



October 2007

OCTOBER 12 Meeting

Professional Distribution: What's in it for you?

This month, we'll unravel the mystery surrounding Distributors and Wholesalers and equip you with the tools to decide what's really best for your business. **Dan Thompson** of Big River Distribution and **Mary Fran Rash**, co-owner of Main Street Books, lead a discussion that will dive deep into the process of working with a distributor to get into bookstores.

Come hear how distributors work to bring publishers and retailers together to get your books into the hands of your readers. They'll discuss the basics like "what does a distributor do for you." But even more important, there will be discussion of what YOU need to do as a distributed publisher to help assure success at retail.

Lining up your distribution channels is just the first step in your process. Now that you have engaged the services of this important partner in your publishing business, much of your effectiveness is still determined by you! We'll discuss how and when you need to communicate with your distributor and retailers and how to plan for long-term success.

Our speakers:

Dan P. Thompson, president of Big River Distribution, has over thirty years Sales and Marketing experience in the Music, Video and Book businesses. Dan has always worked to strengthen the cultural climate of St. Louis through his various business endeavors.

His career began in 1974 with Pickwick Records. He then went to work for MCA Universal as an account representative selling music and video. In 1980, he founded the video wholesale company "Sight and Sound" which opened the first video rental accounts in St. Louis. He also worked as an executive consultant to Ingram Corporation where he helped launch their Entertainment Division in 1990. Dan worked in the Video Industry for some time before starting his own Regional Distribution and CD/DVD Manufacturing Company called Blue Sky Distribution and Media Services. In 2006, Mr. Thompson, founded "Big River Distribution" to support and sell Regional Books throughout the Midwest and Nationally.

continued on next page


Register by October 16 and SAVE!

Attracting Attention: SLPA celebrates 10 years with a really big weekend

We're celebrating our tenth anniversary as a group with a **special Anniversary Weekend**. It's our tribute to those who founded SLPA and all those members past and present who share our vision to publish independently.

Our board began planning this program a year ago. After the success of the Mini PMAU last year, we wanted to create something really special this year to honor everyone who has published their ideas with the help of this organization of volunteers.

Plan NOW to participate! We hope you'll take advantage of the opportunity to attend the full weekend of sessions. We're bringing in **Brian Jud, Penny Sansevieri** and **Eric Kampmann** and others. You'll learn pretty much everything you need to know about publishing and marketing your book in this one weekend. It's more than worth your time! The full conference details are available online in a downloadable flyer.


If just you can't make it to the full weekend, definitely come to the Saturday evening dinner! Bring a guest with you. It's going to be a fun evening and a great chance to get together and enjoy an evening with former members and current ones. **Bring your book and any memorabilia you have from the past and share it on our Memories display.** 

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Mary Fran Rash is founder and co-owner of Main Street Books, 307 S Main Street, in historic St. Charles MO. The store opened 14 years ago with approximately 350 feet of floor space and has grown to 1800 square feet today. The store hosts local and national author events and several book clubs. Main Street Books is a member of ABA and Midwest Booksellers Association and they participate in the Booksense program.

Meeting location: The Lodge at Des Peres. Doors open for networking at 6:30 PM, meeting begins at 7:00 PM. The formal meeting concludes around 8:30 with networking continuing after the meeting. For directions to the Lodge, visit our web site and click the link. www.stlouispublishers.org 

Feature Article by Lori A. Kozey

Messing with the Bookstores

Please, please, please refrain from rearranging books, creating faceouts, create unauthorized displays, “reverse theft” (!?!), pamphleteering, “misplacing” competitive books, etc. in other people’s bookstores. If you own a bookstore, great, do what you like. But someone else’s bookstore is **not* your store. ** The fastest way to create ill will among booksellers — those people in the best position to sell your book — is to undermine their work. (Anyone who wants a detailed treatise on **why** you shouldn’t do these things, let me know and I’ll provide one.)*

In my experience, the authors who use these tactics are trying to push a book that is less than stellar.

If you as an author or publisher want to create goodwill with a bookstore, here are some positive, out-in-the-open things you can do.

