



FEBRUARY 10 MEMBERSHIP MEETING:

Meet the Media: How to Get Free Publicity, Create Awareness, and Sell More Books



If you're a self-promoting author, you know that media exposure is something you need to create awareness and reach book buyers. But there's a good chance you are also confused about the elusive nature of publicity. Why do some authors seem to get regular coverage in the press, while others (you perhaps?) get little or nothing? What do they know that you don't? What are they doing right and how can you apply those tactics to your own book promotion efforts?

IN THIS SESSION, YOU'LL LEARN

- The best way to position yourself as an expert who media people will turn to
- Why media exposure extends far beyond "book reviews"
- How to put yourself in the journalist's shoes so you give them what they want
- The best ways to "pitch" an editor, producer or writer
- How to craft your book's "story" so it's more likely to get covered
- Top book publicity do's and don'ts

OUR SPEAKERS FOR THIS MEETING

Shera Dalin is a journalist, copywriter and author. She has worked as a reporter and editor for the *St. Louis Post-Dispatch*, *St. Louis Business Journal*, *Associated Press*, and *United Press International*. Her freelance stories have appeared in *St. Louis Magazine*, *Latina Magazine*, and other local and national publications. Her first commercially published book, *The Art of Barter: Get Everything You Want Without Cash*, will be published by Skyhorse Publishing of New York in April.

Terry Perkins is a freelance writer, corporate script writer/producer, and manager/booking agent for musical artists. He writes regularly for the *St. Louis Post-Dispatch*, the *St. Louis Beacon* online newspaper, *DownBeat Magazine*, the *All About Jazz* web site, and other media outlets. Terry has also written and produced corporate video scripts and produced events and meetings for clients such as Anheuser-Busch, Emerson, AT&T, Volkswagen, SeaWorld, the MAXJAZZ recording label, and Washington University. Terry is the manager for acclaimed vocalist/pianist Anita Rosamond, and books other musical artists as well through his company, Arts Junction.

Come to the Feb. 10 meeting and be prepared to take lots of notes you can use to get media exposure for your book. Join us at our NEW LOCATION – the Richmond Heights Community Center, 8001 Dale Avenue, Richmond Heights, MO 63117. Doors open for networking at 6:30 pm; meeting begins at 7:00 pm. The formal meeting concludes around 8:30 pm with networking continuing until 9:00 pm. SLPA members – FREE / Guests – \$10.00 at the door. 📖

What's Ahead?

March 10 – Book Coaching

Ever feel like you need a mentor to guide you through the mine fields of publishing? You might just benefit from the expertise of a Book Coach. Find out how a coach can help you or how you can become one. **Mark your calendar!** 📖

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50 Things Under \$50 to Promote Your Book

by Penny C. Sansevieri, CEO and Founder of Author Marketing Experts, Inc.

These days it seems like everyone's book marketing budget is a little tighter. If you're feeling the pinch, or if you're just looking for some great free stuff to do on your own, here are some tips that could help keep you on track.

- 1) Buy your domain name as soon as you have a title for your book. You can get domain names for as little as \$8.95. Tip: When buying a domain always try to get a .com and stay away from hyphens, i.e. penny-sansevieri.com — surfers rarely remember to insert hyphens.
- 2) Head on over to Blogger.com or Wordpress.com and start your very own blog (you can add it to your Web site later).
- 3) Set up an event at your neighborhood bookstore. Do an event and not a signing — book signings are boring!
- 4) Write a few articles on your topic and submit them onto the Internet for syndication. You can submit them to sites like ezinearticles.com and articlecity.com.
- 5) Check out your competition online and see if you can do some networking.
- 6) Do some radio research and pitch yourself to at least five new stations this week.
- 7) Ready to get some business cards? Head on over to Vistaprint.com. The cards are free if you let them put their logo on the back, if you don't they're still really inexpensive.
- 8) Put together your marketing plan. Seriously, do this. If you don't know where you're going, any destination will do.
- 9) Plan a contest or giveaway. Contests are a great way to promote your book.
- 10) Google some topic-related online groups to see if you can network with them.
- 11) Send thank you notes to people who have been helpful to you.
- 12) Send your book out to at least ten book reviewers this week.
- 13) Do a quick Internet search for local writers' conferences or book festivals you can attend.
- 14) Create an email signature for every email you send. Email signatures are a great way to promote your book and message.

15) Put the contents of your Web site: book description, bio, Q&A, and interviews on CD to have on hand when the media comes calling!

16) Submit your Web site to the top five directories: Google, MSN, Alexa, Yahoo, and DMOZ.

17) Write a great press release and submit it to free online press release sites like: PR4 - www.prlog.org, www.prfocus.com, www.1888pressrelease.com, <http://i-newswire.com>.

18) Write your bio and have someone who can be objective critique it; you'll need it when you start pitching yourself to the media.

19) Schedule your first book event!

20) Start your own email newsletter: it's a great way to keep readers, friends and family updated and informed on your success.

21) Start a Twitter account and begin tweeting. If you don't think Twitter is significant, think again: it's been a major part of our marketing strategy for over 2 years now (before anyone even knew what Twitter was).

