myself trying to help authors find out what they need and want before I can give them what they really came for — recommendations.

So in the interest of helping you save some time, here are a few of my most recommended resources.

First and foremost, check out the St. Louis Publishers Association's website, blog, and social media (stlouispublishers.org). Every month, we host informative and helpful speakers who provide their expertise and answers to our attending members. Additionally, we make useful posts on our blog and social media sites and feature educational and illustrative articles in our monthly newsletter (stlouispublishers.org/monthly_newsletters) as well as our Resources page (stlouispublishers.org/page-1263724).

If you know you want to write a book but haven't started yet, check out Dan Poynter and Danny O. Snow's "7 Action Items to Take

Before You Begin Writing Your Book" at www.book1blog.com/2014/03/7-action-items-to-take-before-you-begin-writing-your-book.html.

ON WRITING:

If you're looking for inspiration, like a writing prompt, or just some new words to learn and use, simply Google "word of the day" to find one of the countless webpages dedicated to that; also, check out the Writer's Digest Creative Writing Prompts (writersdigest.com/prompts), ThinkWritten: 365 Creative Writing Prompts (thinkwritten.com/365-creative-writing-prompts), and Storymatic (thestorymatic.com). (The first two are free, the last one is not.)

And if you want some tips to improve your writing, see Elmore Leonard's, "10 Rules for Good Writing" (writingclasses.com/toolbox/tips-masters/elmore-leonard-10-rules-for-good-writing) and Johnny Lists's, "12 Useful Websites to Improve Your Writing" (johnnylists.com/12-useful-websites-to-improve-your-writing).

ON PUBLISHING:

Four of the most important resources I can recommend are Judith "The Book Shepherd" Briles (thebookshepherd.com), who has a very

useful blog, many helpful books, and also hosts a free teleconference every Monday at 11am Central to answer questions from authors; Jane Freidman's Key Book Publishing Paths chart (janefriedman.com/key-book-publishing-path); Kimberly Rae's *Write with Purpose* article "Finished a New Book? The 10-Step Process from 'Done' to 'Published'" (kimberlyraewriting.blogspot.com/2013/08/finished-new-book-10-step-process-from.html); and Noah Lukeman's *Ask a Literary Agent* (askaliteraryagent.blogspot.com). Unfortunately, *Ask a Literary Agent* hasn't been updated since 2014 and therefore is at risk of becoming a

(Resources continued on page 2)

UPCOMING EVENTS

APR 12: JILL FARMER: CONCEPT TO MARKETING

SATURDAY, APR 22: MERAMEC WORKSHOP
"HOW TO PUBLISH YOUR OWN BOOK:
WHAT YOU NEED TO KNOW"

**MAY 10: ROBERT YEHLING: AUTHOR'S STEPS TO
BRANDING AND SUCCESS**

**JUN 14: ALEX CRUZ: HOW TO MARKET BOOKS
ONLINE: ADVICE FROM AN ANALYTICS EXPERT**

SATURDAY, JULY 22: JUDITH BRILES WORKSHOP

(Resources continued from page 1)

little more outdated every day, but things aren't changing so fast that the advice is even close to bad yet. (And on a side note, Judith Briles will be speaking for the SLPA in a special workshop on July 22!)

About publishing books and uploading files through Amazon / CreateSpace / Kindle Direct, the most direct source of how-to information is Amazon's own Kindle Direct Publishing help knowledge base at kdp.amazon.com/help.

ON MARKETING:

Head over to Shawn Manaher's Book Marketing Tools website at bookmarketingtools.com/free-checklist-guide and download the handy (and free) 20-page guide "The Ultimate Author Checklist for Online Book Marketing." Also check out BookBub's "Ultimate Collection of Book Marketing Examples" (insights.bookbub.com/download-the-ultimate-collection-of-book-marketing-examples), Tim Grahl's "Book Marketing: The Definitive Checklist" (booklaunch.com/book-marketing-checklist), the Smashwords Book Marketing Guide (smashwords.com/books/view/305), and Phil Bolsta's nearly endless "How to Promote Your Book Like a Pro!" blog post (bolstablog.wordpress.com/2013/09/04/promote-your-book). All of these marketing resources are free. If you're looking for something to spend money on, Tim Grahl's *Your First 1000 Copies: The Step-by-Step Guide to Marketing Your Book* is one of the most widely recommended books in the industry.

