



MARCH 10 MEMBERSHIP MEETING:

What can a book coach do for you?

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, too. Book coaching evolved as part of two distinct recent movements: the personal coaching industry and the combined forces which have enabled independent publishing, such as drastic changes in traditional publishing, the Internet, desktop publishing, and others.

Other terms for this new profession are book architects, book mentors, book shepherds, and publishing consultant. They can help with any and all of the many publishing tasks we all discover when we begin to self-publish, or just one category like Marketing or Managing the Printing Process. Join us to hear a great panel of book coaches discuss the many ways they help aspiring authors bring their book ideas to life. Bring your questions, look at your own "to-do" list and think about: *What task would you like to hand off to a professional?*

Featured speakers



Linda Senn is a book coach who teaches writing, publishing, and creativity classes and is an adjunct instructor at University of Missouri – St. Louis. She has written and published 10+ books with more on the way. A former president and current member of the St. Louis Publishers Association, Linda also belongs to the St. Louis Writers Guild and Kirkwood-Des Peres Chamber of Commerce. Learn more at www.pencentralonline.com/coachingcritiquing.html



Lynne Klippel is a best-selling author, publisher, and book shepherd. Since 2004 she's been working with coaches, speakers, and entrepreneurs who want to write a nonfiction book to showcase their expertise and build their business. Her business, Love Your Life Publishing, Inc. focuses on the marriage of Internet marketing and publishing and has helped clients from six of the seven continents. You can find out more about her at <http://wp.lynneklippel.com>



Christine Frank started Editing & Indexing 13 years ago, and that company has evolved into a comprehensive book shepherding firm, Christine Frank & Associates. Typical clients are educators, doctors, and self-improvement specialists with existing or new businesses to promote. Like Lynne, she is keeping track of which continents her clients live on, and she is avidly looking for an author in Antarctica. If you know of anyone, please send them to www.christinefrank.com

THIS MONTH ONLY: Our monthly meeting will be held at a different location: The Brentwood Community Center (Brentwood Recreational Complex) 2505 S. Brentwood Boulevard, Brentwood, MO 63144
Doors open at 6:30 p.m. for networking. The meeting begins at 7:00 with announcements, followed immediately by the Featured Speakers. The evening concludes about 8:30 with networking continuing till 9:00. Our regular meetings are free to Members. Guests – \$10.00 at the door. 📖

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Our popular “How to publish your book” workshops are back!

We invite you to join us as we celebrate **Small Press Month locally with our free “How to Publish Your Book” workshop!** Each Saturday in March at a select Borders bookstore, experienced members of the St. Louis Publishers Association share their insights and explain the process of publishing step-by-step—from book concept to book sales—all in one info-packed free evening. There is no better way to find out what you really want to know all at once!

Here's what we'll cover:

- **Self-Publishing vs. Traditional Publishing**

Which is best for you?

- **Turning Your Idea into Your Book**

How do you actually get a book printed?

- **Getting Your Book into the Marketplace**

How do you get it into the bookstores and where else can you sell it?

- **Promoting and Selling Your Book**

How do you actually convince people to buy your book?

Bring an open mind and all your questions. You'll get a good overview of the entire publishing process and have virtually unlimited Q&A time afterward.

FREE-to-the-public on Saturday evenings in March at these St. Louis-area Borders Books & Music locations:

Saturday, March 6 at 7 PM

Borders – Sunset Hills

10990 Sunset Hills Plaza, Sunset Hills, MO 63127

Phone: 314.909.0300

Saturday, March 13 at 7 PM

Borders – Edwardsville, IL

6601 Edwardsville Crossing Drive, Edwardsville, IL 62025

Phone: 618.659.0554

Saturday, March 20 at 7 PM

Borders – Brentwood


1519 S. Brentwood Blvd., Brentwood, MO 63144

Phone: 314.918.8189

Saturday, March 27 at 7 PM

Borders – Creve Coeur


11745 Olive Blvd., Creve Coeur, MO 63141

Phone: 314.432.3575 

Celebrate national Small Press Month with SLPA


Small Press Month is a nationwide celebration highlighting the valuable work produced by independent publishers. Held annually in March, Small Press Month raises awareness about the need for broader venues of literary expression.

From March 1-31, independent literary events will take place from coast-to-coast, showcasing some of the most diverse, exciting, and significant voices being published today.


For a list of **31 things YOU can do to promote your own book during Small Press Month**, visit www.smallpressmonth.org or www.ibpa-online.org/custom/smallpressmonth/SmallPrsMth.aspx 

Contest winner to be announced at the March meeting



The judging is underway now and the winner of our Get Ready/Get Published Contest will be announced at the March meeting and the three finalists will be recognized. The winning author will see his or her manuscript transformed into a saleable book. The grand prize, valued at \$8,900, includes editing, proofing, design and other production services, ten copies of the printed book, and promotional resources to help the author launch the book in the marketplace. 