- 1. Shop there.** Get to know the staff. Find out who shelves/maintains the section into which your book fits, and introduce yourself. Be friendly, be patient, and don’t be surprised if they don’t have a lot of time to spend with you, especially on a Saturday afternoon. (I have yet to see a bookstore that is overstaffed.) If you’re a customer I recognize and you tell me you have a book coming out, I’m going to be more receptive to your message than one from a stranger.
- 2. Understand that (usually) the manager is not the special orders person** is not the inventory person is not the special events person. Ask for the right person to speak with for what you want to accomplish. It’s usually **not** the manager.

3. Follow the channels. Many chain bookstores don’t do their own ordering anymore, even for local-interest titles. If you ask and someone tells you to talk to someone at headquarters, follow their advice. If your book is carried but you think it is miscategorized, ask what you need to do to have it recategorized rather than just reshelfing it yourself.

4. Be easy to work with.

5. Talk to the special events person about setting up a signing or a reading or another event. Use your own connections to help publicize the event. Show up on time and be prepared.

6. Understand that bookstores, like libraries, have limited shelf space and just can’t carry everything. Do your part to reduce the possibility of your book being rejected. Make sure that your book is professionally produced and presented. Do your homework so you can explain why your “finding yourself” book is different/better/more exciting than the 200 other ones out there. But in the end, recognize that your particular book just might not be what the store is looking for.

Someone else mentioned having your family/friends/colleagues special order your book at the store. This is good advice. Repeated special orders will draw attention.

— Lori A. Kozey (with two years as a full-time bookseller, and several as a part-timer) www.lorikozey.com

Celebrate SLPA’s 10th Anniversary!

Don’t miss the **Dinner Celebration on Saturday evening, November 3 at Carmine’s Restaurant. 6:30-9:00 PM.** We’re inviting all past and present members for an evening that celebrates our passion for bringing an idea to life!

Bring a copy of your book for our **Memories Display** and enjoy dinner and conversation with some of the most interesting people in St. Louis. **Our featured guest speaker will be Tom Schlafly**, author and entrepreneurial president of Schlafly Brewery. His book tells the story behind what has become one of the most successful microbreweries in the country, independently established right in the backyard of industry giant, Anheuser-Busch. You’ll enjoy Tom’s stories about his brewing adventure, which have quite a bit in common with our independent publishing journey. Cheers!

Individual tickets for the dinner evening are available. Tickets are also included as part of the Attracting Attention Weekend.

Distribution Explained

Excerpted from *Midwest Book Review*

Editor's note: If you've never visited the Midwest Book Review site, you're missing out on a great resource. Editor Jim Cox and his staff do a wonderful job of providing knowledge on any and all publishing topics. And they are very generous with their information. Jim Cox also publishes one of the juiciest newsletters available. Definitely subscribe to this one! www.midwestbookreview.com Their site is a goldmine of information. And yes, as the name implies, they're also a great place to go for book reviews. Enjoy!

Here are a few morsels of info pertaining to this month's meeting topic.

Wholesalers and Distributors


The best explanation I've ever read of the difference between wholesalers and distributors is this:

- **WHOLESALERS** work for stores (booksellers), fulfilling their orders
- **DISTRIBUTORS** work for publishers, actively selling their titles to stores (booksellers)

There are some hybrids, but those definitions seem to hold pretty true. Distributors often ask for exclusives or exclusives in a certain channel (say, bookstores). Wholesalers? The more the merrier.

Think of it from the store's point of view. If they are going to order, they usually need a minimum number of titles. If they can order a title from a number of places, it's more likely to be ordered.
— Mary Westheimer

Distributors, Wholesalers, and Jobbers

- **DISTRIBUTORS** buy books on discount from publishers, keep a stock on hand, publish catalogs, and send reps to stores and chains to get the book on their shelves. Distributors may accept orders for single books from individual stores but generally not from private purchasers.
 - **WHOLESALERS** buy on discount and keep stock from which they fulfill smaller orders from stores, but generally don't do any marketing at all. Wholesalers generally only accept quantity orders, and usually work with one or a group of chain stores.
 - **JOBBERS** warehouse the products (books) and ship them as directed but don't buy the books themselves. They are a service provider to the publisher rather than a middleman customer.
- Katherine Cochran 

Anniversary Dinner Memories Display

November 3rd, we are having a special **Anniversary Dinner** Saturday night as part of the "**Attracting ATTENTION!**" event weekend. Susan Whinnery is putting together a collection of fact sheets noting our members' accomplishments.