22) Develop a set of questions or discussion topics that book clubs can use for your book, and post them on your Web site for handy downloads.

23) Add your book info or URL to your answering machine message.

24) Start a Facebook Fan page. Fan Pages are much better than groups because they're searchable in Google.

25) See if you can get your friends to host a "book party" in their home. You come in and discuss your book and voila, a captive audience!

26) Find some catalogs you think your book would be perfect for and then submit your packet to them for consideration. If you're unsure of what catalogs might work for you, head on over to www.catalogs.com and peruse their list.

27) Go around to your local retailers and see if they'll carry your book; even if it's on consignment, it might be worth it!

28) Add your book to Google Book Search.

29) Research some authors with similar subjects and then offer to exchange links with them.

30) Start a Squidoo page and make sure it's linked to your Twitter Account and Facebook Fan page.


Continued on page 3

50 Things Under \$50 ... *Continued*

- 31) Make sure your blog is connected to Amazon.com via their Amazon connect program (yes, it's free).
- 32) Ask friends and family to email five people they know and tell them about your book.
- 33) Leave your business card, bookmark, or book flyer wherever you go.
- 34) Subscribe to Google Alerts and make sure that you are getting alerts under your name as well as your book title(s), brand, and keywords.
- 35) Pitch yourself to your local television stations.
- 36) Pitch yourself to your local print media.
- 37) Work on the Q&A for your press kit. You'll need it when you start booking media interviews!
- 38) Pitch Oprah. Go ahead, you know you want to.
- 39) Is the topic of your book in the news? Check your local paper, and write a letter to the editor to share your expertise (and promote your book!).
- 40) Stop by your local library and see if you can set up an event. They love local authors.
- 41) Do you want to get your book into your local library system? Try dropping off a copy to your main library; if they stock it chances are the other branches will too.
- 42) Go to Chase's Calendar of Events (www.Chases.com) and find out how to create your own holiday!
- 43) Going on vacation? Use your away-from-home time to schedule a book event or two.
- 44) If your book is appropriate, go to local schools to see if you can do a reading.
- 45) Got a book that could be sold in bulk? Start with your local companies first and see if they're interested in buying some promotional copies to give away at company events.
- 46) Don't forget to add reviews to your Web site. Remember that what someone else has to say is one thousand times more effective than anything you could say!
- 47) Trying to meet the press? Search the Net for Press Clubs in your area, they meet once a month and are a great place to meet the media.

48) Want a celebrity endorsement? Find celebs in your market with an interest in your topic and then go for it. Remember all they can say is no. Check out the Actors Guild for a list of celeb representatives.

49) Ready to get some magazine exposure? Why not pitch some regional and national magazines with your topic or submit a freelance article for reprint consideration?

50) Work on your next book. Sometimes the best way to sell your first book is by promoting your second. 


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Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. In the past 15 months their creative marketing strategies have helped land 10 books on the *New York Times* Bestseller List. To learn more about Penny's books or her promotional services, you can visit her web site at www.amarketingexpert.com.

Publishing Factoid

Have you heard of or seen a "Vook"? It's a video/book hybrid that features videos and links that supplement the narrative interspersed throughout the text.

Is a hybrid book our future? Maybe. "As discourse moves from printed pages to network screens, the dominant mode will be things that are multi-modal and multilayered," says Bob Stein, founder of the Institute for the Future of the Book. "The age of pure linear content is going to pass with the rise of digital network content."

Source: "As books go beyond printed page to multisensory experience, what about reading?" by Monica Hesse, *The Washington Post*, December 28, 2009 



PUB LEGAL Truth in Advertising

**VOLUNTEER
LAWYERS AND
ACCOUNTANTS
FOR THE
ARTS
ST. LOUIS**


By Jessica Hille for the St. Louis Volunteer Lawyers and Accountants for the Arts

Part of the business of being of an artist is promoting yourself and your work. Good advertising, whether online, in print, on TV, or in other media, can help you achieve commercial success as an artist. But while it is common knowledge that advertisements play up the positive aspects of any product, there are limits to what claims you can make to promote your work. The Federal Trade Commission (FTC) protects consumers by creating and enforcing national advertising policies. If you are not advertising on a national level, your advertisements will likely be governed by applicable state law.

Missouri's truth in advertising standards are set out in Chapter 407 – Merchandising Practices of the Missouri Revised Statutes. The statute states that the “act, use or employment by any person of any deception, fraud, false pretense, false promise, misrepresentation, unfair practice or the concealment, suppression, or omission of any material fact in connection with the sale or advertisement of any merchandise in trade or commerce... in or from the state of Missouri, is declared to be an unlawful practice.” (R.S.M.O. §407.020. 1.) Despite the somewhat cumbersome language of the statute, the basic idea is simple: Don't lie.

While you can't make factual statements for which you have no supporting evidence, you can make subjective assessments. For example, unless you have medical data supporting your statement, you cannot say, “Looking at this painting cures cancer!” but you may express an opinion like, “This is the best book in the world!” You also can't make a claim like “This collage is made from 100% post-consumer products” unless it is, and you should be able to prove that.