Discounted display opportunity with FPA at the Florida Library Association

The Florida Publishers Association is offering display of books/catalogs/products in its well-attended booth (#216) at the Florida Library Association's Annual Conference & Exhibition April 7-9 in Orlando. More than 600 public, academic, school and specialty librarians are expected to attend. To receive a brochure with display details, email Betsy Lampe at FPAbooks@aol.com. **Deadline for receipt of display materials is Wednesday, March 31.** IBPA members, and members of its affiliate organizations, receive the FPA-member discount. 

Seven ways a coach can help you write your nonfiction book

By Bobbi Linkemer

If you are working on your first book, guidance and support from a knowledgeable source is a gift. But, even if you have done this before, a book coach can make writing a nonfiction book smoother, more organized, and more efficient. Here are some of the things a book coach can do for you.

1. A book coach is a teacher, partner, and personal cheerleader. You may not even know when you begin how much you need someone to fill these roles. But support and guidance are the secret ingredients of success when you tackle a book project for the first time. There are many places along this path when your enthusiasm or confidence may falter. A book coach will help you stay focused and sure of yourself for the long haul.

2. A book coach guides you through every step of the process. If you are like most new authors, you may be so eager to write that you “start in the middle,” rather than at the beginning. There is a proscribed process for writing a nonfiction book that begins with planning. The other major steps are research, if it is necessary; writing, the most time consuming and difficult; editing, to ensure that the books is as coherent and correct as it can be; publishing, where you will find there are many viable options; and promotion, the ways in which you will help to get your book into the hands of readers.

3. A book coach asks all the right questions during the planning phase. These are the questions you must be able to answer before you begin writing. *The most important is what is the subject of your book?* If you can't explain what your book is about in one sentence, you may not have a clear idea of your message. Other questions include: who is your target audience? What are your qualifications for writing this book? What other books are on the shelves, and how is yours going to be different and better? How much control do you want over the publishing process? And, how will you help to promote it after it's published?


4. A book coach helps you set realistic goals and create a schedule for meeting them. Writing a book is a long-term project but certainly not one that should drag on forever. It is essential to set achievable goals to mark your progress along the way. Like all good goals, these should be specific, measurable, and have firm completion dates. If you think of the time between when you begin and when you hope to give your book to a publisher, everything you have to do must fit between those two dates. Knowing that time line will help you set short-term goals to move you toward your drop-dead deadline.

5. A book coach works with you on polishing your manuscript. When you have written your last word, saved the file, and printed out your manuscript, if your book coach (editor) hasn't read it yet, you have missed a valuable opportunity. Regular feedback during the writing process will not only keep you on track in terms of meeting your goals, it will also ensure that your book follows your plan from start to finish. As the author, you are often too close to your work to see the flaws and inconsistencies. Your coach will provide an objective and knowledgeable outside perspective.

6. A book coach clarifies available publishing options. You may start out dreaming of having a large New York publisher make sure your book goes on the new nonfiction table of Borders and Barnes & Noble, and that may be entirely possible. But conventional publishing is not for everyone or every book, and your coach can make you aware of all of the other viable options for putting your book between covers. You may choose to explore print on demand (POD), which is a popular digital technology for printing your book; one of a growing number of independent publishers who specialize in your subject matter or target market; or self-publishing, which has many advantages but is a separate process to learn and implement.

7. A book coach helps you promote your book before and after it is published. Whether you are snapped up by the best known of the “big houses” or start your own publishing company, much – if not all – of the marketing and promotion is going to be your responsibility. This is news to many first-time authors; and, like publishing, marketing is a critical aspect of producing and disseminating your nonfiction book. Ideally, marketing should be a strategy into your planning from the very beginning.

Writing a nonfiction book is no longer the exclusive province of the few who manage to build a reputation or “get a reading” by a recognized publishing house. More and more people who have something to say and long to say it in a book are finding their voices. Still, it can be a daunting process for a novice.

Understanding the essential tasks such as where to begin, how to organize information and drafts, and others can seem mysterious, if you've never done them. A book coach can demystify the process and act as a guide through this uncharted territory. 

Bobbi Linkemer is an editor, ghostwriter, teacher, writing coach, and the author of 14 books, including a step-by-step workbook on *How to Write a Nonfiction Book: From Concept to Completion in 6 Months*, now in its fifth edition. For more information on book coaching, contact Bobbi Linkemer at bobbi@writeanonfictionbook.com or www.writeanonfictionbook.com.