If you wish to share your book information and accomplishments as a member of SLPA, and or PMA, please send her any or all of the following information that you may have:

- 8x10 or 4x6 fact sheet on your book(s)
- Post card advertisement if you have any
- Jpg. of your book cover that can be printed up to 4x6
- Events card
- Business card
- Bio
- Anything else relevant to your book(s) and accomplishments, ie. awards, events, appearances, web sites, etc.

Please send these by email or U.S. mail.

Email to: Treasurer@stlouispublishers.org.
Please put "SLPA Dinner "in the subject line so I can identify your email as non junk mail.

Mail to:
WinDruid Publishing
c/o Susan Whinnery
PO Box 25008
St Louis MO 63125

Register Early for "Attracting ATTENTION" and you could win!

We're holding a special drawing for SLPA Members whose paid registration is received before the early deadline of October 16.

We'll draw one name at random from all registrations received by Tuesday, October 16. One lucky member will have their tuition refunded. We'll contact the winner by phone and will announce the winner via email to the membership.

Timing and the marketing of books

At the many publishing seminars I've spoken at this year, one of the most common questions I am asked is this:

"When is the best time to begin my marketing?"

I thought you'd like to discover what we've learned about the best time to market your books, in hopes I can help you avoid one of the mistakes most independent publishers make. Below you'll find a simple Book Promotion Checklist. But first, I have a quick story that you want to hear...

Imagine a motion picture company runs ads in newspapers across the country, arranges for interviews of the movie's stars and encourages people to go see a movie ... that is NOT available in theaters or on video, and no specific plans are set for getting it there. Do you think movie patrons will go into theaters and/or video stores and request the movie?

No!

This does NOT happen in the movie industry because it does not work. Movie producers would go broke. Movie goers would be frustrated. Is the world of publishing any different?

This scenario happens every day in the book industry. Excited-to-get-going authors and publishers launch their public relations campaigns without a solid and effective distribution system, expecting their promotion efforts to pull their books through the system.

This does NOT work.

The end result is frustration on the part of everyone concerned. The publisher makes no sales because interested readers cannot buy the book in any bookstore.

Readers are frustrated because they can't find the book that caught their interest, or so they are told by the (you guessed it) frustrated clerk at the bookstore. The media is frustrated when the publisher tries to get another story placed after the distribution has been coordinated correctly.

By then, the book is old news.

The best marketing tools, strategies, techniques and ideas will do NOTHING for you if your book is not available to your target market.

If you distribute and do not promote, you are dependent upon book readers wandering upon your book in the store and deciding to buy it.

And, much like the motion picture without a venue, if your books are promoted but not available, you are creating an awareness of something that no one can purchase.

OK. Here's the simplified sequence of events involving book store distribution and promotion:

1. Begin marketing planning.
2. Write the book.
3. Design the book.
4. Begin production.
5. Rev Up your Online Sales Machine
6. Develop distribution strategy.
7. Book is printed.
8. Send out marketing materials.
9. Distributors present to bookstores.
10. Bookstores order books.
11. Media begins to schedule interviews for future dates.
12. Book stores get books on shelves.
13. PUBLICATION DATE.
14. Author is now doing interviews; reviews are in paper, etc.
15. Books sell because they are available when readers hear about them and where they want to purchase them.

I hope this helps you as you plan your marketing campaigns. We also have a "Ready to Promote Checklist" that helps you ensure your books are written and designed to SELL. Since you're on the Publish-L, you can get a FREE copy of this checklist by emailing

BookPublishingChecklist@MarketAbility.com

I wish you all continued profits in your publishing!

— Tami DePalma

MarketAbility, Inc. www.marketability.com 

Attract Attention: Be a Sponsor!

Whether you're a Printing Vendor, an Editor or a Publisher, you can attract some attention to yourself by sponsoring a part of our event, signing up for an exhibit table, lacing an ad in the program or donating an attendance prize. For more information, contact Sue Sylvia at SLPA@staircasepress.com.



SLPA Volunteers Needed

SLPA is a professional organization run by volunteers. If you'd like to "give back" for all you get, there are a number of ways you can help us. Often, by getting more involved with an organization like ours, you learn more and find that even more opportunities open up to you. We have projects you can help with that are both one-time opportunities or sustaining projects, so you can choose what fits your schedule. You don't have to be a long-time member to help out. In fact, one of the best ways to learn more is to get involved. This puts you in contact with the more experienced members. Read on for some of the ways you can help.