And finally, a shameless plug: I strongly encourage authors to ask questions on my blog at [Editwright.com](http://editwright.com), where I do my best to be a useful resource for authors and will happily answer any questions I can.

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Bulletin Board

- **Jeff Neilsen** recently had his short story, "Laid Low," published in the St. Louis Writers Guild's monthly publication, *The Scribe*. "Laid Low" is a story about a con man in the southern U.S. who has a run of good luck so good he can't deal with it. You can download *The Scribe* for free at smashwords.com/books/view/700781.
- **Jean Walters** is enjoying publicity for two recently published books, *Set Yourself Free: Live the Life YOU were Meant to Live!* and *Be Outrageous: Do the Impossible: Others have and you can too!*, including nearly a full page of coverage in the "Local Authors" section of *The Women's Journal*, January-February 2017. Visit Jean's website at spiritualtransformation.com.
- **Xu Fangfang**, author of *Galloping Horses: Artist Xu Beihong and His Family in Mao's China*, will be presenting on Xu Beihong's art and the experience of her family and other artists and musicians throughout the Cultural Revolution at two upcoming talks: on March 11 at the Thornhill Branch Library at 2pm, and again on April 12 at Washington University (Brown Hall, Room 118) at 10am. For information, visit www.BeihongChinaArts.com.

July 22 Judith Briles Workshop

The St. Louis Publishers Association is proud to announce a forthcoming workshop with the founder of Author U: "The Book Shepherd" Judith Briles! This workshop will be held on July 22, and tickets will be available at discounted prices to SLPA members and affiliates. Save the date and stay tuned for more information! To learn more about Judith Briles, visit thebookshepherd.com.



APRIL 22 MERAMEC WORKSHOP

Registration is open for the SLPA's semiannual four-hour self-publishing workshop, "How to Publish Your Own Book: What You Need to Know," at St. Louis Community College – Meramec. To read more and register, visit <http://bit.ly/1Uatrgi> (the course number is **WRIT:704**, and the registration number is **201705 50049**).

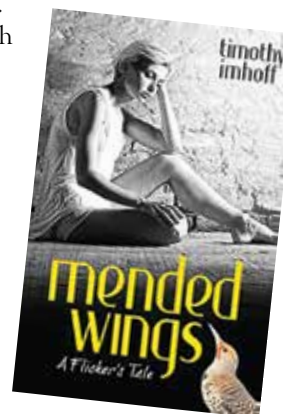
GATEWAY CON VOLUNTEER OPPORTUNITY

June 16–18, the SLPA will have a table at Gateway Con, the new and exciting writing conference and convention hosted by the St. Louis Writers Guild. **We are looking for SLPA members to volunteer at our table; opportunities will be available for volunteers to sell their books at the convention.** To volunteer or learn more, contact Warren Martin at president@stlouispublishers.org.

THE BOOK CORNER

Mended Wings by Timothy Imhoff

M*ended Wings* tells the uplifting story of a young woman's journey to independence following a traumatic brain injury. Flicker's path is marked by many interesting twists and turns. Some are frightening. Some are humorous. Her story reminds us of the value of friends and community, and the beauty that can be found in differences.



URL: amazon.com/author/timothyimhoff

MEMBERSHIP
\$60 in 2017

SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Argus Room
8001 Dale Ave.
Richmond Heights, MO, 63117
(Child care available at The Heights)

Doors open for networking at 6:30pm
Program begins at 7pm
The meeting concludes around 8:30pm
Networking until 9pm
Regular meetings are free to members.
Guests: \$10 at the door.



SLPA NEWS & VIEWS
Editor: Andrew Doty
Designer: Cathy Wood
Webmaster: Kevin Ericson

