



Setting Expectations to Publish Your Book in 2023 facilitated by Jo Lena Johnson, Book Coach and Publisher

It's the beginning of a New Year. You've spent months (or longer) writing your book and you're finally ready to move further along in the process of becoming an author.



Jo Lena Johnson

Find out what you'll need to complete your manuscript and get it published. Don't let doubt or fear stop you from creating your legacy as an author.

7 pm, January 11
via Zoom

Come prepared and get answers to your questions, including practical considerations for every step along your publishing journey, from book coaching and writers groups, to editing, layout, and cover design. We'll chat about all things related to the process and what you need to do to become published in 2023.

Are you prepared to take the first steps on your journey to becoming a published author?

Join us on January 11 for "Setting Expectations to Publish Your Book in 2023," with Jo Lena Johnson.

SLPA Board Member Jo Lena Johnson, the Absolute Good Resilience Coach, teaches leadership, conflict management, and communication skills to people around the world as a certified mediator and international trainer. As a book shepherd, writing coach, and owner of Absolute Good Enterprises, she helps people tell their stories, complete their books, and bring them to market.

Visit: absolutegoodenterprises.com.

*The best books come from someplace inside.
You don't write because you want to,
but because you have to.*

—Judy Blume

Write It Once, Sell It Forever – Content Extensions to Make Money Besides Book Sales

by Bonnie Daneker

Join the St. Louis Publishers Association on February 8 for "Write It Once, Sell It Forever – Content Extensions to Make Money Besides Book Sales," featuring author and SLPA member Bonnie Daneker. Your book took time, money, and energy to create. You don't have to read the article in the *Wall Street Journal*, "It's Hard To Write A Book, Harder To Get People To The Book Signing" (Jan 1, 2023) to know book sales are difficult. While completion brings its own sense of accomplishment, what about financial reward? How can you use the body of work that you've created to make your book pay for itself?

Bonnie will share content management ideas (for fiction and non-fiction material) to reach audiences with your book content in other forms – potentially for years after you've written it.

Author and Serial Entrepreneur **Bonnie Bajorek Daneker** has launched her latest venture, *The Author's Greenhouse*, to help would-be authors finish their manuscripts, leverage their content,



Bonnie Daneker

and develop their writing business. Formerly CEO of Write Advisors and Founder of Write Along With You, Bonnie oversaw the strategic direction of the transmedia publishing company and literary consultancy. Prior to that, she was President of BD Donaldson Publishing, Inc., which created and distributed healthcare information. Author of *The Compassionate Caregiver Series*®, Bonnie co-edited CLIMB for Women in Technology in 2010. Additionally, she contributed to Publishing as a Marketing Strategy and Building a Business, Building a Life. Her latest co-authored works are *It's in There!®*, the story of Prego spaghetti sauce, as well as *One Man's Quest to Keep You Safe: Dale Seiberling and Clean-in-Place Innovation, the story of food, drink, and pharmaceutical product science and safety standards*. Bonnie Daneker is a former instructor of Savannah College of Art and Design (SCAD) and guest lecturer at Emory University Goizueta School of Business. Find Bonnie at <https://www.theauthorsgreenhouse.com>.

ZOOM INSTRUCTIONS:

Sign-up is free. You can join from your smartphone, computer or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone. Click on this link for the meeting: <https://zoom.us/j/86782144399>. Meeting ID is 867 8214 4399. Password is 668448.

UPCOMING EVENTS

via ZOOM

January 11, 7pm– 8:30pm

Setting Expectations to
Publish Your Book in 2023

with Jo Lena Johnson

<https://zoom.us/j/86782144399>

February 8, 7pm– 8:30pm

Write It Once, Sell It Forever - Content Creation
Extensions to Make Money Besides Book Sales

with Bonnie Daneker

<https://zoom.us/j/86782144399>

February 25, 8:30 am –12:30 pm

Bring Your Books To Life:

The 2023 Virtual Publishing Conference

Registration Now Open

<https://www.stlouispublishers.org/event-5081490>

Details on page 2.