SHORT-TERM VOLUNTEER OPPORTUNITIES

SLPA 10th Anniversary Weekend

A weekend as ambitious as the one we're planning requires behind-the-scenes help in many ways.

If you're interested in assisting us during the three days of the event, please contact:

Sue Sylvia: editor@stlouispublishers.org or

Lynnette Schuepbach: events@stlouispublishers.org.

• Speaking at a Monthly Meeting

Do you have expertise or experience in a certain area you think might be helpful? Let us know! We're always looking for new speakers. Let Bill Collier, our VP know your topic and availability—VP@stlouispublishers.org. We'll be planning next year's meeting topics in late November.

• Join Our Volunteers-On-Call List


Would you like to help, but you're not sure how or when you'll have time? Give your name and contact information to our Membership Committee: Christine Frank—memberchair@stlouispublishers.org or Linda Austin—membercoordinator@stlouispublishers.org. We'll keep you on a list of people we can call when we have special needs. If you have time, you can say yes, if not, that's OK, too.

• Newsletter Contributions

Articles and artwork on pertinent topics are always welcome for the newsletter. Send submissions to editor@stlouispublishers.org by the 21st of each month prior to publication.

ONGOING VOLUNTEER OPPORTUNITIES

• Room Set-Up for Monthly Meetings

Ever wonder why the doors don't open for networking till 6:30? We're busy setting up the books on racks, getting the membership table ready to welcome you and setting up any AV needed for the program. Often this responsibility falls on board members. Sometimes it's tough to get it done when we also need to be answering members' questions as they arrive. If you regularly attend meetings and would like to help with this, please let us know. We'd love to know we can count on you for your help. 

Meeting Topic Changes for Nov. – Dec.

In order to add value and bring you even more topics of current interest, we're making some changes to the schedule for the rest of this year. Plan now to join us for these information-packed sessions. They're a great complement to our November Weekend of events!


➡ November 14

Lookin' Good on a Budget

Linda Austin and Sue Sylvia present a how-to session on book packaging and author presentation. If you're smart about where you spend your money (you do have to spend some), you can achieve great results. We'll include examples of books, marketing materials and media kits, plus discussion and tips on using Book Trailers and video online to promote your identity and book topic without spending a fortune.

➡ December 12

Under Construction: Building a Strong Author Platform

When someone buys your book, they're buying you and the many ways you reach people. Learn what to do, when to do it (NOW!) and how to connect with your audience. Join us as Scott Ginsberg presents an entertaining, informative evening that will inspire your own plans for reaching your audience the New Year ahead! 



"Volunteers put in some 90 million hours of voluntary work a week. **By giving just an hour a week, people can really make a difference."**

— Fiona Phillips, TV Personality

Three Great Books FREE* with full paid advance registration to Attracting ATTENTION

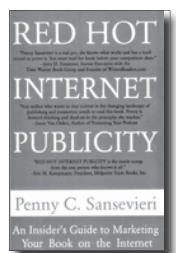
Attendees will receive these three books from our featured speakers:

The Book Publishers Handbook by Eric Kampmann



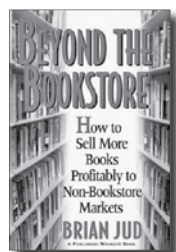
No publisher should be without this highly readable, nuts-and-bolts guide to the ins and outs of book publishing. The Midpoint team has more than a century of combined book publishing experience, which will prove invaluable to all publishers, from seasoned professionals to those new to the game. The book concisely discusses the editorial process, design, printing, pricing, sales and distribution, marketing and publicity.

Red Hot Internet Publicity by Penny Sansevieri



Sansevieri's book *Red Hot Internet Publicity* contains more useful web resources, addresses of the best blog sites and web design and tool sites, and pieces of sound advice in this brief 200 pages than any on the market today. She is the epitome of a user-friendly teacher and expert and her writing contains not only valuable information and insights but wit to boot! For all authors in search of the keys to the value of Internet promotion, this excellent book will be an exceptional value.