Protecting consumers from false advertising is taken very seriously, and violators can face jail time and thousands of dollars in fines. If you willfully violate the statute with the intent to defraud, you can be convicted of a Class D felony in Missouri. Class D felons can be sentenced to up to four years in prison and fines of up to \$5,000. This is true even if you didn't profit, or haven't yet profited, from the advertisement. If you did profit, the court can impose fines of up to double the amount you gained from your false advertising. This type of fine can reach up to \$20,000. In addition, the consumer who is harmed by deceptive advertising may bring an action against the false advertiser for monetary damages. Be careful of what you say so your words don't come back to haunt you—or put you in prison.

The Missouri Attorney General has the authority to enforce Missouri's truth-in-advertising laws and takes online complaints. See the Attorney General's Consumer Protection website for more information. The Better Business Bureau of Eastern Missouri and Southern Illinois is another resource that monitors businesses in St. Louis and collects data on business practices, including advertising. 

©VLAA. All rights reserved. This article was written for educational and informational purposes only and is not legal advice or a legal opinion. Only your attorney can advise you about which laws are applicable to your specific situation. We urge you to seek professional services to address your specific needs. For more information, visit www.vlaa.org.

Publishing Expert Dan Poynter Workshop: Turning Speeches into Books


The St. Louis Chapter of the National Speakers Association is hosting Dan Poynter for a workshop on **Turning Speeches into Books**. SLPA members are invited to attend at a special discount, thanks to our friends at the NSA!



About the Presenter:

Dan Poynter has written and published more than 120 books including *Writing Nonfiction* and *The Self-Publishing Manual*. One of the pioneers of modern self-publishing, he has experienced every phase of the book publishing process.

The workshop will be held on **Saturday, February 20, 2010, 8:30 a.m. – 1:00 p.m. at The Edge of Webster in Webster Groves, Missouri. Special price for SLPA, Toastmasters and IMC Members, \$55 (Prepaid); Guests, \$65.** For more information and to pay online, visit:

<http://nsastl.com/2010/01/18/turning-speeches-into-books/>


“There ain't nothing that breaks up homes, country and nations like somebody publishing their memoirs.”



— Will Rogers quotes (American entertainer, famous for his pithy and homespun humour, 1879-1935)

Source: ThinkExist.com

Build Your #1 Marketing Asset

by **Bob Baker**

I've been a published author since 1992, when a small publisher put out my first book, called *101 Ways to Make Money in the Music Business*. I've been promoting myself online since 1995. Guess what I've found to be my strongest book promotion and sales tool?

My web site? Amazon.com? Media exposure? Nope.

My #1 book marketing asset is my mailing list. That's right, it's the thousands of people over the years who willingly gave me their name and email address and, in essence, have said, "Hey, I'm interested in what you write about. I'd like more information, so keep me posted."

Before I'd ever heard the term "ezine," I realized the power of email. In fact, I didn't even have a proper web site until 1999. So for the first four years I was online, I used other people's web sites and my own mailing list to spread my ideas. And it worked!

Key point: If you want to promote yourself effectively online, you need to start building a mailing list of people interested in you and your ideas. And start doing it yesterday!

Without a growing list, you become a passive book promoter who sits on the sidelines and hopes that people respond to the messages you put out. With a mailing list, you become a proactive marketer who controls the flow of information directly to the people who need it the most: your potential buyers and fans.

Publishing an email newsletter is not the exhausting chore that some make it out to be. In fact, here are four services that can help you manage your email database and delivery. The first two are free; the last two are fee-based:

Yahoo Groups <http://groups.yahoo.com/>
 Google Groups <http://groups.google.com/>
 Constant Contact www.constantcontact.com
 AWeber www.aweber.com

Bottom line: Start building a mailing list now!

This is a short excerpt from Bob's new book, *55 Ways to Promote & Sell Your Book on the Internet*. Visit www.IndieBookPromotion.com for details.



REMINDER: please renew your SLPA membership!
 Contact Christine Frank at (314) 205-2679 or
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We Welcome Our Newest Members

James Tegu • Stlouisav8@sbcglobal.net

James started flying in 1979. He became a flight instructor in 2004 and has taught over 1100 hours of flight instruction. Tegu published the *Midwest Aviation Journal* from 1994 to 2004. He has also taught ground school classes for the past six years and finished his first historical novel. He is now working on his second book.

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Tineka has published *Situations Brings Possible Solutions*, *Sins of Incest* and *Words Expressed for Inspiration*, and *A Bittersweet Aftermath: Quarrels of Life*. A student, she has recently switched her major from journalism to paralegal studies.

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Katherine has been in publishing for 10 years and has worked with trade, academic, and textbook publishers as well as self-publishers. 📖

You are invited to submit items and articles to *SLPA News and Views*.

Next deadline: February 20

Don't be late – no kidding!

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

Questions about SLPA?

Contact membership chairperson:
 Christine Frank at (314) 205-2679 or
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