



Join us for the
Joan Stewart Workshop
Westborough County Club
Saturday, June 20 • 9 to noon

WEDNESDAY, June 10, 2015 • 7PM

How to Turn Your Author Website Into a Book-Selling Machine

You know you need a website. You also know that having a good one can help you promote your books and establish your online presence as an author.

But how do you create a good one?

At our June 10 meeting, Bob Baker (past president of the SLPA) will show you the essential elements that will whip your author website into shape.

In a little more than an hour, Bob will reveal:

- The best options to create an author website if you're starting from scratch
- The five elements every author website should have
- Your #1 book-selling asset
- How to increase the odds that your web pages will be found by your ideal readers and book buyers
- The most important word to include in any book sales message
- The real reasons people buy books and how to hit those hot buttons when you sell
- How to craft hypnotic sales offers (and the key aspects that most

authors mistakenly leave out)

After this meeting, you'll know how to attract more readers and sell more books online.

Bob Baker helps musicians, authors and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of the highly acclaimed *Guerrilla Music Marketing Handbook* (which appeared in the movie *The School of Rock* starring Jack Black).



Bob Baker

Bob's other books include *The Empowered Artist*, *The Guerrilla Guide to Book Marketing*, *55 Ways to Promote and Sell Your Book on the Internet*, *Unleash the Artist Within*, and more. Check out Bob's free blog, podcast, video clips, and more at www.FullTimeAuthor.com and www.TheBuzzFactor.com

SPECIAL JOAN STEWART EVENT

Saturday, June 20, 9 a.m. until Noon
Westborough Country Club, 631 S. Berry Rd.
\$15 for SLPA members
\$30 for Non-members

To sign up for this great event, email
Warren Martin, vp@stlouispublishers.org

COMING UP NEXT MONTH

July 8

FINDING YOUR BRAND

Who are you and what's your story?

Learn how to distinguish yourself and your books from the crowd.

June's speakers, Claire Applewhite and Linda Austin, will explain how to find and develop your brand in fiction or nonfiction.

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 on your topic, using a wide variety of free and inexpensive tools. Joan will also reveal how the lines between old and new media have blurred, and what this means for publicity-seeking authors like you.



Joan Stewart

Here's just some of what Joan will cover in this three-hour session:

- Why the money isn't in the book but in spinoff products and services most authors never think of creating.
- The plethora of online book review and book recommendation sites where authors are promoting their books and building audiences of raving fans.
- How to use sites like Twitter, Facebook and LinkedIn to connect with traditional journalists (eight out of ten journalists use these sites to find sources for articles).
- The "little extras" you can offer to journalists and bloggers to convince them to cover your story.
- How to create your own TV channel on YouTube and use your videos as part of your publicity campaign.
- The worst mistakes authors make when trying to create publicity (Hint: The first one is on your business card).

Is Your Author Website Home Page Easy to Understand?

By Bob Baker, www.FullTimeAuthor.com

Your website's home page is the welcome mat of your online presence. Don't confuse people and scare them away before they even take their first step inside your personal domain.

Tip: This should be obvious, but just in case it isn't, please don't assault people with a dizzying array of bells, whistles, and other nonsense when they visit your home on the Internet.

Don't make your site too graphics heavy. An author website can look attractive without overwhelming a visitor's eyes and their web browser's ability to render pages.

Great. You know what not to do. Now here are some things you should do to make your home page appealing and effective:

Fit the most important info into one screen. The idea here is to avoid long, scrolling pages. That means being ruthlessly terse and pithy with the amount of information you place on your home page.

On interior pages you can get away with more text and content, but resist the urge to tell your entire story right up front. Too much information too soon may actually chase some people away – and that won't help you sell more books.

Use plenty of white space. Along with being selective about the amount of information you initially throw at people, also be kind to your web visitors' eyes. Don't cram too many things too close together. Give your web pages space to breathe. Your readers will thank you and stay longer on your website if you do.

Make it more than a sales pitch. One of the common web design mistakes I see authors and publishers make is turning their home page into a giant "Buy Now" button. Sure, you want to let people know you have books for sale, but that's not the sole purpose of having a website. In addition, your site should be set up to highlight samples of your work, inspire people to

subscribe to your email updates, and more.

Focus on the upper left. Research has shown that web users look first at the upper left corner of a web page, then work their way down and to the right. So place your name, book cover, or an eye-catching image in this powerful, upper left-hand corner.

Give visitors eye anchors. People generally scan websites. So don't place lots of long, scrolling text on your pages. Instead, use short paragraphs, bullet points, book cover images, and bold sub headlines to draw attention to the things you want people to read, know about, and click on.

Spell out your "call to action." On each page of your author website, you should have a goal – something you want a visitor to do while on that page. It might be read an excerpt, subscribe to your e-zine, come to an event, purchase a book, etc. Whatever it is, make that clear and include a call to action – clear instructions to do that thing now.

Watch someone surf your website. Corporate types call this usability research. You can call it whatever you want, but you'll learn a lot by simply watching different people go to your website for the first time, even if they are just friends and family members. Don't interrupt or make suggestions. Just observe. Then ask and answer questions. This exercise will prove invaluable when it comes to making your website better.

Another thing you can do is visit lots of other authors' websites and simply note what you like and dislike about them. Try to incorporate your favorite features and keep a watchful eye for elements that don't work.

Be sure to attend the SLPA's June 10 meeting, when Bob presents his "How to Turn Your Author Website Into a Book-Selling Machine" workshop. In the meantime, download a free copy of his *Book Marketing Confidential* report at www.FullTimeAuthor.com.

THE BOOK CORNER

"Afterlife in Harlem: A novel of Redemption"

by Terry Baker Mulligan

This is a sociopolitical novel that successfully blends the past, present and future. Former president Bill Clinton – now first gentleman" to President Hillary Clinton – makes a haunting discovery in his Harlem home: the ghost of Alexander Hamilton, with sexy former slave Sarafina in tow, has been sent from Heaven to get Bill back on track.



They take Clinton back in time to Indian bordellos, slave auctions and political chicanery that almost lost the American Revolution, Hamilton helps Clinton perform a minor miracle in 21st century upper Manhattan that brings peace to restless spirits both living and dead. Get your copy of this book from Amazon.com.

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



stlouispublishers.com
membership@stlouispublishers.org

2015 VENDOR SHOWCASE

Eager to reach a wider audience for your services?

SLPA Members Reserve your table now for this popular event.

Wednesday, August 12th • 7 p.m. to 9 p.m. • Richmond Height C.C.

Contact: Warren Martin, president@stlouispublishers.org