Beyond The Bookstore by Brian Jud



The worldwide book market is almost \$90 billion, and every year half of those sales are made in non-bookstore markets such as museums, schools, libraries, warehouse clubs, catalogs, book clubs, book fairs, and to corporations, among many other markets. This book will show you how to increase your sales and profits in these lucrative segments.

* Free books available with full paid registration. Discounted "second member" rate does not include the three free books.

Questions About SLPA?



Contact Membership Chairman:
Christine Frank at 314-205-2679 or
Assistant Membership Coordinator:
Linda Austin at 314-822-1170

Affordable Promotional Opportunity

This November, fellow publishers will be gathering in St. Louis for "Attracting ATTENTION!" This weekend-long hands-on-seminar is your chance to learn about marketing, media and networking from some of the leading professionals in the fields.



This gathering will also provide a wonderful opportunity for you to market your products and services to the seminar's attendees. Each registered attendee will receive a lovely book tote ('goodie-bag') filled with the seminar information and promotional materials.

For a small fee you can include one promotional item of your book or services in each of the 'goodie-bags'; bookmarks, ink pens, magnets, catalog, post-card, tee-shirt, note pad, cd, flyer, business card, sample product/chapter.

Goodie-Bag fees:

\$10.00 = SLPA members whether you attend the seminar or not

\$15.00 = Non-SLPA members who are attending the seminar

\$25.00 = Non SLPA members who are NOT attending the seminar

The deadline for participating in the goodie-bag promo: Wednesday, October 24, 2007.

If you would like to get your promotional material in the goodie-bag, mail your check made out to SLPA and 100 units of your material to:

Barbara Davis
135 Coil Road
Fenton, MO 63026

Or contact Barbara for more information at 636-448-9821 or by email at BookFest@stlouispublishers.org. **Please be sure to put "2007 Goodie Bag" in the subject line.**

Next Deadline ▶ October 21

Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to newslettereditor@stlouispublishers.org.

SLPA Monthly Newsletter design by SLPA member Peggy Nehmen. Nehmen-Kodner Design www.n-kcreative.com

FRIDAY, NOVEMBER 2 – SUNDAY, NOVEMBER 4, 2007 | DRURY PLAZA HOTEL | ST. LOUIS, MISSOURI



St. Louis
Publishers Association
PRESENTS

ATTRACTING **ATTENTION!**

A Weekend of Marketing, Media and Internet Insights

INTERACTIVE WORKING SESSIONS | INTENSIVE PRESENTATIONS | RESOURCE NETWORKING | FUN!

Featuring **Brian Jud | Penny Sansevieri | Eric Kampmann**
and more!

SPECIAL OPPORTUNITY

Private Consultations with Brian Jud, Penny Sansevieri & Eric Kampmann will be available by appointment. See Advance Registration Information for full details. Space for consultations is limited, so register early to take advantage of this special opportunity!

- Creating A Book Hook
- Sales Beyond the Bookstore
- Red Hot Internet Publicity
- Keys to Publishing Success: Sales/Marketing/Distribution
- Building Your Marketing Plan: A Working Session
- Book Design & Editing: Tips and Tricks
- Ask the Printers: What's Best For You?
- Getting Connected: A Hands-On Internet Workshop
- Taking Advantage of Amazon
- Getting Booked On Radio / Media For Introverts
- You're On The Air / Media Training for TV
- Why I Did It: An Independent Publishes a Blockbuster

*For complete Program Details
including Additional Speakers, visit*

www.stlouispublishers.org

SPECIAL EVENT | SLPA TENTH ANNIVERSARY DINNER CELEBRATION

SATURDAY EVENING, NOVEMBER 3, 2007 | CARMINE'S RESTAURANT

FEATURED GUEST | TOM SCHLAFLY, ENTREPRENEUR AND AUTHOR - ON BEER AND BOOKS



St. Louis
Publishers Association

A Weekend of Marketing, Media and Internet Insights

ATTRACTING ATTENTION!

Friday, November 3 through Sunday, November 5, 2007 St. Louis, MO

DRURY PLAZA HOTEL

#2 South Fourth Street (at Market Street) • St. Louis, MO 63102 • 314-231-3003

RESERVE YOUR SPACE TODAY!

