

WEDNESDAY, September 10, 2014 • 7PM

## Crowd-funding 101 for Authors: How to Fund Your Next Book Project Using Kickstarter and Other Sites

**Y**OU'VE PROBABLY HEARD OF KICKSTARTER AND OTHER SIMILAR SITES, SUCH AS INDIEGOGO AND PUBLUSH. People with ideas for creative projects (such as music albums, films, books, or small businesses) use these sites to launch campaigns to raise money from a multitude of individual supporters.

Jean Ellen Whatley used Kickstarter to raise \$5,490 to fund her book, *Off the Leash: Road Stories With My Dog*. At the SLPA's September 10 meeting, Jean will share the story of how she ran her campaign, including:

- Conventional publishing versus the road less traveled—How Jean went about it backwards
- Backer Incentives—How to structure the rewards for supporters at various levels
- Standing out from the crowd—How to set your campaign apart using video and third-party testimonials
- The launch—Creating awareness, communicating with your peeps throughout the campaign, and the proverbial back-up plan
- The criteria an author can use to determine whether his project is even appropriate for crowd-sourcing

There will also be plenty of time for Q&A, so you can ask Jean your specific questions about crowdsourcing or fan-funding for authors.

Jean Ellen Whatley is an Emmy Award-winning journalist and author who has been published on *salon.com*; *more.com* and *shewrites.com*; and, at the low ebb of her writing career, as the Bedding Columnist for *Furniture Retailer Magazine*. She has been a guest columnist for the *St. Louis Post-Dispatch*, the *Winston-Salem Journal*, and the *Albuquerque Tribune*, as well as a featured guest host on *The Evening Special* on KMOX (CBS) radio in St. Louis.

Jean's broadcast career spans nearly twenty years and several diverse regions of the country. She has been a news reporter and anchor in Albuquerque, New Mexico; Winston-Salem/Greensboro, North Carolina; and St. Louis, Missouri. Her reporting has been featured on CNN and ABC. Bridging the gap between reporting news and wrangling reporters, Jean has also served as press secretary to a New Mexico attorney general, a governor of Missouri, and a member of the US House of Representatives.

She was recently featured on *Huffington Posts'* Third Metric section in a story called "This Woman Completely Reinvented Herself, And She Has Her Dog To Thank." Visit Jean's website at <http://jeanellewhatley.com/>

Or go directly to Jean's recent story in the *HuffPost* story at [http://www.huffingtonpost.com/2014/08/05/letting-go\\_n\\_5638417.html](http://www.huffingtonpost.com/2014/08/05/letting-go_n_5638417.html)

## Fantastic August Event

By Warren Martin, VP, SLPA

**T**HIS YEAR'S AUTHOR VENDORS AND SERVICE PROVIDERS SHOWCASE at the Lodge Des Peres was, as expected, a success, introducing new networking opportunities and new faces to the SLPA and SLWG communities. The event hosted a variety of vendors who provide services related to audio books, book coaching, graphic design, editing, printing, publishing, and illustration.

The official start time of 6:30 PM did not put a damper on a trend that began last year: early arrivals who were anxious to get started and mingle. Shortly after 6:30 PM, the line to sign in stretched

out the door. SLPA President Bob Baker and SLWG President Brad Cook kicked off the evening with introductions and a brief description of each of the participating table's functions and services. Guests were also able to enter a raffle for gift cards, and illustrator Dave Zamudios held several raffles for free giveaways of his artwork. (Events continued on page 2)



Brad Cook welcoming all the guests at the Vendors Showcase.

(Events continued from page 1)

We want to thank all of the vendors and service providers for participating and giving their time to make this another successful and very worthwhile gathering

for our guests. The feedback from last year's vendor showcase was encouraging and contributed to the decision to repeat the event. Again, this year, the feedback has been overwhelmingly positive.

## THE BOOK CORNER

### ***Sermon From The Compost Pile: Seven Steps Toward Creating An Inner Garden***

by Edward F. Sylvia  
Staircase Press / \$19.95

ISBN: 978-0-9702527-0-8

Available through: Midpoint Trade Books and [www.StaircasePress.com](http://www.StaircasePress.com)

In this era of "going green," author Edward F. Sylvia shows how we can make positive changes in the world and in our personal lives. The process of creating an eco-friendly garden offers unexpected insights into cultivating our consciousness to become a beautiful "inner" garden whose fruitfulness is rooted in the fertile ground of holistic spiritual principles and love.

Edward F. Sylvia writes books that explore the connection between the everyday outer world and our inner spiritual world.

## TIME TO SIGN UP!!

Please join SLPA for a three-hour seminar to learn about book promotion and publicity with expert Sandra Beckwith, <http://buildbookbuzz.com/>

Saturday, October 18, 9 AM until Noon  
Westborough Country Club, 631 S. Berry Rd, St Louis, MO  
\$15 for SLPA members, \$30 for Non-members

To sign up for this great event, email Warren Martin, [vp@stlouispublishers.org](mailto:vp@stlouispublishers.org)

Follow us at: <https://www.facebook.com/groups/STLPublishers/>



Sandra Beckwith

## News You Can Use

The following is a selection of articles, resources, and information to help you WRITE, PRODUCE and MARKET your book.

### WRITE

**Keep it Simple: Keys to Realistic Dialogue** by Cris Freese, June 26th, 2014

"The goal, instead, is to engage the reader so he/she never even entertains the possibility of tossing aside the book."

<http://www.writersdigest.com/editor-blogs/there-are-no-rules/keep-it-simple-keys-to-realistic-dialogue-part-i>

### PRODUCE

**The Setback: How to Start Writing Again** by Cris Freese, January 30, 2014

"Don't let ideas (good, bad, or the other) go by the wayside. If you don't write them down, they're gone."

<http://www.writersdigest.com/editor-blogs/there-are-no-rules/writing-setback-how-to-successfully-start-writing-again>

### MARKET

**5 Mistakes Writers Make (And How to Avoid Them)** by Chuck Sambuchino,

August 17, 2014

"...that you'll be able to quit your day job. Industry advances are shrinking. My advances today are less than they ever were."

<http://www.writersdigest.com/editor-blogs/guide-to-literary-agents/5-mistakes-writers-make-and-how-to-avoid-them>

**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 offers networking opportunities for people involved in all aspects of the publishing industry.

**MEMBERS:** Do you have a new book you would like to announce? For more information, email Bobbi Linkemer at [communications@stlpublishers.org](mailto:communications@stlpublishers.org)

## 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 until 9pm.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

## Questions About SLPA?

Contact membership chair:

Peggy Nehmen

[membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

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