



## How to Get Your Book into Your Local Library

By: Jennifer Alexander, Collection Development Specialist for St. Louis County Library



You've done the hard work of turning your inspiration into a book. Good for you! Now as you begin to plan for marketing and promotion, you might wonder how the public library could play a part. In addition to having your book available at bookstores and online, a presence in the public library may also contribute to word-of-mouth buzz and increased sales. In the same way that publishers and bookstores are dedicated to sales, the library is committed to serving the public. How can you as an author align your goals with those of the public library?

Most libraries have a collection development policy which guides acquisition decisions. Learn how these policies are written, and how various libraries handle things differently. Why are some independently published books added to library collections while others are not? What kind of publicity gets the attention of collection development librarians? Do the guidelines

for building the collection change over time? If the library decides not to add your book, is that a forever decision, or can your book be reconsidered later?

During the July 10 meeting we will examine what criteria libraries use to build their collections, how books are added, and what happens to those books once they are on the shelves. We'll also cover procedures for submitting your book for consideration and explore opportunities for adding e-books to library collections.

In addition to having your book available to library patrons, there are other ways the library can be helpful to you. Your local library reflects the reading preferences of the community. Observing which books are most popular, what the book discussion groups are reading, and what kind of programming the library offers can give useful insight into your future readers.

The public library is not concerned with how many copies of your book it can sell; instead, it is dedicated to connecting readers

with the books they want. An understanding of how librarians build their collections and the services offered to patrons will be a valuable tool for reaching your audience.



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.



### Self-Publishing Trends 2018–2019

Excerpt from a [blog post](#) by [Robin Cutler](#), Director of [IngramSpark](#). Edited for length.

Whether you're beginning a new novel, writing a book marketing plan for an existing book, or working on any aspect of your self-publishing journey, now is the time to examine the self-publishing landscape. Here are my insights into trending book publishing topics for the New Year.

**Political and Social Satire:** Expect publishing trends of 2018 featuring political memoirs and humor to continue. To take advantage of political trends in books, it's important to publish quickly and effectively, one of the core benefits of self-publishing.

**Poetry Is Popular; Creativity Is Entrepreneurial:** Who would have thought that poetry as a genre would be at the top of

IngramSpark best-seller lists? This is a trend that has been growing for the past few years, and I don't see it stopping any time soon.

**Social Movements Continue to Spark Fire:** Authentic and conscious discussions surrounding gender, race, class, and age-related issues, among other topics, have become more prominent and many authors are capitalizing on their authority to speak to such topics from their actual world experience.

**Shorter Is Better:** With less time available for reading, it makes sense that readers want

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Register Now!  
at  
[stlouispublishers.org/robin-cutler](http://stlouispublishers.org/robin-cutler)

### UPCOMING EVENTS

July 10, 7pm @ THE HEIGHTS  
**Getting Your Book Into The Local Library**

Featuring Jennifer Alexander of the [St. Louis County Library](#)

July 20, 9am–12pm @  
Westborough Country Club

631 S. Berry Rd., St. Louis (Oakland), MO 63122

**Fire Up Your Book Project!**

Featuring [Robin Cutler](#),  
Director of [IngramSpark](#)

Aug. 14, 6:30–9pm  
@ THE HEIGHTS

**SLPA Vendor Showcase**

Featuring publishing professionals of all specialties

Hosted by the [SLPA](#)

(Self-Publishing Trends continued)

to get to the last page quicker. The trend for the past few years has been to publish books with less than 200 pages on average, or around 50,000 words. If you've written a colossal masterpiece of 150,000 words, you might consider splitting your big book into a series instead.

**The Return of Your Local Bookseller:** The American Bookseller Association reports a 40% increase in store openings in the past decade. And not only are booksellers growing in numbers, but they are thriving in the communities they serve. Also, independent

bookstores are very supportive of self-publishing authors if the work has the same quality as traditionally published books.