MAIL THIS FORM Along with your check
payable to: St. Louis Publishers Association
TO: SLPA • P.O. Box 410182 • Creve Coeur MO 63141

Name (PRINT CLEARLY!) _____

Company _____

Address _____

City/State/Zip _____

Phone _____

email _____

Conference Reservations _____

Personal Consultations/Media Training _____

Dinner Only _____

TOTAL ENCLOSED _____

☐ I prefer vegetarian meals

☐ SLPA or PMA MEMBER

GENERAL ADMISSION:

- ☐ \$275 advance - by Oct. 16
☐ \$225.00 second member of company*
☐ \$300.00 last minute/at the door

SLPA & PMA MEMBERS:

- ☐ \$225.00 advance - by Oct. 16
☐ \$180.00 second member of company*
☐ \$250.00 last minute/at the door

* Discounted rate does not include the three free books

SLPA ANNIVERSARY DINNER RESERVATIONS

The dinner evening is included with conference registration.
Tickets may also be reserved for the dinner evening only.

SLPA & PMA MEMBERS:

_____ \$60.00 Individual _____ \$50.00 Additional Guest

NON-MEMBERS:

_____ \$75.00 Individual _____ \$50.00 Additional Guest

PERSONAL CONSULTATIONS

with Brian Jud, Penny Sansevieri or Eric Kampmann

Fri. 1:00-5:00 p.m. or Sat. 3:45-6:15 p.m. by Advance Appointment Only*

NAME: _____

TOPIC: _____

Preferred meeting time: _____

Availability time frame: _____

Schedule me with:

- ☐ Brian Jud
☐ Penny Sansevieri
☐ Eric Kampmann

Cost for private consultation is \$25 for each 25 minute session.

MEDIA TRAINING - INTERVIEW PARTICIPANT

Sunday 10:00 a.m. - 12:00 noon. by Advance registration Only*

Cost for interview participation is \$25. Includes DVD of your interview.

NAME/TOPIC: _____

* Space is limited. We'll schedule on a first-come, first served basis and will make every effort to accommodate your requests. We'll confirm your appointment time via email with your conference registration confirmation.

Help us help you get the most out of the weekend!

NETWORKING LUNCHEON IDEA-SHARING ROUNDTABLE DISCUSSIONS:

Which genre are you publishing? (check all that apply)

- | | | |
|--|--|-------------------------------------|
| <input type="checkbox"/> Children's | <input type="checkbox"/> Young Readers | <input type="checkbox"/> Cookbooks |
| <input type="checkbox"/> Adult Fiction | <input type="checkbox"/> Self-Help | <input type="checkbox"/> Business |
| <input type="checkbox"/> Mystery | <input type="checkbox"/> Spiritual | <input type="checkbox"/> True Crime |
| <input type="checkbox"/> Historical | <input type="checkbox"/> Magazines | <input type="checkbox"/> Art Books |
| <input type="checkbox"/> Health Care | <input type="checkbox"/> How-To | <input type="checkbox"/> Textbooks |

Not listed? List here: _____

QUESTIONS? CONTACT: events@stlouispublishers.org

or visit www.stlouispublishers.org

Sue Sylvia 314-646-6621 office or 618-558-9504 cell

Lynnette Schuepbach 618-558-0054

Christine Frank 314-205-2679

DRURY PLAZA HOTEL

#2 South Fourth St. (at Market St.), St. Louis, MO 63102

SPECIAL GUEST ROOM RATE: \$97/night for single/double

Reservations: Call 314-231-3003

Identify yourself as being with the St. Louis Publishers Association for this special rate.

This rate good until October 16, 2007

<http://www.druryhotels.com/properties/druryplazahotel.cfm>

Direct link to our host hotel. If you're making reservations online, use this code for our discounted rate: 2013079

EVENT PARKING

Stadium Garage East on South Fourth St. (at Walnut St.) An event parking voucher will be provided upon check-in at the event.

HOTEL GUEST PARKING: \$15.00 per car, per night, for overnight guests only. Guests must register on Fourth Street before entering garage. Garage clearance is 6'8" on Market Street side. We ask that vehicles be removed from the parking garage upon check-out to allow room for incoming guests to park. (If you check out on Sunday, move your car to the Stadium Garage and use one of our event parking vouchers.) Non-overnight guests will be asked to park in the Stadium East public parking garage, located just south of the hotel on 4th Street, at the daily rate, payable at the garage. Please note that Stadium East public parking garage is not affiliated with Drury Hotels.