Bring Your Books To Life: The 2023 Virtual Publishing Conference

Saturday February 25, 2023
8:30am-12:30pm
(Virtual Room Opens at 8:15am
Q&A at 12-12:30pm)

Guest Speakers:



People REALLY DO Judge a Book By Its Cover!
Your cover is the single most important marketing element of your book.

Peggy Nehmen, Book Designer
Nehmen-Kodner Book Design

Get the guidance and support you need to become a PUBLISHED author!



Working with an Editor: Preparation and Process
Important steps to maximize your time and productivity while working with a professional editor.

Kerri M. Holloway, Editor and Copywriter
Successful Improvements

Register now:



Scan me!



Managing Expectations for the Editing Process
What to expect, how best to manage and schedule the work, and what can and can't be done through editing.

Andrew Doty, Founder
Editswright

Hosted by:





Seven Steps to Self-Publishing Without Being Overwhelmed

Jo Lena Johnson, Publisher, Book Shepherd, Writing Coach and Conference Moderator



Promote Your Book Through Networking
Learn where to network and what to say to generate interest and pre-sales before your book is published.

Kevin Desrosiers, Speaker, Author, Coach



Easy Steps to Uploading Your Book on Amazon in 30 Minutes

Patrick Dorsey, Author and Publisher,
Legendary Planet

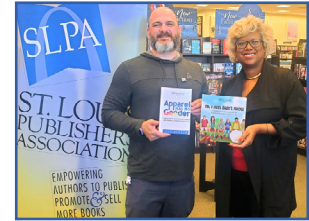
KUDOS CORNER

SLPA Board Member

Jo Lena Johnson

Absolute Good Enterprises

Jo Lena Johnson, the Absolute Good Resilience Coach and publisher of Mission Possible Press, presents **Jeff Bender**, her



book coaching client and author of two newly published books. In *Apparel Has No Gender: Thoughtful Commentary from a Dad Raising a Transgender Child*, Jeff opens up about his family's experiences of parenting two gender-fluid children. He wrote *Oh, I Just Didn't Know: 11 Thoughtful Conversations for Grandparents and Grandchildren*, to help parents and family members of gender-non-conforming or gender-questioning children open the lines of communication for understanding and compassion. He's also working to debut ALLKids+, a children's apparel line designed to be inclusive for LGBTQ+ youth.

Visit: thelionandthecowl.com.



LAST MONTH'S RECAP

Polish Your Pitch: The One-Minute Book Marketing Challenge

Special thanks to **Bob Baker** and **Jo Lena Johnson** for moderating our annual book marketing session. Authors of multiple genres took turns practicing their "elevator speech" and received genuine feedback and targeted advice. Visit Bob at FullTimeAuthor.com and TheBuzzFactor.com. Visit Jo Lena at absolutegoodenterprises.com.



Bob Baker



Jo Lena Johnson

Customize your pitch to the audience:

Readers – entice them to purchase a copy.

Media – spark interest so they will talk about your books.

Publicists/Agents – make them excited to represent you.

Bookstores – highlight your book's ability to sell to a targeted demographic.

Fiction

Try starting with a question or lead with a short story from your book. Connect to the readers' emotions by sharing what inspired you to write. If you have a special name for characters or locations from your book, use it! That is targeted branding, take ownership. It will prompt people to ask questions.

Nonfiction

Start by asking questions that are answered in your book. Include ideas from a popular topic covered in your book. Address pain points and be relatable while sharing how it felt to write your book, "I wrote this because the experience helped me, and I want to share with others."

Practice, Practice, Practice!

Remember, most people have never written a book, so you already have a head start since people will assume you are knowledgeable and educated on the subject. Practice different versions in the mirror, record yourself and make adjustments until it becomes second nature. No one can describe your book better than you!



Meetings on the second Wednesday of every month

In-person gatherings are suspended due to COVID-19 concerns.

All meetings will be held online until further notice.

Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](http://stlouispublishers.org/membership)

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

SLPA NEWS & VIEWS

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