*Robin Cutler, Director of IngramSpark, is the featured speaker at the July 20 workshop hosted by the [SLPA](#).*

Follow Robin on [Twitter @rcutlerSpark](#) and be sure to check out [IngramSpark on Facebook](#), and at [www.ingramspark.com](#).

**Saturday, July 20**

## FIRE UP YOUR BOOK PROJECT THIS JULY!

WITH EXPERT [ROBIN CUTLER](#)

**Register for our morning workshop and learn:**

- What IngramSpark can do for you and your books
- What is needed to set up your title with IngramSpark
- How metadata can help your book be discovered
- How best to handle pricing, discounting, and returns
- Where in the online world your books can be sold
- Where to find free learning resources through IngramSpark

**Saturday, July 20  
9am to noon**

Westborough Country Club, 631 S. Berry Rd.,  
St. Louis (Oakland), MO 63122

**SIGN UP TODAY!**

[stlouispublishers.org/robin-cutler](http://stlouispublishers.org/robin-cutler)



## LAST MONTH'S RECAP Finding Fans to Market Your Book

Thanks again to [Martin McConnell](#), our featured speaker for the June 12 meeting. Building a loyal fan base for your books is the best way to long-term success. Here are four keys to keep you focused:



### Attention

First things first, know your audience. Your book isn't for everyone/anyone. Create a profile of your audience (likes/dislikes, hobbies, what are they passionate about?). Conduct a Twitter search on specific topics (know which keywords they'd use) and find out what's trending. Look for discussion groups related to the topic of your book. Become a student of your audience.

### Engagement

Share you. Connect with your fans through shared interests like hobbies, day-to-day activities, current events, etc. Join in discussion groups about related topics, not just your book. Keep the lines of communication open. Pay attention to the people who love your work and serve them!

### Feedback

What ultimately matters the most is audience reaction, even more than agents, editors and publishers. If readers don't like your book, they won't support your work. When you do get feedback, embrace it! Whether their comments are good or bad, if you notice a common thread from several reviewers, take those into serious consideration.

### Biggest takeaway

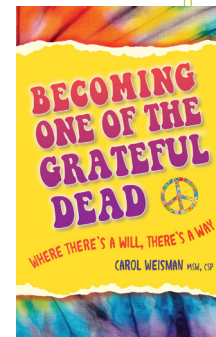
Your best fans (those who love your work) will be your torchbearers and help expand your audience through word-of-mouth and similar interest circles. Make sure they know you appreciate their support and keep the communication channels open.

Keep up with Martin at <https://writefarmlive.com>

## KUDOS CORNER

**SLPA member  
[Carol Weisman](#)**

*Becoming One of the Grateful Dead: Where There's a Will, There's a Way* is Carol Weisman's 11th book (graphic design and illustrations by [SLPA](#) board member [Peggy Nehmen](#)). As an internationally known speaker, author, consultant, and trainer specializing in volunteerism, fundraising, and governance, her travels so far this summer have taken her from Peoria, Illinois, to Bermuda, educating attendees on the multiple perspectives of philanthropy through planned giving and charitable trusts. Carol's previous works include *Raising Charitable Children* (currently in its third printing), which was covered by *The New York Times*, *Parade Magazine*, and *Parents Magazine* and was also the cover story of *Scholastic Parent and Child*.



## Meetings on the Second Wednesday of the Month

### Monthly Meeting Admission

- FREE for Members
- Guests – \$10 at the door
- Annual Membership – \$60 per year (guest fee applied to membership if you join that evening)

Doors open for networking at 6:30pm  
Program begins at 7:00pm

The meeting concludes around 8:30pm  
Networking until 9:00pm

THE HEIGHTS: Richmond Heights  
Community Center  
The Argus Room • 8001 Dale Ave.  
Richmond Heights, MO 63117  
(Child care available at THE HEIGHTS)

### SLPA NEWS & VIEWS

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