

WEDNESDAY, July 8, 2015 • 7PM

## Sell More Books With Branding

**H**ow can you stand out in a sea of authors? You need a brand. At our July meeting, multi-published fiction author, **Claire Applewhite**, and memoir writer and publishing consultant, **Linda Austin**, will discuss their brands and how they developed them.

They will share expert advice and brand-building to enhance your image and ultimately help you sell more books.

This not-to-be-missed discussion will cover:

- What is a brand?
- Why is branding important?
- What is niche branding and what can it do for you?
- How do you find your brand?
- How the right logo helps to communicate your brand?
- How you carry branding through to your books and website design?
- How can you use branding at book signing events?
- How can you engage social media to convey and grow your brand?

### MEET THE SPEAKERS

**Claire Applewhite** is a mystery writer and graduate of St. Louis University. Her published books include “The Wrong Side of Memphis,” “Crazy For You, St. Louis Hustle,” “Candy Cadillac,” “Tennessee Plates,” and “The Doctor’s Tale.” She is an adjunct professor at the University of Missouri, St. Louis and the Acquisitions Editor for Smoking Gun Publishing LLC.



*Claire Applewhite*

Claire has served as president of the Missouri Writers Guild and board member of the Midwest Chapter, Mystery Writers of America. She is also a member of the St. Louis Metropolitan Press Club, St. Louis Writers Guild, Sisters in Crime and the Ozark Writers League.

Websites: [www.claireapplewhite.com](http://www.claireapplewhite.com) and [www.clairedunoir.com](http://www.clairedunoir.com).

**Linda Austin** encourages memoir writing and provides self-publishing information through her Moonbridge Books website. She also speaks about social media marketing for authors.

She was the ghostwriter for her mother’s World War II Japan memoir, “Cherry Blossoms in Twilight,” and wrote “Poems That Come to Mind: For Those Who Love Someone With Dementia,” both published through Moonbridge Publications.

Linda is a long time board member of the St. Louis Publishers Association and a member of the St. Louis Writers Guild.

She is currently working on a Korean War Medic’s memoir.

Website: [www.moonbridgebooks.com](http://www.moonbridgebooks.com).



*Linda Austin*

## FINDING YOUR BRAND

*By Claire Applewhite*

When Marilyn Monroe wowed fans with a drop-dead white halter dress in “Some Like It Hot,” she probably wasn’t thinking about her brand.

Likewise, Elvis Presley mesmerized crowds with his sultry style when he appeared in 1957, and let’s not forget the Beatles and the controversy surrounding their long hair when they first performed on The Ed Sullivan Show in 1964.

What is remarkable is that these brands have endured for over fifty years and continue to thrive, despite the deaths of the icons associated with them.

The concept of the brand is not new. What is new is the technology that enables global exploitation of a brand and the awareness that a brand can provide a lucrative, timeless legacy.

### BRANDING BEGINS WITH SELF-AWARENESS

Your brand conveys what you represent. It is critical that you know yourself and your personal attributes before you narrow your scope.

*(Brand continued on page 2)*

## COMING UP NEXT MONTH

### 2015 VENDOR SHOWCASE

August 12 • 6:30 – 8:30 p.m.

THE HEIGHTS  
Richmond Heights Community Center

Next month, instead of our regular meeting, we will be hosting our annual Vendor Showcase.

Meet publishing professionals – editors, book coaches, ghostwriters, book designers and illustrators.

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What do you believe in, what are your fondest dreams, who or what do you love? If you received an unexpected windfall, how would you spend it? How do you spend your free time?

If you could be someone else, who would it be? What do you consider a mistake? What is the thing you do best? List the adjectives that you would use to describe yourself.

Why do you want to create this brand? What is your ultimate goal? Some soul searching is unavoidable.

Assess your current image. How does it compare to that version of yourself, you would like to present to your audience/clients/fans? What changes, if any, do you need to make? This is the time to make them.

Do you want to focus on a particular niche? Consider what you do best, and work to become an expert in that area.

Take a look at the adjectives you used to describe yourself and apply them to the niche that you have considered. Are they consistent and/or compatible? Learn the characteristics of that niche, so that you will satisfy customer expectations.

## THE ROLE OF THE LOGO

The logo communicates on a variety of levels to create a memorable connection

between you and your audience, clients and fans. It is the bedrock of your brand, and represents what is unique about you and your work, in relation to the broader market. The logo embodies the adage, "A picture is worth a thousand words." Every aspect contributes to its effectiveness: the color of the design, the font of the letters, and the mood of the message all influence emotions elicited from consumers.

Clever logo design can even suggest other meanings. For example, the FedEx logo design has a hidden arrow in the "Ex." To acquire closure, the mind's eye searches for a hidden meaning in the design. In the process, the consumer becomes more involved, and the logo becomes more memorable.

The creation of a logo doesn't have to be expensive. The Nike swoosh logo was designed in 1971 for \$35. Frank Mason Robinson, bookkeeper for John Pemberton, created the original script for the Coca-Cola logo.

A logo must be memorable — and elicit emotional response and brand loyalty from the consumer. If medium is the message, the logo is the medium that communicates the message that defines your brand.

Finally, engage social media to convey and grow your new brand. Thanks to you, it has a life — just like you!

## THE BOOK CORNER

### **God's Forge** by Patrick Dorsey

Returned from the Crusades and stationed in Paris, Brother William has grown disillusioned with the Templars and plans to leave. But as the Paris stronghold is seized by royal troops, William leads a small band of Templars in a desperate escape.



They cross paths with a brutalized young prostitute. She ushers William and his comrades toward dark truths about the city festering around them, about its rulers and the church they've sworn to defend — all in a race to escape that will leave the streets of Paris bloody.

**Available through:** Amazon, iBooks, Barnes & Noble, Kobo, Ingram, Book-A-Million



Thanks to all who attended "Savvy Media Relations for Authors: The New Rules of Profitable Self-Promotion," a three-hour workshop presented by Joan Stewart, *The Publicity Hound*, on June 20.

Joan stressed: Establish yourself as an expert; build an email list; find your target audience; and do your research before you pitch.

## 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.

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