PUB LEGAL

Google book settlement



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

In 2004, Google launched Google Print, which has since become Google Books. The idea is to make scholarly and other works available on the World Wide Web to facilitate research and create a digital library. A number of major universities have signed on to have their libraries digitized, including Oxford, Harvard, and Stanford.


Google Books represents perhaps one of the most salient and important examples of how the Internet has changed how people think about copyright. In many ways, Google Books is to publishing what Napster was to the recording industry. The Internet makes it easy for people to copy and disseminate digital files – and violate copyrights. For scanning and posting digitized copyright works, a number of lawsuits were filed against Google for copyright violation.

The Author's Guild sued because Google was scanning and posting copyrighted works. Though usually the entire work is not posted unless it is in the public domain (i.e. the copyright has expired and no longer protects the work), large "snippets" of copyrighted works are available. If the copyright-holder's permission is not obtained, this can violate copyright. Copyright holders have the exclusive right to, among other things, make copies and distribute their works until the copyright expires.

Another major issue in the suit was orphan works. Orphan works are works whose copyright owner is unknown or can't be found. The copyright in such works is therefore difficult to determine, putting these works into a legal limbo where the legality of copying and distributing them is unknown. Google argues that by putting them online, they are made available rather than sitting around waiting for an owner to claim them, and that the system makes it easier for copyright holders to claim their works online.

In 2008, following over two years of negotiation, Google reached a settlement with the publishing industry in the United States. The initial proposed settlement was re-negotiated after the U.S. Department of Justice expressed its disapproval, noting that all the copyright concerns were not addressed and anti-trust violation issues likely existed if Google had too much control over the digital books market. A second agreement,

known as the amended settlement agreement (ASA), is awaiting approval by the New York court. Critics of the ASA include a group called the Open Book Alliance, which opposes the settlement for giving Google too much control and threatening the rights of copyright owners.

On February 11, 2010, despite lingering concerns from the publishing industry and the Justice Department, Google decided to forego further negotiation and amendment to the ASA and proceed directly to court for approval. The court had a hearing on the settlement agreement on February 18th, but the judge hearing the case has yet to issue a ruling. 

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Note: check out www.openbookalliance.org for more information.

We welcome our newest members

Judy Lewin • judylewin@msn.com

Judy is a realtor and has owned a rehab/investment business in St. Louis city since 2002. The working title of her new nonfiction book is *The Original Bruckheimer Cold Case: Forensic Genealogy Solved a 50 Year Old Mystery*.

Paul Brown • paul@progressivepursuits.org

Paul has published *So Long America*. He has an extensive background in marketing, sales, management and speaking that goes back 30 years. His company Progressive Pursuits Inc. teaches communication, persuasion, and idea generation to all ages. Paul recently joined the SLPA Board and is in charge of community outreach. 

"Proofread; It is less expensive to put ink on paper than to take it off."



— Dan Poynter

The Self-Publishing Manual, <http://ParaPub.com>

IBPA offers Publishing University scholarships to SLPA members

We are happy to announce an update to the Affiliate Scholarship Program for this year's **Independent Book Publishers Association (IBPA) Publishing University**, which will take place on **May 24-25, 2010 in New York City**.


Those who have attended Pub U in the past can attest to what a powerful career-building experience Publishing University can be. As a result of the popularity of this program, IBPA is now offering up to two scholarships per affiliate (a \$750 value per scholarship), covering full tuition at the two-day University. In years past, only one scholarship per group has been awarded, so this is an even more attainable opportunity than before. All SLPA members who are also members of IBPA are eligible to apply for the SLPA Scholarships.* Applications are due to the Sue Sylvia, our Affiliate Liaison no later than March 15, 2010.

IBPA's scholarship program provides opportunities for affiliate members who are interested in developing their publishing companies to attend IBPA's annual Publishing University. The scholarship recipient will be able to attend at no charge all seminars during the two-day program, all food functions,** and the Benjamin Franklin Awards Ceremony.

The actual scholarship is granted by IBPA, not SLPA. As required by IBPA, SLPA will present all applications received to the IBPA board, along with our recommendation. IBPA normally follows the recommendation of each affiliate (SLPA), but IBPA does reserve the right to make the final choice. The sole purpose of the scholarship is to enable the recipient to develop further as a publisher.

For more information, contact Sue Sylvia, our Affiliate Liaison, at communications@stlouispublishers.org. Download the Application in the Members Section of the SLPA site.

* ALL applications will be reviewed for eligibility by the SLPA Scholarship Committee and will be forwarded to IBPA along with our local recommendation. The final decision to award rests with IBPA. The winners are responsible for their own travel and lodging arrangements.

** Food functions include breakfast and lunch on University days, plus a networking reception the first evening (with cash bar) and buffet dinner at the Benjamin Franklin Awards evening. 

