



Fine Tune Your Platform and Get Immediate Feedback facilitated by SLPA Board Member Jo Lena Johnson

As an author, it feels great to let your creativity flow while writing your story. That seems to be the easy part. The challenge lies in making sure the message is clear to your audience.



Jo Lena Johnson

What you think and what people actually hear or read from you

**7 pm, November 10
via Zoom**

may be two different things. Make sure as you're writing your book, selecting the title, and describing your book, that you speak directly to your audience. Gain clarity and receive relevant advice for your message and author platform in real-time during our November meeting.

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 publisher of Mission Possible Press, she helps people tell their stories, complete their books, and bring them to market.

Visit Jo Lena at:
absolutegoodenterprises.com



IBPA Pub U Scholarship

The Independent Book Publishers Association (IBPA) is accepting scholarship applications to the IBPA Publishing University conference in April 2022. The SLPA is a local affiliate. To apply, you must be a current member of both the SLPA and the IBPA. SLPA members may join IBPA at the affiliate member rate.

Deadline is November 30, 2021.

Apply at: publishinguniversity.org/scholarship

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.



NOTICE: Nov.10 is the Annual SLPA Member Meeting. Members in good standing are encouraged to participate and vote to elect 2022 board members. Check your email for further details and instructions on how to vote. To submit a nomination, contact SLPA Pres. Warren Martin, at: president@stlouispublishers.org

UPCOMING EVENTS

via ZOOM

November 10, 7–8:30pm
Fine Tune Your Platform and
Get Immediate Feedback

facilitated by [Jo Lena Johnson](#)
<https://zoom.us/j/86782144399>

November 20, 8am–12pm
**How to Publish
Your Own Book**

with Warren Martin, Andrew Doty, Peggy Nehmen, Jo Lena Johnson, and Bob Baker
[Click here to register.](#)
Details on page 2.

December 8, 7–8:30pm
**Polish Your Pitch: The One-Minute
Book Marketing Challenge**
moderated by [Bob Baker](#)
<https://zoom.us/j/86782144399>

Polish Your Pitch: The One-Minute Book Marketing Challenge

Moderated by Bob Baker

Practice your book-pitching skills and get valuable feedback from professionals during our December 8 meeting.

Make no mistake: your ability to clearly communicate who you are and what your book is about will lead to more publicity, more readers, and more sales. As a self-promoting author, you need to learn this skill. Learn how to hone your "elevator speech" at this special book marketing session hosted by SLPA past president and marketing master Bob Baker.



Bob Baker

Bob Baker helps musicians, authors, and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of several books, including the highly acclaimed Guerilla Music Marketing Handbook (which appeared in the movie

School of Rock, starring Jack Black). Check out Bob's free blog, podcast, video clips, and more at FullTimeAuthor.com and TheBuzzFactor.com.



How to Publish Your Own Book

Saturday, November 20, 2021 • 8 am – 12 pm

REGISTER NOW: <https://tinyurl.com/8pxabvpx>



→ REGISTRATION CLOSSES 3 BUSINESS DAYS PRIOR TO THE START DATE ←

Membership Renewal

Special discounted rate for current SLPA members!

Beginning October 1 until we return to in-person meetings in 2022, current members can renew their annual dues for the special discounted rate of \$30. This covers your membership for one (1) calendar year from the date of payment. Simply use the special discount code provided in your renewal notice email.



LAST MONTH'S RECAP Securing Audiobook Rights:

What Writers Need to Bring an Audiobook to Market



Special thanks to intellectual property lawyer and San Francisco-based writer Matt Knight for explaining all the steps needed to publish an audiobook. Visit him at mattknightbooks.com, and his publishing law

blog at sidebarsaturdays.com.

Book Rights

Your author's copyright covers creative works you produce in tangible form, including a bundle of exclusive rights to reproduce, distribute, perform, display, and prepare derivative works (abridgements, translations, dramatizations, film adaptations, audiobooks).

If you are self-published, you probably control your derivative rights, unless you licensed rights to a third party. If your book came through a traditional publisher or small press, read your contract. You may need to ask for a rights reversion.

Performance Rights

The creative artist who narrates your book owns the rights to the performance. You

must secure the copyright to that narration with a voiceover contract to market that audio recording.

Sound Recording Rights

The audio engineer who records your book also owns rights (captures narrated recording, chapter transitions, and background music to create a master file). Secure an audio contract to own the rights to that master file.

Music Rights

You can use pre-existing music, hire an artist, or record your own. Using pre-existing music or hiring an artist requires a license to two copyrights for all artists, producers and publishers involved, so choose wisely.

Cover Art Rights

The creator of the cover art owns the copyright. You have two options: (1) obtain a license to use and modify the cover design or secure a contract that transfers the full rights of the copyright over to you; (2) create an entirely new cover for the audiobook.

What's most important is that you cover all your legal bases. If you need specific legal advice, be sure to find a local attorney who specializes in intellectual property and publishing rights.

KUDOS CORNER

SLPA Board Member:

Jo Lena Johnson

[Absolute Good Enterprises](http://AbsoluteGoodEnterprises.com)

Jo Lena Johnson, the Absolute Good Resilience Coach and publisher of Mission Possible Press, presents her book coaching client **Dr. Kimberly Johnson Hatchett**, a Board-Certified Neurologist, whose new release, *Retrospective Calling: Looking Back to Create Your Path Forward*, will be available in December 2021.



Dr. Kimberly Johnson Hatchett

Dr. Hatchett's book motivates readers to change the trajectory of their life, step-by-step, providing tools to create the future they want and deserve. She will be featured in December on Small Business Sunday, an Instagram show, and also in the Nov/Dec 2021 issue of *Today's Purpose Woman*, a digital magazine.

Find her on

[Twitter](https://twitter.com/DrKimNeuroDoc) and [Instagram](https://www.instagram.com/DrKimNeuroDoc)

[@DrKimNeuroDoc](https://www.instagram.com/DrKimNeuroDoc), or visit drkimberlyjhatchett.com and retrospectivecalling.com.



Meetings on the second Wednesday of every month

In-person gatherings are suspended due to COVID-19 restrictions. 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/join)

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

SLPA NEWS & VIEWS

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