



SLPA Vendor Showcase April 12, In Person at THE HEIGHTS (doors open at 6:30)

Join the St. Louis Publishers Association on Wednesday, April 12 at The HEIGHTS for our annual “SLPA Vendor Showcase.” Connect with publishing service providers, network, and discuss your project with experts.

This showcase is our first return to an in-person event since the beginning of the COVID-19 pandemic. Masks are strongly recommended. All attendees are encouraged

to take a COVID test before arriving, and to stay home if your test results are positive. Don't miss this opportunity to ask questions and talk to professionals who can help you!

We have a few [remaining slots available for vendors](#). If you are a publishing service provider and want to participate, contact SLPA President Andrew Doty at president@stlouispublishers.org.

OUR FEATURED VENDORS

JOHN BENNETT
[John Bennett Book Design](#)

SHELLEY DIETERICHS
[Shell's Graphics / Good Buddy Notes](#)

ANDREW DOTY
[Editwright](#)

KERRI HOLLOWAY
[Successful Improvements](#)

JO LENA JOHNSON
[Absolute Good Enterprises](#)

PEGGY NEHMEN
[Nehmen-Kodner](#)

MARIA RODGERS O'ROURKE
[MRO Communications, Inc.](#)

RUTH E. THALER-CARTER
[Communication Central/A Flair for Writing](#)

KAREN TUCKER
[Comma Queen Editing](#)

CAROLYN VAUGHAN
[Carolyn Vaughan Designs](#)



Partner With the Local Library to Promote Your Book presented by Jennifer Alexander

Join the St. Louis Publishers Association on May 10 and learn how to “Partner With the Local Library to Promote Your Book,” presented by Jennifer M. Alexander, a Collection Development Specialist for [St. Louis County Library](#).



bookstores, and libraries. We will talk about publishing house mergers, changing reading habits, and of course, TikTok and Colleen Hoover.

Jennifer Alexander is a Collection Development Specialist for [St. Louis County Library](#). She has been with the library since 2005, working as an assistant branch manager and a reference librarian before joining collection development in 2010. She holds a Bachelor of Arts degree in History from the University of Dallas and a Master of Arts degree in Library and Information Science from the University of Missouri.



How can you partner with the public library to promote your book? Public library patrons are a community of avid readers. The same people who choose what books land on library shelves may have some good tips for you on how to publicize your books. Join us for a discussion of current practices in the public library and some insights on what drives popularity. In the last few years we have seen big changes in publishing,

UPCOMING EVENTS

April 12, 7pm – 8:30pm
[SLPA Vendor Showcase](#)
@ THE HEIGHTS
8001 Dale Avenue
Richmond Heights, MO
(doors open at 6:30pm)

via Zoom

April 22, 8am – 12:00pm
How to Publish Your Own Book
with Andrew Doty, Jo Lena Johnson,
Peggy Nehmen, Bob Baker
Registration ends April 18
<https://tinyurl.com/ye3u9t6k>
(details on page 2)

May 10, 7:00 – 8:30pm
Partner With the Local Library
to Promote Your Book
with [Jennifer Alexander](#)

Online – Zoom



How to Publish Your Own Book

What you Need to Know!

Register Through STLCC

Here:

<https://tinyurl.com/9zwwx8d>

Last Day to Register: APRIL 18



Time:
Saturday, April 22, 2023
8:00 a.m. to 12:00 p.m.

Location:
Online (Zoom)

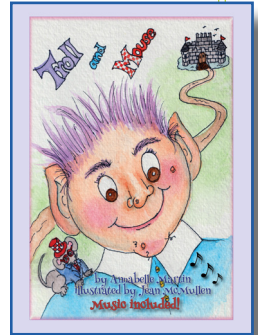
Fee: \$45.00

KUDOS CORNER

SLPA Member:
Annabelle Martin

Annabelle Martin

always had a gift for rhyming—she’s been making up songs and stories since she was a child. Now, as an adult, she’s finally brave enough to share her writing with others as a published author.



Her very first book, *Troll and Mouse*, with book and cover design by fellow SLPA member [Carolyn Vaughan](#) and watercolor illustrations by Jean McMullen, is a rhyming children’s adventure about an unlikely friendship in a time of need and features actual recorded music. She has had reading events at local schools, a signing event at Missouri Artists on Main in St. Charles, and an [interview on FOX 2 St. Louis](#).

Visit annabelletaes.com.

“There is more treasure in books than in all the pirate’s loot on Treasure Island.”

Walt Disney



LAST MONTH’S RECAP Telling the World About Your Book: One Person at a Time

Special thanks to Kevin Desrosiers, SLPA Board Member, professional speaker, and author of *Bridge Over Adversity: True Stories About Overcoming Personal Challenges*, for revealing how to tell the world about your book in simple steps. Applying those same steps helped him to become [St. Louis Magazine’s A-List Readers’ Choice Awards Winner for Best Author 2022](#).



Kevin Desrosiers

Visit Kevin at: bridgeoveradversity.com.

What networks can do for you: increase direct sales; help to win awards and gain recognition; serve as a referral source for podcasts, features in newsletters and blogs; help get book signings.

Identify your existing networks: organizations related to book publishing, like the SLPA; fraternal, service, professional, and places of worship; social media, friends and family; places you visit frequently like local restaurants, the gym, and your favorite retail stores like coffee shops, the salon, etc.

When to start finding new opportunities: Start as early as possible, months before your book is released. Don’t just join a new group and say, “Buy my book.” Engage in conversation, share ideas and feedback. Resources to help expand your networks include: Directory of Associations, Toastmasters, IKAGG, Master Networks, and BNI, plus seasonal events like holidays, local fairs and festivals.

Need help with your teasers and sample pitches? Practice! Bounce ideas off of peers in writers groups and people with real-world experience in your genre. For example: *Cookbook for new parents?* Talk to parents with young children or a chef at a family-friendly restaurant. *DIY home rehab?* Talk to a licensed general contractor or someone you know that’s recently rehabbed their own home.

Always have a few copies of your books with you (in your car, backpack, or shoulder bag). Keep enough cash to give change from your cover price, but also have a way to process a secure payment on the spot (Zelle, Venmo, or a Square card reader). Don’t miss an opportunity for an on-the-spot sale!

You never have to change anything you got up in the middle of the night to write.

—Saul Bellow



Meetings on the second Wednesday of every month

Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](#)

Visit: stlouispublishers.org/join
stlouispublishers.org/benefits

SLPA NEWS & VIEWS

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