IBPA affiliate scholarship application 2010 (Individual)

Scholarship applicant MUST be:

- A member of both the sponsoring affiliate group** and IBPA. For a listing of affiliate groups please visit www.ibpa-online.org/pubresources/affiliate.aspx
- Willing to report back to other affiliate members (normally through newsletter article(s) and/or live presentation(s))
- Actively participating in the publishing process

Affiliate Group Name _____

St. Louis Publishers Association _____

Member of Affiliate?** ☐ Yes ☐ No

Member of IBPA? ☐ Yes ☐ No

Name of Applicant _____

Publishing Company _____

Position with Company _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

Email _____

Web Address _____

Number of Years in Publishing _____

Please attach an extra sheet to provide the following information (please limit each response to 150 words or less):

1. Tell us a little about your experience (if any) in the publishing business.
2. Tell us about your future plans in the publishing industry.
3. What do you hope to gain from attending the 2010 IBPA Publishing University?
4. How do you plan to share the information you gather at the University with other members of your affiliate group?

Please return to Sue Sylvia, Affiliate Liaison at communications@stlouispublishers.org on or before March 15, 2010.

Download a letter-size application in the Members Section of the SLPA site.

Is self-publishing for you?

By Mark Ortman

Is Self-Publishing For You? It depends. To help you decide, answer the following five questions:

1. What is my motivation and purpose for publishing my book?

Writing a book is a lot of work. Publishing one is even more work. Is your purpose clear and well enough conceived to sustain you through the experience? If profit is a motive, this venture must be treated as a business. Typically, from start to finish, a writer will spend 10% of their time writing the book, 15% publishing it and 75% marketing and promoting the finished book. Keep your purpose clear!

2. Is my book written for a specific market niche or group of people?

It is more expensive to promote a book to a wide general audience. Marketing costs are less when the target audience is specific, definable and accessible.

3. Do I have a way to sell books direct?

Selling books direct (at retail price to your target audience) is the most profitable way to recover your initial self-publishing investment. The standard heavy discounts to wholesalers and bookstores can be costly for slow-moving books. In fact, without a solid marketing plan, selling books to bookstores can be the least profitable way to distribute your book. Think of alternative ways to distribute your book: organizations, associations, corporations, conventions, fund raisers, back-of-the-room sales after lectures or workshops, to list a few.

4. Am I willing to go out and promote my book? A general rule for authors . . . a book stops selling when the author does. No matter who publishes your book, the author is responsible for creating the demand. Books will not sell well sitting on a bookstore's shelf, unless interest is created in your book. Writing a book is about 10% of the effort, publishing is about 15% of the effort and marketing is 75% of the effort!

5. Can I sell at least 500 copies? Beyond friends and family, who will be interested in your book? Knowing your market and how to reach those people are important questions to answer before investing in self-publishing. If profit is your motive, the initial cost of producing and printing (fewer than 500 copies) may be higher than a realistic retail price. Of course, the more you print, the less they cost. However, that decision must be weighed against the possibility of many unsold books sitting in your garage. The fact is... 95% of all books published sell fewer than 7,500 copies. Most self-publishers initially print 500 - 3,000 copies. Develop a solid marketing plan to give you a more


accurate estimate of how many books may sell. If you choose to forgo printing a quantity of books, another option is using an online publisher who will publish and distribute your book online. Most online publishers have Print-On-Demand capabilities, which means you can order a small quantity of books for your inventory. The downside is that each book will cost you more to produce, which means a higher retail price to be profitable. Books like any other product are price sensitive to the end user.

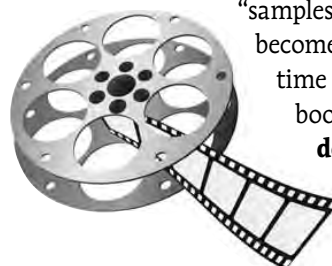
Your answers to the previous questions should help you determine if self-publishing is a viable option. The next step is to read books on this subject before you make a final decision. Good luck!

Copyright © 2003 Mark Ortman, author and workshop leader. His books include the award-winning *Simple Guide to Self-Publishing* and *A Simple Guide to Marketing Your Book*. Mark can be reached at mark@wiseowlbooks.com or www.wiseowlbooks.com.

What's ahead?

April 14 – Book Trailers: Bringing your book to life

onscreen Films have long been promoted by creating small “samples” called trailers. Since video has become such a powerful force online, it's time to bring your book to life with a book trailer. **Come learn how to do it well!** 



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

Next deadline: March 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
e-mail **MemberChair@stlouispublishers.org**

SLPA News & Views is edited by: SLPA Newsletter Editor
Maria Rodgers O'Rourke **Maria@mrocommunications.com** and
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